



OSMOSIS PUR MEDICAL SKINCARE WANTS YOU TO DRINK YOUR SUNSCREEN



Posted by Charu Suri 04.01.15

At first, the words “drinkable sunscreen” sound like an oxymoron. Who, after all, would want to down a bottle of broad spectrum SPF? But this new dietary supplement, the brainchild of Ben Johnson, MD, founder and formulator of **Osmosis Pur Medical Skincare**, is actually purified water that is imprinted with unique, vibrational waves which isolate out the precise frequencies needed to protect you from UV rays.



The idea behind this technique, according to Dr. Johnson, is to address the factor of the skin's innate protection mechanisms. "UV Neutralizer, like all sunscreens, provides a majority of the protection your skin needs," he says. "However, it is in partnership with the skin's innate protection mechanisms. This means that all sunscreens are limited by the immune strength of the user. This is why so many people burn even when sunscreen is used."

Dr. Johnson's point is that the amount of time that someone can stay out in the sun, and not burn, is dependent on health, medication as well as the individual's immune system. Some can handle 90 minutes of sunshine with say, a topical sunscreen; others may be able to tolerate more. The frequencies that have been imprinted on Osmosis' water will vibrate on skin in a way as to cancel approximately 97% of the UVA and UVB rays (according to Osmosis Pur Medical Skincare, this percentage is similar to broad spectrum SPF 30 products). This results in three hours of coverage that can be repeated for extended stays in the sun. These two different UV Waters allow for increased sun exposure (30x more than normal), protect your eyes, do not wash off when swimming and can increase your tanning response.

The price is also reasonable: \$30 gets you 3.38 oz. It's available in Tan and No Tan Frequency formulas. While it is hard to say if this sunscreen trend will really catch on (we certainly hope it works and can't wait to try it out this summer), don't toss out your bottles and tubes of SPF just yet. Many dermatologists suggest staying with your topical sunscreens for the best protection. New York City dermatologist Gary Goldenberg, MD says that he is sticking with recommending topical, broad spectrum sunscreens with UVA and UVB protection. "While some oral agents claim to have antioxidant properties, real UV protection involves applying a sunscreen topically. I recommend a broad spectrum sunscreen SPF50 to all my patients," he says.