



LUV FOR YOUR SKIN

Show your skin some LUV by exposing it to Less Ultra Violet radiation.



WHAT'S GOOD ABOUT THE SUN?



Energy for all life on earth.



Provides oxygen and food.¹



Produces Vitamin D.²

WHAT'S BAD ABOUT THE SUN?



UVA – Premature ageing, wrinkles, blemishes & sun spots.^{8,9}



UVB – Sunburn & skin cancer.^{8,9}

1 IN 50 PEOPLE

Will be exposed to lifetime of sun before age 20.¹⁰

WHY IS VITAMIN D IMPORTANT?

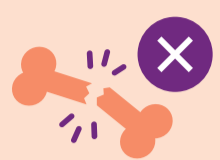


Helps maintain healthy teeth and bones.³



Increases serotonin production, helping improve our mood.⁴

DOES SUNSCREEN AFFECT VITAMIN D?



Won't cause Vitamin D deficiency or osteoporosis.^{4,5}



Maintain normal Vitamin D levels from diet and supplements.⁷

SKIN CANCER



Rapid increase in the last 20 years.¹⁰

Highest incidence among older people.¹⁰

COST TO NHS

£105.2 Million

£180 Million

2008 – 09

2020

The estimated rising cost of treating skin cancer.¹³

IN 2014 THERE WERE:

15,400

Malignant melanoma cases

132,000

Non-malignant melanoma cases¹¹

Making UK deaths from melanoma the highest in the world.^{11,12}

DID YOU KNOW...

70% MELANOMA

May be preventable by regular sunscreen use in adults.¹³

IF CONCERNED ABOUT VITAMIN D LEVELS, CONSULT YOUR DOCTOR.

HOW CAN YOU STAY SUN SENSIBLE?

STAY SHADY



Beware of reflections on snow, water, sand or glass.



Avoid highest UV levels.

COVER UP



Wear a sunhat, sunglasses and a t-shirt.

DRINK LOTS



6 glasses a day or 1 per hour.

More if active.

CREAM UP

HOW TO APPLY SUNSCREEN



Apply 20 minutes before exposure.

Over 1/2 teaspoon on arms, face/neck.

Over 1 teaspoon on legs, front and back of body.

Apply every 2 hours, especially after swimming, exercising, sweating and towelling dry.



REMEMBER! Waterproof sunscreen does not exist.

WHAT IS SPF?

Time taken to burn WITH sunscreen



Time taken to burn WITHOUT sunscreen

= **SPF**

WHAT'S THE DIFFERENCE BETWEEN...

AUSTRALIAN SUNSCREENS



Water-resistant sunscreens must maintain label SPF.¹⁴

Maximum SPF now 50+, this blocks out 98% of sunburning rays.¹⁴

EUROPEAN SUNSCREENS



Can lose up to 50% of their label SPF after water exposure.¹⁵

Less restrictive on using water-resistant claims.

DID YOU KNOW?

Terms such as...



are banned by both Australia and Europe.¹⁴

SUNSENSE, THE UK'S No.1 PRESCRIPTION SUNSCREEN



Over 25 years of Australian research and development.



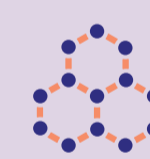
High quality ingredients that quickly absorb into skin.



Dermatologically tested.



Highest labelled SPF available in Australia.¹⁴



Physical blockers and chemical absorbers for highest levels of protection.



MI free.



All products reformulated to meet stringent Australian regulations.

ABOUT OUR INGREDIENTS

ELASTICITY

VITAMIN B3 HELPS TO:

Improve skin tone and texture.¹⁷

Lock in moisture and increase elasticity.¹⁸

Enhance barrier function.¹⁸

PARABENS ARE PRESERVATIVES THAT:

Help protect products from microbial contamination.

Are rarely irritating or sensitising to normal human skin.¹⁹

Are relatively non-irritating, non-sensitizing and have low toxicity.²⁰

E

ADDED VITAMIN E HELPS TO:

Protect cell membranes due to its antioxidant activity.²¹

Make fine lines and wrinkles look smoother.²¹

Improve skin elasticity.²¹

WHAT ARE GREAT SUNSCREENS...

...FOR MY FAMILY?

SUNSENSE ULTRA

Easy to apply, 4-hour water-resistant lotion for the whole family.

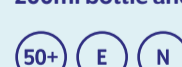
500ml pump, 125ml bottle and a handy 50ml roll-on.



SUNSENSE DAILY FACE

Everyday light, non-greasy, tinted cream for year-round protection.

200ml bottle and 75g tube.

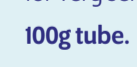


...FOR SENSITIVE SKIN?

SUNSENSE SENSITIVE & SUNSENSE SENSITIVE MATTE

Water-resistant or young skin ideal for very sensitive or young skin.

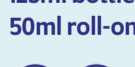
100g tube.



SUNSENSE KIDS

Easy to apply lotion for the delicate skin of children from 6 months and above.

125ml bottle and a handy 50ml roll-on.



SUNSENSE ANTI-AGEING FACE

Everyday, dual-purpose protection from the sun and premature ageing.

100ml tube.



HOW TO USE...

Use face sunscreens and lip balm every day as a base under your usual make-up, as part of your daily beauty regime.



Available on prescription (E) Contains Vitamin E

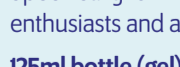
(N) Contains Niacinamide (50+) SPF

...FOR SPORTS?

SUNSENSE SPORT GEL & SUNSENSE SPORT MIST

Specifically formulated for sports enthusiasts and active people.

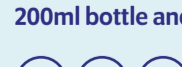
125ml bottle (gel) & 200ml spray (mist)



SUNSENSE ANTI-AGEING FACE MATTE

Everyday protection against premature ageing, with an invisible tint finish.

200ml bottle and 75g tube.



SUNSENSE LIP BALM

Soft and gentle lip balm that helps protect, soothe and moisturise.

15g glide-on applicator.



SUNSENSE MAKES MORE SENSE. THE UK'S No.1 PRESCRIPTION SUNSCREEN.

Explore the range and buy online at sunsense.co.uk

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