

Why do men in the workplace struggle with the idea of applying lip balm on their lips? We suppose it's because of a social stigma - men who use lip balm are trying to get in touch with their feminine side. But chapped, dried and unprotected lips shouldn't discriminate!

Applying SPF lip balm on a regular basis during outdoor working hours has a bigger purpose, which is simply to protect yourself from sun damage or developing life threatening skin cancers.

Believe it or not, men's lips are just as sensitive to sunlight as women's lips are. Lips do not produce melanin (a protective skin substance produced by the body's skin,) so they have a very strong tendency to burn, which can lead to short-term pain and long-term health risks.

So boys, next time you reach into your lady's cosmetic bag to reapply that favourite balm of yours (unnoticed of course,) don't feel guilty! But better yet, why not purchase your own?

There are many 50+ lip balms on the market which offer the best protection and don't necessarily come in a pretty pink tube. Simply apply to your clean, dry lips at least 20 minutes before setting foot into the sun and reapply throughout the day. Spotscreen recommends it!

