

— YOUR GUIDE TO KEEPING — KIDS SAFE IN THE SUN THIS SUMMER



Planning a trip to the beach? Keep your family protected from the sun this summer with this handy guide

WE ALL NEED A LITTLE SUNSHINE

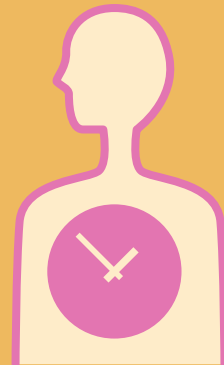
SEROTONIN

Sun increases the natural serotonin levels, improving your mood and making you more active and alert



BODY CLOCK

Exposure in the mornings will help to go to sleep and wake up at the same time each day

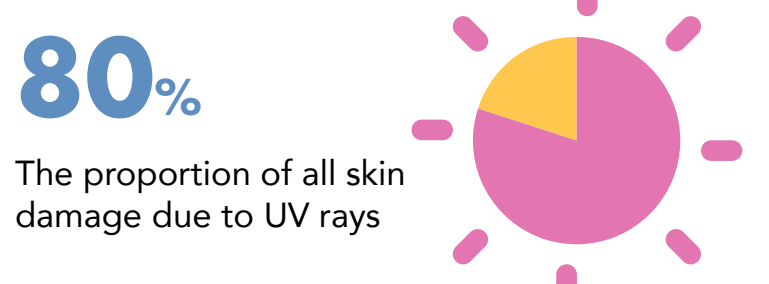
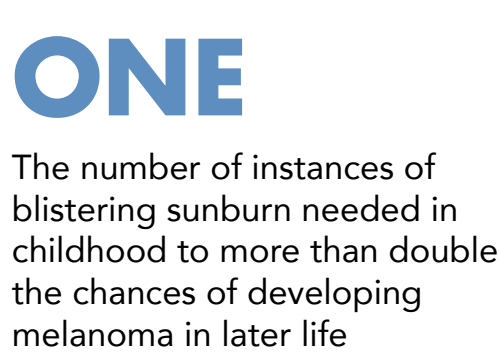
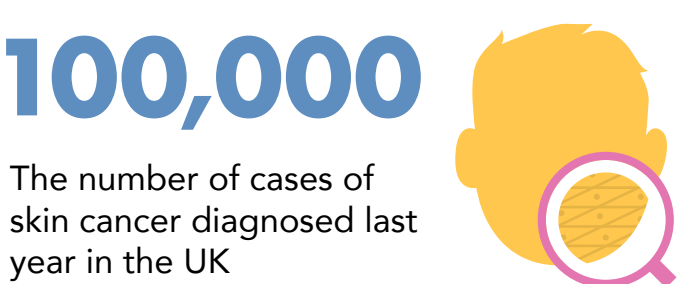
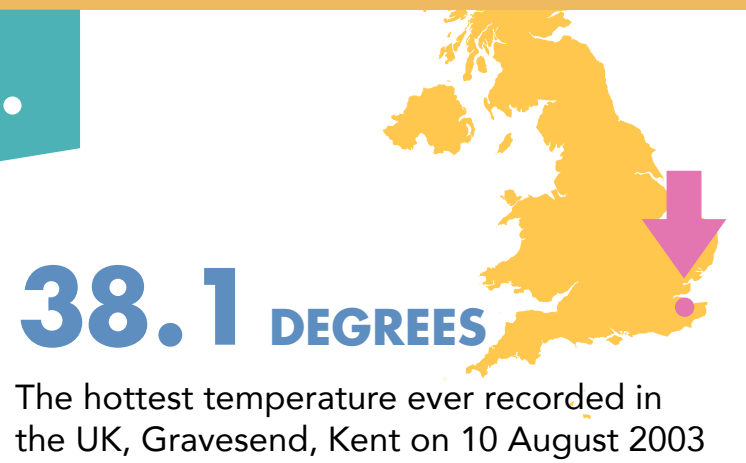
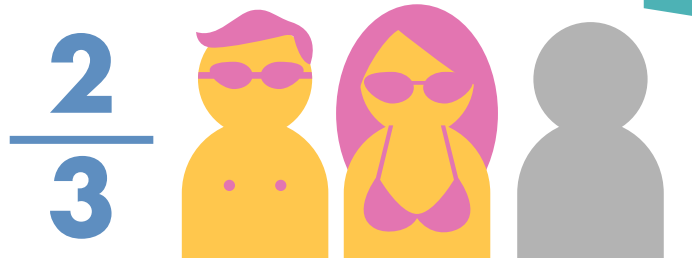


VITAMIN D

Time in the sun promotes Vitamin D production, crucial for healthy bones



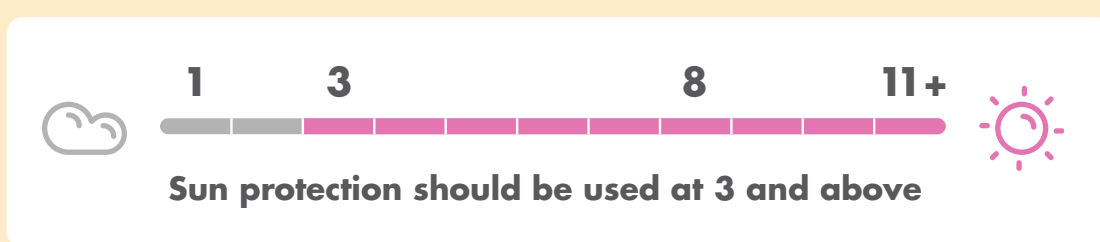
MERCURY RISING...



EASY AS UVA, B C

UV INDEX

The UV index documents the intensity of the sun's rays on a scale of 1-11+. The UK rarely reaches 8



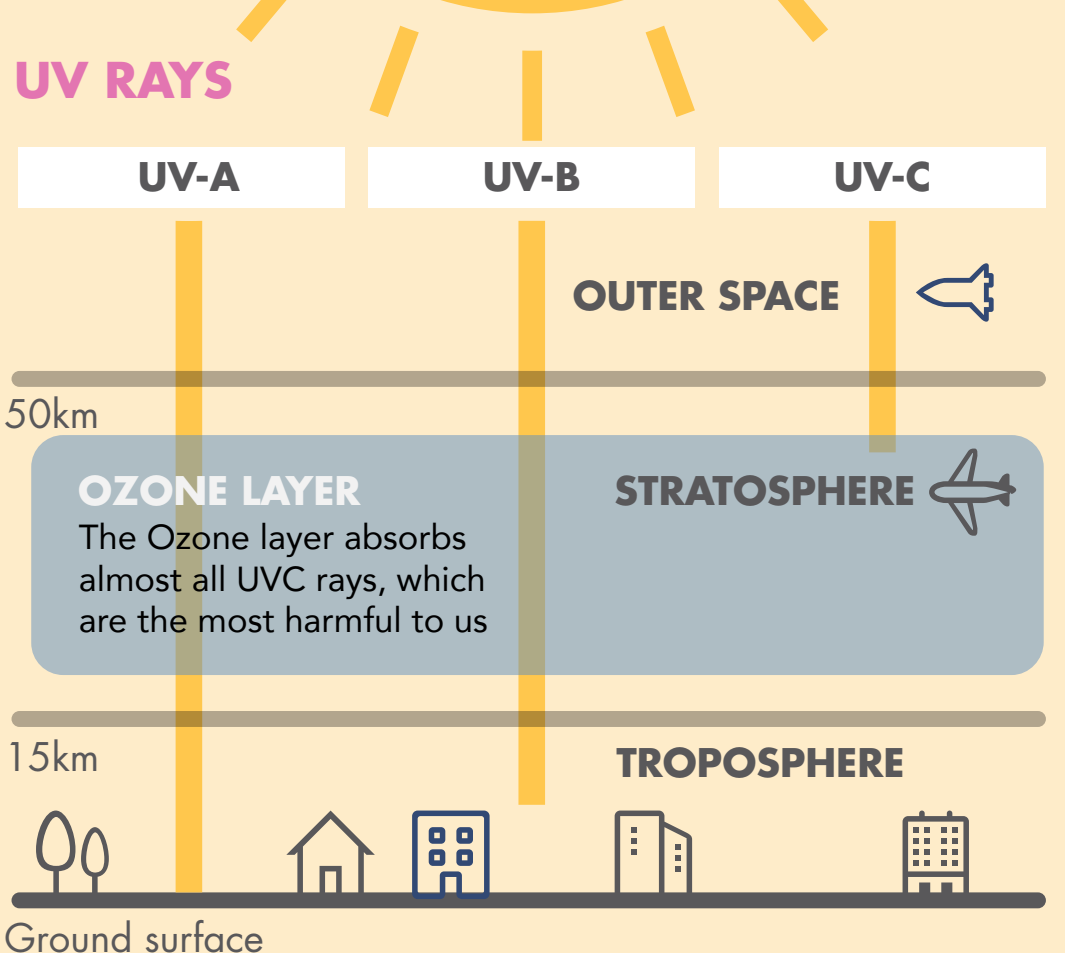
UVA AND UVB ARE BOTH HARMFUL TO US



UVA penetrates the top layer of skin, ageing and suppressing the immune system



UVB is the stuff that burns the top layers of skin



WHAT THE SPF?

SPF stands for Sun Protection Factor, and refers to the length of time you can be exposed to the sun whilst using sunscreen

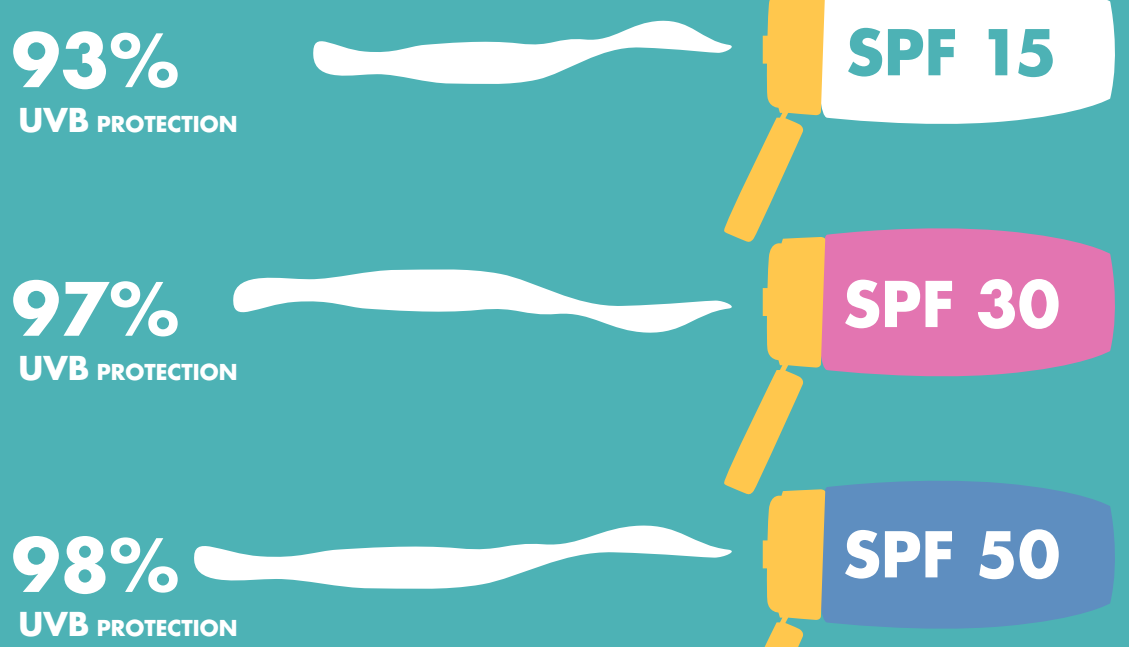


SPF 30 allows you to stay out in the sun for up to 7 hours



The British Association of Dermatologists recommend reapplication to ensure complete protection

DOUBLING YOUR SPF DOESN'T MEAN DOUBLING YOUR PROTECTION



SUN CREAMS AND OILS

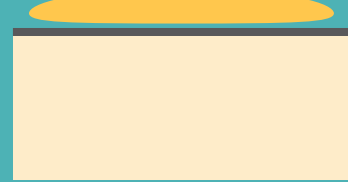
CREAM VS OIL

CREAM



Absorbs and moisturises skin. Comes in bottle, spray and stick form

OIL



Usually marketed as tanning product. Doesn't absorb into skin, stays as a layer above

HOW MUCH?

The Teaspoon Rule: The recommendation for the average adult

FACE & NECK
Over a half-teaspoon (3ml) portion

ARMS & SHOULDERS
Over a half-teaspoon (3ml) portion to each arm

TORSO
Over 1 teaspoon (6ml) portion each to front and back

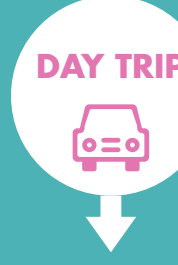
LEGS AND TOP FEET
Over 1 teaspoon (6ml) portions to each leg

TOTAL
33-35ml

TO COVER A FAMILY OF 4 ADEQUATELY, TAKE WITH YOU



200ml bottle



400ml bottle



2 X 400ml bottles

WHAT TO LOOK FOR



UVA CIRCLE
UVA Circle – The universal mark for approved UVA protection

WATER RESISTANT MARK
Water Resistant mark means the product will hold up longer in water. Perfect if you have kids

AVOID INSECT REPELLENT
Avoid insect repellent marked products. The combination can reduce UV protection for you and your family

TOTS UNDER 6 MONTHS



The ingredients can harm new-born's skin



It's best to keep children under 6 months out of the sun completely, using appropriate protective clothing and shade

CLOTHING

KIT YOUR FAMILY OUT IN SUNGLASSES AND HATS



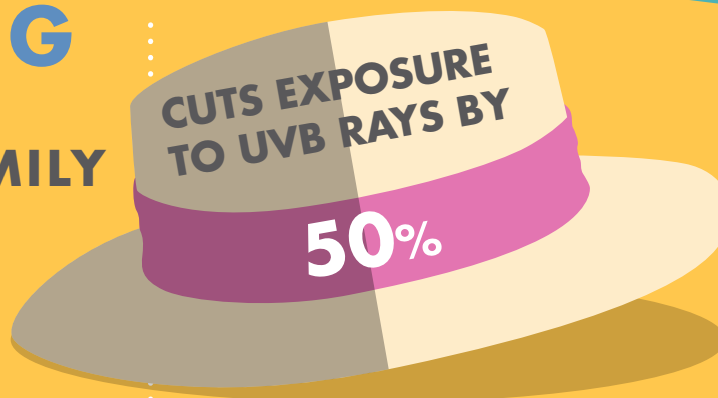
Look for swimwear and clothing that are marked as UV protective



Ensure that sun hats provide coverage for the back of the neck



Make sure your child wears a t-shirt in the sea to help protect them



WEARING A HAT AND SUNGLASSES REDUCES RISK BY

50% AGE-RELATED SIGHT LOSS
66% CATARACTS

SUNGLASSES

Not all sunglasses provide you and your kids with adequate protection



WATER REFLECTS THE SUN HARSHLY

Make sure to wear sunglasses on the beach to protect eyes

Did you know? If your sunglasses don't have UV Protection, your pupils will widen and let in more harmful UV light

SPEND TIME IN THE SHADE

Keep the kids out of the sun with some fun beach games

CREATE SAND ART
Grab some shells and stones from across the beach and get creative under the parasol

SAND Pictionary
Fingers at the ready. Get the whole family involved with this beach-adapted classic

BUILD SANDCASTLES
Pack the buckets and spades and get your kids building a masterpiece

PARENT'S TOP TIPS

WHEN SHOULD I APPLY?
20-30mins BEFORE HEADING OUT

RE-APPLY SUN CREAM

to your kids immediately after drying them when they're come out of the pool or sea, even if it's water resistant

SUPERDRUG SAYS...

“Buying sunscreen early in the season will give you the best value for money and protect you all summer long, no matter when the sun, no matter when the sun, no matter when the sun...”

CHECK THE PAO (PERIOD AFTER OPENING) on the bottle. Sun cream has a shelf life of 2-3 years, so be sure to check the label when grabbing it out of the cupboard

BE SURE THE BOTTLE HAS THE UVA CIRCLE

TRY TO AVOID LONG PERIODS OF SUN EXPOSURE when the sun is at it's strongest

KEEP SUN IN THE SHADE
Keep sun cream under a towel, or in your beach bag to avoid breakdown of the protection