

## INTRODUCING NEW NEUTROGENA INVISIBLE DAILY™ DEFENSE WITH HELIOPLEX® TECHNOLOGY

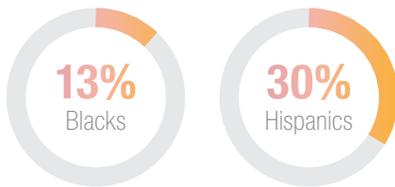


- **Helioplex® Technology** for superior UVA/UVB broad-spectrum protection
- Invisible when applied — tested on **ALL skin tones**
- **Enriching Antioxidant Complex** helps fight environmental aggressors such as cold, ozone and pollution.
- Offers a **fragrance-free option** (Face Serum)
- **100% of consumers** who tried it said they loved the feel and look
- **Three Forms:** Face Serum, Face Mist and Body Lotions

### Sun Protection Is Important For Skin Of Every Color

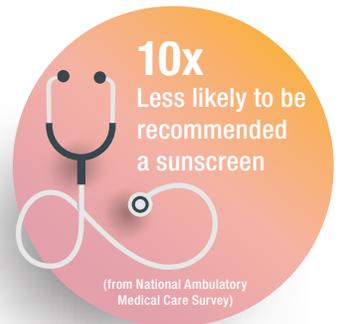
**Intense UV rays impact all skin tones,** and while darker skin provides minimal natural protection against the sun's rays, the AAD recommends all ethnicities wear sunscreen as part of comprehensive safe sun habits to help prevent skin cancer.

**People of all ethnicities are susceptible to burning.** A 2018 study published in *JAMA Dermatology* found that 13% of Black people and 30% of Hispanics had experienced sunburn in the past year.



### Patients with Skin of Color are less likely to have physicians provide sun protection counseling.<sup>1</sup>

The National Ambulatory Medical Care Survey of patient visits to nonfederal outpatient physician offices at U.S. ambulatory care practices between January 1989 and December 2010 found that sunscreen was recommended in 237 visits annually for every 100,000 visits by white patients compared with 26 visits annually for every 100,000 visits by black patients.



<sup>1</sup> JAMA Dermatol. 2014 Jan;150(1):51-5. doi: 10.1001/jamadermatol.2013.4741.

Black people have an **average five-year melanoma survival rate** of only 65 percent v. 91 percent in white people.



Late-stage melanoma diagnoses are **more common in Hispanic and Black patients** than in non-Hispanic white patients.<sup>2</sup>

### America is becoming increasingly diverse<sup>3</sup>



Currently **Gen Z is the most racially and ethnically diverse generation** in U.S. history, with 48% of Gen Z being non-white



<sup>2</sup> Holman et al. JAMA Dermatol. 2018;154(5):561-568. doi:10.1001/jamadermatol.2018.0028; Akamine, K. et al. JAMA Dermatol. 2014;150(1):51-55. doi:10.1001/jamadermatol.2013.4741

<sup>3</sup> <https://census.gov/content/dam/Census/library/publications/2015/demo/p25-1143.pdf>; Pew Research Center – 2018 Gen Z Demographics

## TALK TO EVERY PATIENT ABOUT SUNSCREEN PROTECTION

### Tips for conversations with your patients to help motivate every day usage:

**Save time in your routine;** choose a multitasking product with sun protection and added benefits in one step to do more for your skin

**Sunscreen application is a healthy habit.**

Track your progress each day and feel a sense of accomplishment by checking each off the list as you do them

**Consider a few easy ways** to add to your routine:

- **Put your sunscreen by your toothbrush** to make sunscreen application a must-do habit, like brushing your teeth
- **Put sunscreen with your hand sanitizer and mask,** so you remember to apply before going outside
- Choose a sunscreen that is easy to apply (like the Face Mist) **and place it in your handbag or backpack** for on-the-go application

**Track UV intensity by checking the UV index**

(on a weather app, online, etc.). If the UV index is 3 or higher, you need at least a SPF 30

**Set a timer** on your phone for reapplication