

the right stuff

Berkshire Living August 2010 Give It, Get It, Good

SAFE GUARD

Developed by skin-cancer survivor Wendy Steele, **Keys Solar Rx Moisturizing Cosmetic Sunblock SPF 30+** manages to eschew all the crap, to put it bluntly, that makes its way into standard skin-protection potions. Praised by a slew of esteemed organizations—*Consumer Reports* included—for its defense against UVB and UVA rays, the all-natural, vegan cream is blissfully chemical-free. It's not waterproof, nor is it recommended for the beach, but designed for everyday use as a safe, sun-shielding base coat for face, neck, hands, you name it. What's more, its "uncoated" nano-zinc oxide is a proven antibacterial and antimicrobial agent that can diminish pesky problems like redness, rosacea, and age spots.

3.4 ounces about \$27 at the **Lenox Village Integrative Pharmacy**, 5 Walker St., Lenox, Mass., 413.637.4700, www.onlinevillagepharmacy.com; www.keys-soap.com

