



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.¹

But in Australia, the label SPF must be retained when water resistance is claimed.²

For example, in Australia or New Zealand, an SPF 50+ sunscreen that claims four hours' water resistance must still be SPF 50+ after four hours' of exposure to water. SunSense™ sunscreens offer SPF 50/50+ broad spectrum protection and are formulated to meet the Australian Standard,³ 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.⁴
Discover the range and buy online at [sunsense.co.uk](https://www.sunsense.co.uk)



AUSTRALIAN
MADE

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.cosmeticseurope.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 2019. Data held on file.