

PROTECT YOURSELF!



SPF 15+
Use a broad spectrum (UVA/UVB) sunscreen with an **SPF of 15 or higher every day.**



SPF 30+
For extended outdoor activity, use a water-resistant, broad spectrum (UVA/UVB) sunscreen with an **SPF of 30 or higher.**



6 MONTHS
Keep newborns out of the sun. Sunscreens should be used on babies **over the age of six months.**



10am-2pm
Seek shade when appropriate, remembering that the sun's rays are **strongest between 10 a.m. and 2 p.m.**¹ If your shadow is shorter than you are, seek shade.



SPF stands for **Sun Protection Factor** and refers to the theoretical amount of time you can stay in the sun without getting sunburned. For example, an SPF of 15 would allow you to stay in the sun 15 times longer than you could without protection.

UVA Protection needs to be at least one third of the SPF.

SPF 15
SUNSCREEN SCREENS OUT **93 PERCENT** OF THE SUN'S UVB RAYS WITH A MINIMUM UVA PROTECTION OF **5**

SPF 30
SUNSCREEN SCREENS OUT **97 PERCENT** OF THE SUN'S UVB RAYS WITH A MINIMUM UVA PROTECTION OF **10**

SPF 50
SUNSCREEN SCREENS OUT **98 PERCENT** OF THE SUN'S UVB RAYS WITH A MINIMUM UVA PROTECTION OF **17**



Sunlight consists of two types of harmful rays that reach the earth – **ultraviolet A (UVA)** rays and **ultraviolet B (UVB)** rays.²



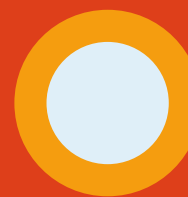
Even on cloudy days, up to **80%** of the sun's harmful UV rays can penetrate your skin.³

UVA RAYS

can prematurely age your skin, causing wrinkles and age spots, and can pass through window glass.

UVB RAYS

are the primary cause of sunburn and are blocked by window glass.



Manufacturers of sunscreens and moisturizers use SPF Boosters, like **Dow SunSpheres™**, which scatters UV light to help improve the UV absorption of the sunscreen film on the skin in combination with organic and inorganic UV filters.

APPLICATION:



One third of Americans don't use sunscreen and most people only apply 25-50% of the recommended amount of sunscreen.^{4,5}



Apply 1 ounce (2 tablespoons) of sunscreen to your entire body **30 minutes before going outside** to allow the ingredients to fully bind to the skin.⁶



Reapply sunscreen at least every **two hours** to remain protected, or immediately after swimming or excessively sweating.⁷



Reapply even if it's **"water-resistant."** The label will tell you how long your skin can be wet or sweaty before you need to reapply.

Water resistance agents, like **Dow EPITEX™ AC Powder**, help deliver long-lasting water resistance in sunscreen.

READING THE LABEL:

Do your research! Look for sunscreens that list:

An SPF of 30 or higher which is the minimum level of protection recommended by the American Academy of Dermatology.⁸



Broad spectrum capabilities, which means the sunscreen protects against UVB and UVA rays and helps reduce the risk of skin cancer and sunburn.⁸

Water resistance up to 40 minutes or 80 minutes, which means the sunscreen provides protection while swimming or sweating up to the time listed on the label.⁸



¹<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm049090.htm>
²<http://www.skincancer.org/media-and-press/press-release-2010/sunscreen-criticisms-unfounded>
³<http://www.epa.gov/sunwise/doc/sunscreen.pdf>
⁴<http://abcnews.go.com/Health/Skin-Care/story?id=7637104>
⁵<https://www.aad.org/media-resources/stats-and-facts/prevention-and-care/sunscreen-faqs>
⁶<http://www.americanskin.org/resources/safety.php>
⁷<https://www.aad.org/dermatology-a-to-z/health-and-beauty/general-skin-care/sun-protection/how-to-apply-sunscreen>
⁸<https://www.aad.org/dermatology-a-to-z/health-and-beauty/general-skin-care/sun-protection/sunscreen-labels/how-to-select-a-sunscreen>

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