



Chinese-style Sun Protection

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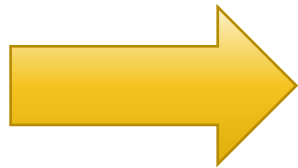


PART 01

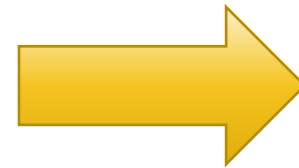
Historical Origins and Tools Innovation of Sun Protection in Ancient China

● From “Sun drying” to Social Signaling

4th-century Jin Dynasty tale of Hao Long “sun-drying books” recorded in *A New Account of the Tales of the World* 《世说新语》.



The imperial Huagai (华盖), reserved exclusively for emperors, fused sun protection with divine authority.



Ming Dynasty scholars received state-issued bamboo sunhats as symbols of bureaucratic privilege



Tools Innovation Across Periods

Pre Qin Dynasty
“Ge Yi”
(ramie fiber robes)



Han-Tang Dynasty
“Wei Mao”
(veiled hats)



Song-Ming Dynasty
Pearl powder





PART 02

Sun Protection in Mordern China



Question: How do you protect yourself from the sun in your daily life?

Answers:

Physical sun barriers:

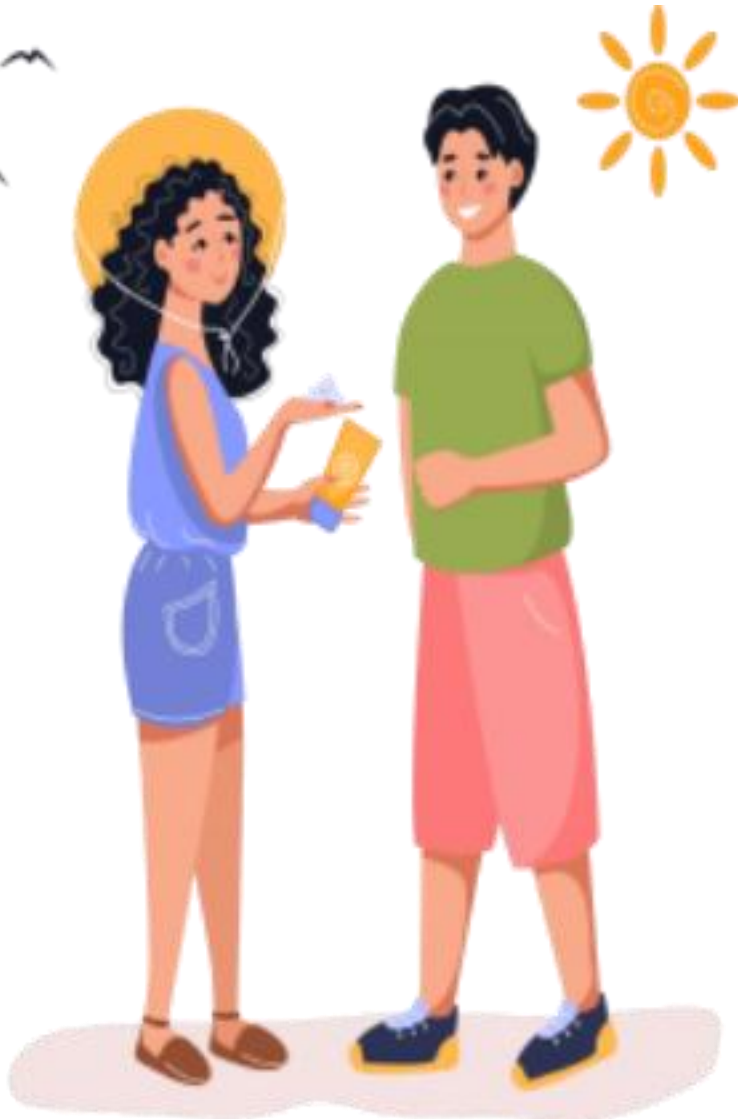
- UPF-rated apparel, UV-blocking "facekinis" (面基尼), and UV-protective arm coverings (冰袖) .

Topical sunscreen agents:

- Sunscreen spray, lotion, cream, wax stick or powder.



Gendered sun protection: Beauty Standards in Flux



- **Women’ s Routines:** Comprehensive protection (combination of physical and chemical), focus on anti-ageing and "white, young and thin" aesthetics, driving market diversification (e.g. products with function with sun protection + whitening, oil control). (CBN Data, 2024).
- **Men’ s Shift:** Once deemed "unmasculine,"sun protection is rebranded as health stewardship. Alibaba reports 200% growth in male-targeted sun protection gear (2020–2024)—think UPF-rated apparel marketed like outdoor gear.

Scientific Sun Protection Guidelines



Prioritize Physical Protection

1. Opt for dark, tightly woven fabrics
2. Use UPF50+ clothing + wide-brimmed hats + UVA-blocking sunglasses.



Supplement with Chemical Protection

1. Daily use: SPF30+ and PA+++; outdoor activities: SPF50+ with water-resistant formulas.
2. Reapply every 2 hours; apply 1-2 mg/cm² per use (\approx size of a ¥1 coin).



Health Balance:

10-15 minutes of daily sun exposure for vitamin D synthesis; avoid overprotection to prevent osteoporosis.



PART 03

Conclusion



Chinese-style sun protection reflects cultural values and technological progress. In the future, With the national products of science and technology to the sea and the popularity of scientific concepts, sunscreen will become more rationalised and personalised.

As Weibo's 2024 report highlights, it ultimately embodies “humanity's strategic interplay with nature”—a harmony of protection and coexistence.



Thank You for Listening!

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