

Prevention Magazine™ Says "Take SunPill To Boost UV Sun Protection"

15 Jun 2009

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XenaCare Holdings Inc. (OTCBB:XCHO), a healthcare company specializing in the branding, retailing and internet distribution of consumer products, has announced today that in the July 2009 issue of Prevention Magazine™ an article written by Roopoka Malhorta which is about Ageless Summer Beauty - 21 fast, easy ways to look young - and stay that way - this summer and beyond states as their #1 choice was to "Try a Sun Protection pill" they further stated "...boost your UV protection by taking an antioxidant supplement such as SunPill (\$20 for a month's supply; available at <http://www.sunpill.com>)." According to Frank Rizzo, president of XenaCare, the SunPill can also be purchased at Walgreens, Rite-Aid, Amazon.com, Drugstore.com, CVS.com, Target.com and various other major retailers.

New research from University of Miami School of Medicine shows that the fern extract in the SunPill significantly reduced UVA-related DNA damage that leads to wrinkling and brown spots. For best results, pop one each day starting a week before you plan fun in the sun. "This allows the antioxidants to build up in your system for maximum protection," says Leslie Baumann, MD, director of the University of Miami Cosmetic Medicine and Research Institute. Researchers have also found that taking the extract of the fern Polypodium leucotomos (PL) in supplement form can help halt UV-induced skin damage and skin cancer.

Also, Frank Rizzo stated, "Because of the new studies and the researcher's findings we have now formulated a new skin care product using Polypodium leucotomas which we are planning to release later this year called Pro Dermex for use in Dermatologists offices for healthier skin and reduction of skin damage caused by the Sun. The product will be actively marketed to the 16,000 practicing Dermatologists in the U.S., with a focus on the 2,500 stocking Dermatologists."

Source

XenaCare Holdings Inc.

Article URL: <http://www.medicalnewstoday.com/articles/153881.php>

Main News Category: Dermatology

Also Appears In: Preventive Medicine,

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