



## MYTH

**All sunscreens are the same.**

## FACT

**In Europe, sunscreens are allowed to lose up to 50% of their label SPF after exposure to water.<sup>1</sup>**

**But in Australia, the label SPF must be retained when water resistance is claimed.<sup>2</sup>**

For example, in Australia or New Zealand, an SPF 50+ sunscreen that claims 4 hours' water resistance must still be SPF 50+ after 4 hours of exposure to water. SunSense™ sunscreens offer SPF 50/50+ broad spectrum protection and are formulated to meet the Australian Standard,<sup>3</sup> one of the most stringent in the world – they contain high-quality ingredients that help protect against UVA and UVB radiation and are dermatologically tested, making it suitable for sensitive skin.

**SunSense™ is the No.1 prescription sunscreen in the UK.<sup>4</sup>  
Discover the range and buy online at [sunsense.co.uk](http://sunsense.co.uk)**



Distributed in the UK by Crawford Healthcare Ltd. [www.crawfordhealthcare.com](http://www.crawfordhealthcare.com) © Crawford Healthcare Ltd 2019. Always read the label and use only as directed. Do not stay too long in the sun, even when using a sunscreen product. Keep babies and young children out of direct sunlight. Over-exposure to the sun is a serious health threat.

References: (1) COLIPA Recommendation No.16 – water resistance labelling. April 2005. Available from: [https://www.cosmeticeurope.eu/files/2114/6408/3694/CR\\_16\\_Water.pdf](https://www.cosmeticeurope.eu/files/2114/6408/3694/CR_16_Water.pdf) (2) In accordance to AS/NZS 2604:2012; Australian/New Zealand Standard™, Sunscreen products – Evaluation and classification. (3) Tested in accordance to AS/NZS 2604: 2012 Appendix B – Determination of Water Resistance guidelines. (4) IMS Pharmacy sales data December 2018. Data held on file. (5) IRI Market Edge Pharmacy Sunscreen SPF 50-59, Value MAT to 04/12/18.

