



## Is your sunscreen giving you the protection you need?

Over recent years, we have become very aware of the toll that the sun takes on our skin. When you consider that the UK has one of the fastest increasing rates of skin cancer in the world, it is not surprising to discover that many people will develop at least one skin cancer in their life and you can understand why skin specialists believe it is essential to protect the skin against the sun's harmful radiation by using a sunscreen and other sun protection measures to guard against sunburn and skin cancer.

You may not realise it, but even on a dull day, you are still at risk of getting burnt from the sun's rays. With some 35 million foreign holidays being taken every year, it is no coincidence that new cases of skin cancer in the UK will double over the next 10 years. That's why it is so important to protect you and your family against sunburn and the risk of skin cancer with an effective sunscreen.

UV-A and UV-B are recognised as being responsible for sunburn, premature ageing, leathery and mottled skin. In addition, both UV-A and UVA-B radiation has been found to induce immunosuppression and DNA damage which may lead to skin cancer. Sunscreens which protect from UV-A and UV-B rays are called broad spectrum and can help prevent skin cancer when used frequently.

All SUNSENSE sunscreens offer broad spectrum protection against ALL the known harmful components of sunlight. With careful use and a SUNSENSIBLE attitude, you can maintain a healthy glow without undermining your health.



## Overly protective and proud of it

Sun damage is cumulative. Blistering or painful sunburn in childhood and adolescence is associated with an increased risk of skin cancer. Just one blistering sunburn in adolescence can double the risk of developing skin cancer in later life.

Research suggests that if everyone used SPF 15 sunscreen regularly, at least until the age of 18, the number of people getting melanomas could be reduced by over 70%.

Repeated tanning contributes to premature ageing and increases the risk of skin cancer.

Different skin types are irrelevant as regards skin cancer or premature ageing. All shades of skin should apply a sunscreen. Examine your skin regularly and look for any unusual changes or growths. If you are concerned, e.g. about a lesion, consult a doctor as soon as possible. Skin cancers can be cured if detected and treated early.

Regardless of your age or sun-tanning habits to date, it's never too late to begin a prevention programme using SUNSENSE sunscreens.

### Where can I buy SUNSENSE?

Many good pharmacies already stock SUNSENSE.  
Please visit the SUNSENSE website  
[www.sunsense.co.uk](http://www.sunsense.co.uk)  
to find your nearest stockist or to buy online.



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# If you're going to expose yourself...

...have the  
SENSE TO



## Are you using enough SENSE?

To ensure that SENSE sunscreen gives you maximum protection at all times, you need to apply the equivalent of 2 tablespoons or 30 mls of lotion (for an adult) to ensure that any exposed areas of your skin are properly protected.

## What does SPF 50+ provide?

An SPF 50+ sunscreen gives you double the protection of SPF 25 against sunburn and also gives you increased protection against related forms of skin damage. Whilst this means that you get twice the protection from the same amount of sunscreen, it DOES NOT mean that you can stay out in the sun for twice as long. For the most effective protection against the sun's rays, a combination of high SPF factor sunscreens, shade and protective clothing is recommended.

## Taking care of the family

### SENSE Ultra SPF 50+

SENSE Ultra SPF 50+ provides ultra protection and because it is light, smooth and non-greasy it is easy to apply all over the body. Ultra provides protection even after 4 hours in the water and is ideal for general family use.

Pack size	50 ml	125 ml	500ml
PIP code	276-4033	276-4025	327-1095



### SENSE Toddler Milk SPF 50

SENSE Toddler Milk has been specially formulated to contain lower levels of chemicals which may irritate a child's delicate skin, whilst still providing SPF 50 protection. Toddler Milk is also water resistant for 40 minutes.

Pack size	50 ml	125 ml
PIP code	276-4074	276-4066



## Greater sun and daughter protection

All SENSE sunscreens are specifically developed to protect against sunburn and help prevent premature ageing and skin cancer. With an easy to apply and non-greasy formula, they absorb easily into the skin without leaving behind a shiny white residue on the skin like other sunscreens do. The SENSE range offers an extensive choice of sizes and formulations to suit even the most sensitive skin and none of the products contain PABA or PABA derivatives, which are known to cause sensitivity in some people.

## SENSE Sport Gel SPF 30

SENSE Sport Gel SPF 30 provides a high SPF 30 protection and is water resistant for 4 hours, giving water sports enthusiasts the protection they need in and out of the water. A non-greasy, non-sticky formulation also guarantees that performance is not compromised.

Pack size	125 ml
PIP code	276-4058



## Overly sensitive?

### SENSE SENSITIVE SPF 50+

SENSE SENSITIVE SPF 50+ is carefully formulated without synthetic UV absorbing chemicals or perfume, it is ideal for people with highly sensitive skin. It is also water resistant for 4 hours to give the utmost protection.

Pack size	100 g
PIP code	315-8094



## Protection from wrinkles and premature ageing

### SENSE Daily Face SPF 50+

The benefits of a moisturiser combined with the protection of an SPF 50+ sunscreen, help prevent premature ageing of the skin through sun exposure. As Daily Face contains a sheer tint, invisible on the skin, with a matt finish, it is ideal for daily use providing full protection as an all year round moisturiser. It is also suitable for use under make-up.

Pack size	75 g
PIP code	276-4017



## Sun kissed

### SENSE Lip Balm SPF 40

With its glide-on lip applicator SENSE Lip Balm SPF 40 protects, soothes and moisturises dry, cracked lips. It is soft and gentle to apply and is suitable for sensitive skin.

Pack size	15 g
PIP code	327-1111



## Being SENSE

All SENSE sunscreens are formulated with great care. They contain a physical blocker (soothing titanium dioxide) with low levels of UV absorbing ingredients to achieve very high SPFs. This alone means that SENSE products provide greater protection with less chance of irritation. To obtain the best protection, it is best to combine SENSE with common sense. Here are 10 sun-protection tips that we recommend you follow:

1. Minimise sun exposure between the hours of 11am and 3pm when the sun's rays are at their strongest.
2. When out in the sun, apply SENSE to all exposed areas of skin. Wear a broad brimmed hat and a T-shirt of closely woven material.
3. SENSE should be applied to clean dry skin 15 minutes prior to exposure as this allows the sunscreen to bond to the skin.
4. Sunscreens wear off with normal usage, so reapply SENSE at least every 2 hours or after swimming, exercise, heavy perspiration and towelling dry.
5. Apply SENSE even when sitting in the shade. Surfaces such as sand, water, snow and concrete can reflect the sun's rays onto your skin.
6. Sports lovers are particularly at risk. So much so, the Australian institute of Sport recommends the use of SENSE to their athletes. Apply SENSE before any outdoor activity – this also extends to gardening.
7. Use SENSE during high altitude activities such as skiing and mountain climbing. High altitude increases the risk of sunburn, as there is less atmosphere to absorb the sun's rays.
8. Don't just wear SENSE in summer. The sun can damage your skin even on a typically British overcast day!
9. Use SENSE every day, particularly on your face and the backs of your hands to help prevent dry leathery skin, wrinkles, mottling and other signs of premature ageing, as well as the more serious problems of skin cancer.
10. Explain the necessity of sun protection to your children – it may save their lives.

