

# Media release

## For immediate release

### HERE COMES THE SUN: DEFENDING SKIN FROM SUMMERTIME DAMAGE

Summer's almost here and while Australian women relish the chance to be outdoors in warm weather, too much sun can have its downsides – including sunburn, premature skin ageing, cataracts and skin cancer.

In summer, protection from the strong, Southern Hemisphere sun is needed each day - not just on a trip to the beach. The UVA and UVB rays that cause damage can filter through car and office windows, doing damage within minutes.

Even clouds can be deceptive - UV rays will still penetrate on a cooler day. Extra care should be taken between 10am to 3pm when UV Index levels reach their peak.

There are three types of UV radiation, categorised by decreasing wavelength: UVA, UVB and UVC. Cancer Council CEO Professor Ian Olver explains the difference: "UVA rays cause premature skin ageing, skin cell DNA damage and skin cancer. UVB rays cause sunburn, skin cell DNA damage and are the major cause of skin cancer. UVC is the most dangerous type of UV, however ozone in the atmosphere absorbs all UVC so none reaches the earth's surface," he says.

And UV rays are not the only threat skin faces this season. Upon heading outdoors for summer fun, exposure to heat, chlorine and salt water can dehydrate the delicate facial area.

Cancer Council Day Wear is a range of light, non-greasy, moisturiser-sunscreens, especially formulated for the face. The instantly-absorbed lotion swiftly replenishes and softens the skin, creating the perfect protective primer for wear beneath make up or on its own.

The easily-applied Day Wear products each offer very high, SPF 30+ defence from the sun's harsh UVA and UVB rays. Day Wear is designed for use all day, every day of the year.

The range includes four varieties of moisturising sunscreen, designed to suit all skin types:

#### 1. DAY WEAR WITH ALOE VERA

A light feel, facial moisturiser-sunscreen, enriched with aloe vera for added nourishment. The 2-in-1 formula imparts the highest UVA/UVB protection available - SPF 30+.

#### 2. DAY WEAR CLEAR ZINC

A light feel, facial moisturiser-sunscreen with protective, clear zinc oxide for those with sensitive skin. The 2-in-1 formula imparts the highest UVA/UVB defence available - SPF 30+.

#### 3. DAY WEAR PLUS TINT

##### – IN LIGHT OR MEDIUM SHADES

A light feel, facial moisturiser-sunscreen with subtle tint to suit your skin tone. Provides a versatile substitute for make-up or worn as a primer for added colour. The 2-in-1 formula imparts the highest UVA/UVB defence available - SPF 30+.

For more information, interviews, high-res images and samples, please contact Skin Health communications manager Bianca Mangion: 03 9861 7024 or [bm@vitalitybrands.com](mailto:bm@vitalitybrands.com).

