



Useful websites for more information
www.sunsmart.org.uk • www.nhsdirect.nhs.uk
www.cancerresearchuk.org • www.cancerhelp.org.uk
www.met-office.gov.uk/weather/uv

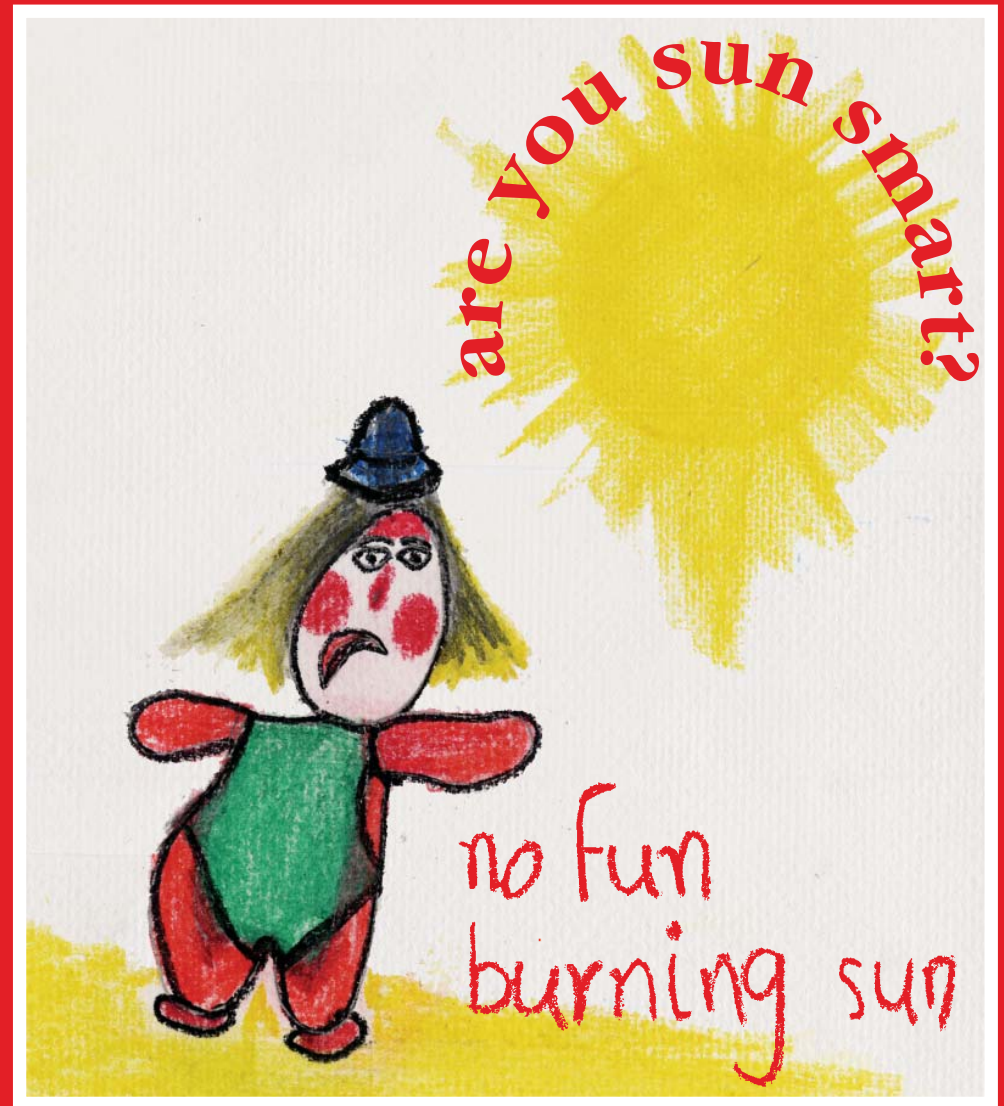


Leaflet produced by SWERCOTS, the Trading Standards Partnership in south west England and your local Trading Standards Service.

For general advice about consumer goods and services



PLEASE DO NOT LITTER - BUT DO RECYCLE OR PASS THIS LEAFLET ON.



- S**tay in the shade between 11 and 3
- M**ake sure you never burn
- A**lways cover up
- R**emember to take extra care with children
- T**hen use factor 15+ sunscreen

Save your skin!

(Unless you want to be a wrinklie in middle age!)

Protect your and your child's skin

- S** - sunscreen - use factor 15+
- K** - keep covered up
- I** - infants and toddlers need extra protection
- N** - never allow yourself or your child to burn

Why the warning?

Sun protection during early childhood and teenage years reduces the risk of sun damaged skin and skin cancer in later life.

Skin cancer is one of the most common cancers in the UK.



Experts say one severe sunburn in a child's first 15 years can double the risk of skin cancer.

Doctors think about 4 out of 5 cases could be prevented if people took simple steps to reduce their exposure to the sun.

Best protection

Stay in the shade. Stay out of direct sunlight from 11am to 3pm – and not just when you're abroad. British sun burns too! Remember - beach shelters may not provide adequate UV protection.

Cover up. Tightly woven cotton fabrics help stop the sun's harmful UV rays from penetrating to the skin. Polo and T shirts are best, rather than vests and strappy tops, which don't protect the shoulders. Get clothes that provide the best protection by looking for this logo.



Wear a hat. Put a hat on you and your child - wide brimmed or French legionnaire style hats, which cover the vulnerable neck area.

Use sunscreen. At least factor 15+. Put it on BEFORE going in the sun, and replace at least every 2 hours, more often if it has got wet. Slap it on generously! Sunscreen past its expiry date won't give the protection your children deserve.

Wear sunglasses. All sunglasses should bear the CE mark and should preferably conform to BS EN 1836

Don't forget. You need to do all of these things to protect your child, not just one. A sunburnt child is a child with damaged skin.

