

# A simple shield against harmful rays

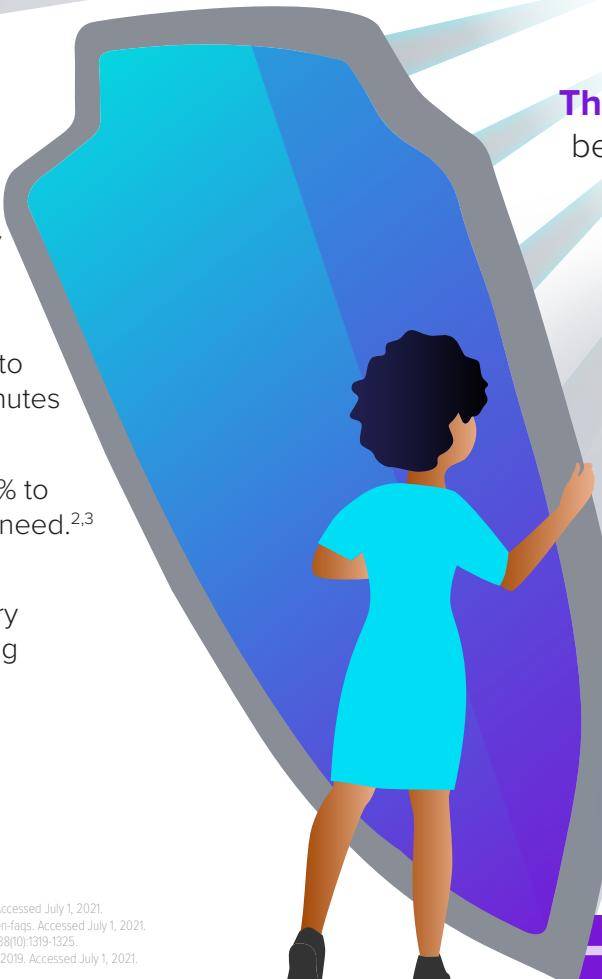
Simply using **SUNSCREEN** can help protect your skin from the sun's ultraviolet (UV) rays that may lead to cancer.<sup>2</sup>

## The sun doesn't see age, gender, or race,<sup>2</sup>

but everyone can follow these easy-to-apply tips daily to keep those rays at bay and your skin safe:

- **USE** broad-spectrum, water-resistant protection.<sup>2</sup>
- **USE** an SPF of at least 30 to block 97% of the sun's UVB rays.<sup>2</sup>
- **Using** an SPF of 15 or higher can reduce the risk of developing squamous cell carcinoma by 40% and melanoma by 50%.<sup>1</sup>

- **APPLY** 1 oz. of sunscreen to fully cover your body 15 minutes before going outdoors.<sup>2</sup>  
Most people only apply 25% to 50% of the sunscreen they need.<sup>2,3</sup>
- **REAPPLY** sunscreen every two hours, or after swimming or sweating.<sup>2</sup>



**1 in 5**  
Americans will develop skin cancer by the age of 70.<sup>1</sup>

**The sun's rays** are strongest between 10 a.m. and 4 p.m.<sup>4</sup>

**Even on cloudy days,** up to 80% of the sun's harmful UV rays can penetrate your skin.<sup>2</sup>

**The sun's rays** can even reflect off of water, sand, snow, and pavement.<sup>4</sup>

## References

- 1Skin cancer facts & statistics. Skin Cancer Foundation Web site. <https://www.skincancer.org/skin-cancer-information/skin-cancer-facts>. Updated January 13, 2021. Accessed July 1, 2021.
- 2Sunscreen FAQs. American Academy of Dermatology Association Web site. <https://www.aad.org/public/everyday-care/sun-protection/sunscreen-patients/sunscreen-faqs>. Accessed July 1, 2021.
- 3Neale R, Williams G, Green A. Application patterns among participants randomized to daily sunscreen use in a skin cancer prevention trial. *Arch Dermatol.* 2002;138(10):1319-1325.
- 4Ultraviolet (UV) radiation. American Cancer Society Web site. <https://www.cancer.org/cancer/cancer-causes/radiation-exposure/uv-radiation.html>. Updated July 10, 2019. Accessed July 1, 2021.

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