

Healthy skin starts with sun protection

A guide to protecting your
skin from sun damage

CHOOSE SKIN HEALTH®
Neutrogena®

#1 dermatologist recommended suncare brand

Protect your skin—every day

You probably already wear a sunscreen when you're at the beach, lounging by the pool, or just walking around on a hot summer day—but is it enough? Exposure to the sun's harmful ultraviolet (UV) rays can add up over time, all year long. You may be surprised to learn that some common routines can add up to 20 hours of UV exposure each week, including:

- Walking to your car on a cloudy day
- Working near a window
- Driving to school or work in the morning
- Sitting under a tree at the park
- Playing in the snow on an overcast day

The everyday sun exposure we get from these common routines, while not entirely avoidable, can be lessened. To best protect against UV exposure, dermatologists recommend practicing sun-safe habits and wearing a broad spectrum sunscreen every day.

Whether water-resistant, sensitive-skin, or kid-friendly, it is important to choose the sunscreen that works best with your lifestyle. Your dermatologist can give you recommendations for sunscreens that offer effective, long-acting UV protection.



Tips for using sunscreens

- Make sunscreen part of your daily routine. Many sunscreens can be applied under makeup—or choose a daily moisturizer and cosmetics that include sun protection
- Use a sunscreen with SPF 30 or higher
- Apply the right amount
 - Lotions: 1 ounce covers an average, adult-sized body
 - Sprays: apply evenly until the product is “glistening” on the skin (2 to 4 seconds of continuous spraying per limb, and 5 to 8 seconds for the torso and back)
 - Stick: apply 3 to 4 passes back and forth per area
- Apply before you go out in the sun—it takes about 15 minutes for your skin to absorb the sunscreen
- Reapply often, especially after swimming, perspiring, or using a towel
- Sunscreens should not be used to increase the time you spend in intense sunlight



Partnering together, NEUTROGENA® CHOOSE SKIN HEALTH® and the American Society for Dermatologic Surgery encourage the public to choose healthy sun-safe behaviors, such as:



- Using sunscreen regularly
- Practicing skin self-exams
- Preventing skin cancer through free skin cancer screenings

Did you know?

The amount of sunscreen needed to cover the body (1 oz.) is about the size of a golf ball.

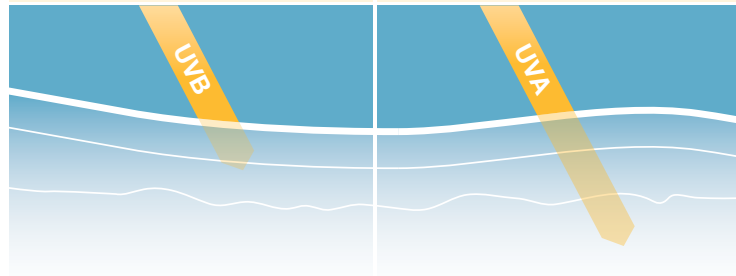
Studies show that most people apply only 25% to 50% of the recommended amount of sunscreen. Also, choosing a high SPF sunscreen can help make sure you're covered.



Before you buy: Understanding sunscreen ratings

There are two types of UV rays: UVB and UVA. Both can play a part in skin cancer formation, premature aging, and other forms of skin damage.

UVB RAYS	UVA RAYS
<ul style="list-style-type: none">■ Penetrate the outer layer of skin, causing damage to skin cells■ Are the primary cause of sunburn and skin cancer	<ul style="list-style-type: none">■ Can pass through window glass and penetrate deeper layers of the skin than UVB■ Contribute to premature signs of aging, including fine lines and wrinkles, and skin cancer



Sunscreens that have both UVA and UVB protection will say “broad spectrum.”

Did you know?

Not all sunscreens are created equally.

Not all sunscreens offer high UVA protection. Talk to your dermatologist to help find products that best suit your needs.

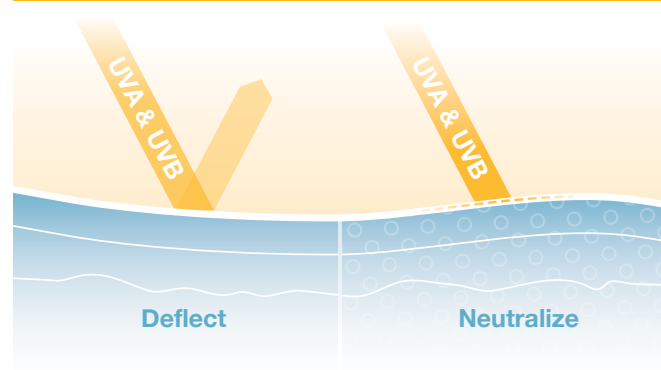
Look for high SPF protection

What is SPF?

SPF is a measurement of how long you can stay in the sun with sunscreen before getting burned. Applying a sunscreen with an SPF of 15, for example, means that it will take 15 times longer for your skin to begin to burn than it would without sunscreen. A higher SPF can help provide greater UV protection.

Dermatologists recommend choosing a broad spectrum sunscreen with SPF 30 or higher.

TYPES OF SUNSCREENS



All sunscreens contain ingredients that filter UV rays. Some filters work by blocking and **deflecting** UV rays (also called “physical” sunscreen), while others work by absorbing and **neutralizing** UV rays (also called “chemical” sunscreen).

Choosing a sunscreen

For the best protection, look for the following on sunscreen labels:

■ **SPF 30 or higher:**
For the best protection against sunburn

■ **Broad spectrum:**
Look specifically for protection against both UVA and UVB rays

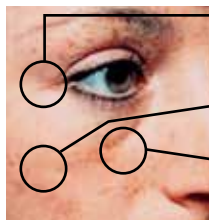
■ **Water resistant:**
This specifies how long the applied sunscreen will last during swimming or sweating (either 40 or 80 minutes, based on testing).

Look out! Sun damage builds up over time

The signs of sun-damaged skin are not always obvious. However, the effects of sun damage in the skin accumulate—and can worsen—over time. This means that signs of sun damage will be more likely to appear as you grow older. Keep an eye on areas that show signs of sun damage because skin cancers may be more likely to appear there.

A closer look

MODERATE SUN DAMAGE

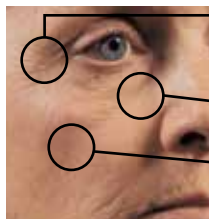


Fine wrinkling: Shallow indentations or lines, typically on the forehead and around the eyes and mouth

Roughness: A change in skin texture from soft and supple to rough

Mottled coloring: Light, patchy discoloration (hyperpigmentation), including brown spots

MORE SEVERE SUN DAMAGE



Coarse wrinkling: Deep lines, furrows, and creases on the forehead and chin, and around the nose and eyes

Laxity: Loose, thin skin that can result in a sunken appearance

Yellowing: A change in skin tone from rosy to sallow or pale

Developing sun-safe habits and integrating sunscreen into your daily skincare routine can help prevent sun damage to your skin. Many moisturizers and cosmetics contain sunscreen and can be an easy addition to a sun-safe skincare routine.

Did you know?

1 in 5 Americans will develop skin cancer in their lifetime.

How to perform monthly self-exams

The American Society for Dermatologic Surgery recommends that you do regular self-exams of moles and freckles so that you can track any changes in your skin. Follow these easy steps to identify any skin changes or new skin spots. See your doctor if you notice a growth, mole, or discoloration that appears suddenly or begins to change, or if you have a sore that does not heal.

You will need: a bright light, a full-length mirror, a hand mirror, 2 chairs or stools, and a blow dryer.



1 **Examine your scalp** by using a blow dryer to part hair.



2 **Check your hands**, including nails. In a full-length mirror, examine your elbows, arms, underarms, neck, chest, and torso. Also, women should check under their breasts.



3 **With your back to the mirror, use a hand mirror** to inspect the back of your neck, shoulders, upper arms, back, buttocks, and legs.



4 **Sitting down, check your legs and feet**, including soles, heels, and nails.

Early detection can save your life

Sun damage to the skin may eventually become skin cancer, which should be treated as soon as possible. If you notice any abnormal growths, see your dermatologist promptly.

ACTINIC KERATOSIS

A common type of sun-related skin damage is actinic keratosis. Actinic keratosis lesions can vary in color from flesh-tone to reddish brown. They appear as rough, scaly spots, typically on skin exposed to the sun.

These lesions have the potential to progress into squamous cell carcinoma (a form of skin cancer, see below). In addition, actinic keratosis is an indication of advanced sun damage—and risk of skin cancer. Actinic keratosis lesions require a dermatologist's care.

BASAL CELL CARCINOMA

Most skin cancers are basal cell carcinomas, typically found on areas exposed to the sun, such as the head and neck. Once treated, a basal cell carcinoma may return. For this reason, anyone who has had skin cancer and been treated should still perform frequent self-exams and have a dermatologist examine them regularly.

Basal cell carcinomas often appear as flat, firm, pale areas or as small, raised, pink or red, translucent, shiny, waxy areas that may bleed after minor injury.

SQUAMOUS CELL CARCINOMA

Squamous cell carcinoma accounts for about 20% of skin cancers. It most often appears on skin that receives frequent sun exposure, such as the face, ears, neck, and hands.

Squamous cell carcinomas may appear as growing lumps, often with a rough surface, or as flat, reddish patches that grow slowly.

MELANOMA

Melanoma is the most serious form of skin cancer. However, melanoma is almost always curable in its early stages. In most cases, melanoma starts as a flat, dark-colored spot that looks like a freckle. The edges are irregular and the whole spot is usually asymmetrical. There are often 2 or more colors within the spot (gray, red, black, and brown mixtures).

ATYPICAL MOLE: DYSPLASTIC NEVI

This unusual type of benign (non-cancerous) mole can resemble melanoma. While they should not cause problems, if you have 4 or more atypical moles, have had melanoma in the past, or have a first-degree relative who has had melanoma, you may be at an increased risk of melanoma.

Know your ABCs

Most moles are harmless, but it is important to recognize changes in a mole that can suggest that a melanoma may be developing. See your dermatologist if you have any concerns, especially if you discover an abnormal mole.

ABNORMAL MOLE

- **A** is for **asymmetrical**: One half of the mole does not match the other.
- **B** is for **border**: The mole has an irregular, ragged, or blurred edge.
- **C** is for **color**: The mole is varied from one area to another; has shades of tan, brown, or black; and is sometimes blue, red, or white.
- **D** is for **diameter**: The mole is wider than a quarter inch or is smaller but growing.
- **E** is for **evolving**: An evolving mole is one that is changing in terms of size, shape, shades of color, or symptoms such as bleeding, itching, or tenderness.

Your sun safety checklist

- **Sunscreen every day!** To help prevent skin cancer, apply generous amounts of broad spectrum SPF 30 (or higher) sunscreen. Don't forget to reapply often, especially after swimming, perspiring, or using a towel.
- **Pick the product that meets your needs.** Sunscreens are available in many different forms to fit your lifestyle. For active sports, select a sunscreen that is water-resistant and non-greasy. Look for cosmetics and moisturizers with sun protection as well.
- **Going out? Cover up.** If you plan to be outside, remember to wear protective clothing. Wide-brimmed hats, sunglasses, long sleeves, and long pants help shield your skin from sun damage.
- **Be a shade seeker.** Try to avoid the sun during those hours when the sun's rays are the strongest—10 AM to 4 PM.
- **Need vitamin D? Don't seek the sun.** Although UV radiation is one source of vitamin D, it can put you at risk. Get vitamin D safely through a healthy diet or vitamin supplements.
- **No tanning bed is "safe."** Tanning beds work by emitting UVA rays, which penetrate deep into the skin, increasing the risk of some forms of skin cancer.
- **Keep up with your checkups.** Check your skin monthly and be on the lookout for new skin spots or any changes in existing spots. See your dermatologist regularly for full-body skin examinations as well.
- **Learn more sun-safe insights** at the NEUTROGENA® Expert Center at Neutrogena.com or by visiting ChooseSkinHealth.com.

Make sun protection part of your daily routine

Sunscreen isn't just for the beach. It's important to keep your skin looking healthy and beautiful all year round. NEUTROGENA® skincare products feel light and clean against the skin, while offering the superior sun protection you need. View the complete portfolio of skincare products at Neutrogena.com.

Cosmetics that offer beautiful and beneficial sun protection

Healthy Skin Compact Makeup SPF 55

Silky, lightweight formula gives you buildable coverage, provides the most powerful level of UVA/UVB protection available in a compact foundation, and never feels heavy or greasy.



Healthy Skin Liquid Makeup SPF 20 Sun protection in a silky-light coverage that glides on for a perfectly natural look.

Revitalizing Lip Balm SPF 20 This sheer, tinted balm helps protect lips and keeps them looking healthy, fuller, and more defined.

The best overall sun protection available in a facial moisturizer

HEALTHY DEFENSE® Daily Moisturizers

SPF 30, 50 Available in multiple formulations, HEALTHY DEFENSE® moisturizers provide superior broad spectrum, anti-aging sun protection from UVA/UVB damage, and elegant moisturization to keep dry skin hydrated.



Sun protection—day in, day out



COOLDRY SPORT Lotion
SPF 30, 50, and 70
COOLDRY SPORT Spray
SPF 30, 50, and 70
COOLDRY SPORT
SUNSCREEN STICK 50+

Ready for any active situation—
Sweat evaporates away for a
cool, clean feel; sweat- and
water-resistant (80 minutes).



AGE SHIELD® Face Lotion
SPF 70 and 110

Powerful defense against the
signs of aging. Water-resistant
(80 minutes), sweat-resistant,
and non-comedogenic.



ULTRA SHEER® Liquid
SPF 70

Layers invisibly under makeup.
Water-resistant (80 minutes)
and non-comedogenic.



ULTRA SHEER® Dry-Touch SPF 30, 45, 55,
70, 85, and 100+
ULTRA SHEER® Body Mist SPF 30, 45, 70,
and 100+

ULTRA SHEER® Face & Body Stick SPF 70

Leaves skin smooth, not greasy. Water-
resistant (80 minutes), sweat-resistant, and
non-comedogenic.



WET SKIN Spray SPF 30, 50, and 85+
WET SKIN Kids Spray SPF 70+ and Stick
SPF 70

Adheres to wet or dry skin with minimal dripping
or whitening. Water-resistant (80 minutes),
sweat-resistant, and non-comedogenic.



BEACH DEFENSE® Lotion SPF 30 and 70
BEACH DEFENSE® Spray SPF 30 and 70
BEACH DEFENSE® Stick SPF 50+

Beach-strength sun protection for intense UV
exposure. Water-resistant (80 minutes); oil- and
PABA-free.

Tough protection for sensitive skin



SENSITIVE SKIN Lotion SPF 60+

Ultra-light protection that goes
on smooth. Water-resistant (80
minutes) and sweat-resistant;
hypoallergenic; fragrance-, oil-,
and PABA-free.



PURE & FREE® LIQUID SUNSCREEN
BROAD SPECTRUM SPF 50

Ultra light liquid formula spreads easily and
absorbs quickly. Won't clog pores or cause
breakouts; water-resistant (80 minutes) and
sweat-resistant; hypoallergenic; fragrance-,
oil-, and PABA-free.



PURE & FREE® BABY Stick SPF 60+
and Lotion SPF 60+

Gentle, tear-free, protection; oil-, fragrance-,
and PABA-free; hypoallergenic.