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Sun protection for skin worshippers

How to protect your skin and
reduce your risk of skin cancer

CHOOSE SKIN HEALTH®
Neutrogena®

#1 dermatologist recommended suncare brand

Look for broad spectrum protection

Wearing sunscreen every day is one of the most important steps you can take to protect your skin from the harmful effects of the sun. Always select sunscreens that provide broad spectrum protection, which means protection from both UVA and UVB rays.

“The FDA has standardized the definition of ‘broad spectrum’ protection and recognized its importance,” says Dr. George J. Hruza, dermatologist and president of the American Society for Dermatologic Surgery. “For the best protection, consumers should choose sunscreens that say ‘broad spectrum’ on the label and have an SPF (sun protection factor) of at least 30.”

A higher SPF can help provide greater UV protection, and stabilizing technologies now enable many sunscreens to remain effective under intense sunlight. But Dr. Hruza cautions that all products must be used as directed on the label to ensure adequate sun protection.

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.

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

To learn more about free skin cancer screenings in your area, visit **ChooseSkinHealth.com**.



Protect your skin—every day, every season

You know that getting too much sun isn't good for you. 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. 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

Make it count with the right amount!

Congratulations on taking steps to keep your skin healthy. But are you using your sunscreen correctly? Multiple studies revealed that most people applied only 25% to 50% of the recommended amount of sunscreen. One ounce of lotion sunscreen is considered the amount needed to properly cover the exposed areas of an average, adult-sized body. Sprays should be applied slowly and evenly until the product is “glistening” on the skin. This should take 2 to 4 seconds of continuous spraying per limb, and 5 to 8 seconds for the torso and back. For a stick sunscreen, apply 3 to 4 passes back and forth per area. Keep in mind that using too thin a layer of sunscreen may result in a lower SPF than the label indicates.



How much? One ounce of lotion sunscreen is about the size of a golf ball.

Visit **ChooseSkinHealth.com** to learn more.

Before you buy:

Understanding sunscreen ratings

There are two types of UV rays: UVB and UVA. Both can harm your skin.

UVB

UVB RAYS

- Penetrate the outer layer of skin, causing damage to skin cells
- Are the primary cause of sunburn
- Can play a part in the formation of skin cancer with frequent or intense exposure

UVA

UVA RAYS

- Can pass through window glass and penetrate deep into the layers of the skin
- Contribute to premature signs of aging, including fine lines and wrinkles
- Can play a part in the formation of skin cancer with frequent or intense exposure

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. However, sunscreens should not be used to increase the time you spend in intense sunlight.

SPF measures protection from sunburn caused mainly by UVB rays, but it does not adequately measure how well a sunscreen protects from skin aging and other effects caused primarily by UVA rays.

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

- **Broad spectrum:** This means that the sunscreen provides 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).
- **Photostable:** This describes UV protection that won't break down when exposed to strong UV rays; sunscreens that include HELIOPLEX® and PURESCREEN® technologies provide long-lasting, photostable protection.



Tips for using sunscreens

- Make sunscreen part of your daily routine. Many sunscreens can be applied under makeup. There are also cosmetics and moisturizers that contain sunscreens.
- Use a sunscreen with SPF 30 or higher on skin that receives daily sun exposure.
- Apply the recommended amount of sunscreen when you are active outdoors:
 - 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.
- Reapply often, after swimming, perspiring, or using a towel.
- If your skin is sensitive, use sunscreens containing mineral-sourced filters like titanium dioxide or zinc oxide.

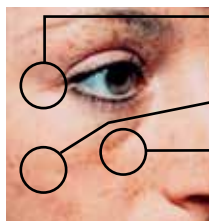
Visit **ChooseSkinHealth.com** to learn more.

Stay on the lookout for signs of sun damage!

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

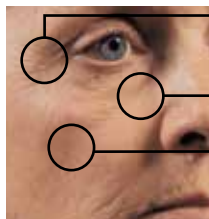


Fine wrinkling: Shallow indentations or lines, typically on the forehead and around the eyes and mouth

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

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. Women should also 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.



Recognizing skin cancers

ACTINIC KERATOSIS



A common type of sun-related skin damage is actinic keratosis, also known as solar 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.

It is important to recognize that these lesions have the potential to progress into squamous cell carcinoma. In addition, actinic keratosis is an indication of advanced sun damage—and the risk of other types of skin cancers. Anyone with an actinic keratosis lesion should be under a dermatologist's care. The American Cancer Society recommends that your doctor regularly track areas of skin with such lesions for changes that could indicate cancer.

BASAL CELL CARCINOMA



The majority of skin cancers are basal cell carcinomas, typically found on areas exposed to the sun, such as the head and neck. If found and treated, these slow-growing cancers rarely spread to other parts of the body. If left untreated, however, a basal cell carcinoma may grow into nearby tissue and bone. Once treated, a basal cell carcinoma may return. For this reason, those who have these cancers treated should 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.

ATYPICAL MOLE: DYSPLASTIC NEVI



This unusual type of benign mole can sometimes resemble melanoma. While they are not cancerous, 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.

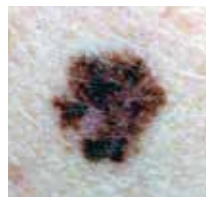
SQUAMOUS CELL CARCINOMA



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. These carcinomas are more likely to spread to lymph nodes or to more distant parts of the body compared with basal cell carcinomas.

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).

Early detection can save your life

Most moles are harmless, but it is important to recognize changes in a mole that can suggest that a melanoma may be developing.

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.

Use this handy guide to measure the diameter or change in size of any suspicious moles. If you have a mole wider than a quarter inch (shaded portion of guide), be sure to let your doctor know.

1/8"
1/4"
3/8"
1/2"



Your sun safety checklist

Sunscreen every day! To help prevent skin cancer, apply generous amounts of broad spectrum SPF 30 (or higher) sunscreen for everyday protection. Reapply often during outdoor activities, especially after swimming, perspiring, or using a towel. For active sports, select a sunscreen that is water-resistant and non-greasy.

Pick the product that meets your needs. Sunscreens are available in many different forms to fit your lifestyle. Look for cosmetics and moisturizers with broad spectrum protection as well.

Going out? Cover up. If you plan to be outside for an extended period, 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, UV exposure also increases the risk of skin cancer. 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. Using tanning beds may increase 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.

Protect your skin every day—in every way—with NEUTROGENA® products

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

The best overall sun protection available in a facial moisturizer

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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.



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.

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(SEE OTHER SIDE FOR DETAILS)

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See restrictions on reverse. Expires 3/31/16.

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HELIOPLEX® TECHNOLOGY



COOLDRY SPORT Lotion
SPF 30 and 70

COOLDRY SPORT Spray
SPF 30 and 70

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



WET SKIN Spray SPF 30, 50, and 85+

WET SKIN Kids Spray SPF 70+ and Stick SPF 70

Broad spectrum UV protection that 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+

Provides beach-strength sun protection; defends skin against signs of water damage. Water-resistant (80 minutes); oil- and PABA-free.



ULTRA SHEER® Liquid SPF 70

Superior sun protection 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

Durable, photostable, broad spectrum protection leaves skin smooth, not greasy. Water-resistant (80 minutes), sweat-resistant, and non-comedogenic.



AGE SHIELD® Face Lotion SPF 70 and 110

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NEUTROGENA® CLEAR FACE
SPF 30 and 55

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FRESH COOLING BODY MIST
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Instantly refreshes skin while providing broad spectrum protection.

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

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SENSITIVE SKIN Lotion SPF 60+

Broad spectrum physical sunscreen protection goes on evenly, feels ultra-light. Water-resistant (80 minutes) and sweat-resistant; hypoallergenic; fragrance-, oil-, and PABA-free.

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EXPIRES 3/31/16

NEUTROGENA® suncare products, HEALTHY DEFENSE® Daily Moisturizers, Healthy Skin Compact Makeup, Healthy Skin Liquid Makeup, or Revitalizing Lip Balm

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