



## Experts Reveal Why You Should Never Skip SPF (Even in Winter)



We all know the importance of wearing sunscreen during the hot summer months – but turns out, it’s just as important (if not more) to wear sunscreen once the temperature drops.

Yep, if you don’t believe us, take it from leading dermatologists as they share why your skin needs proper sun protection in the winter along with the best sun care tips below.

### **Why is SPF still so important in the winter?**

“SPF application should be seen as a daily preventative regimen year-round because UVA rays penetrate through clouds and can even reflect off of snow banks and icy patches,” notes Dr. Craig Kraffert, board-certified dermatologist and president of Amarte. Plus, “the sun still emits damaging UVA rays during the winter and can affect aging skin,” adds Dr. Paul Jarrod Frank, celebrity cosmetic dermatologist and founder of [PFRANKMD™](#).