

Kids & Sun Safety: What Parents Need to Know



On average, more than

350

Americans are diagnosed with **SKIN CANCER EVERY HOUR¹**



Just

2

PAINFUL SUNBURNS during childhood significantly **RAISES THE RISK OF MELANOMA⁴**

Let your kids

#MIMICMOMMY

Research shows that **CHILDREN'S SUNSCREEN USE** is **LINKED TO WATCHING MOMS USE SUNSCREEN³**



Make sunscreen part of your routine:

KEEP A TUBE BY YOUR TOOTHPASTE

and you are more likely to remember to apply daily⁵



MAKE IT FUN AND MEMORABLE.

Create a dance that you and your family do each time you apply sunscreen



REWARD YOUR CHILDREN

to turn the habit into a lasting behavior that can save their lives



90%

of non-melanoma

SKIN CANCERS

may be caused by

SUN EXPOSURE²



HAVE SUNSCREEN OPTIONS.

Stick, lotion or spray: make it kids' choice

Neutrogena[®]

#1 Dermatologist recommended sun care

¹ Rogers HW, Weinstock MA, Feldman SR, Coldiron BM. Incidence estimate of nonmelanoma skin cancer (keratinocyte carcinomas) in the US population. JAMA Dermatol. Published online April 30, 2015. American Cancer Society. Cancer Facts & Figures 2016. Atlanta: American Cancer Society; 2016. Siegel RL, Miller KD, Jemal A. Cancer statistics, 2016. CA Cancer J Clin. 2016; 66:7-30.

² Koh HK, Geller AC, Miller DR, Grossbart TA, Lew RA. Prevention and early detection strategies for melanoma and skin cancer: Current status. Arch Dermatol 1996; 132(4):436-442. Findings based on a survey of 540 board-certified dermatologists and members of the National Society of Cutaneous Medicine. April 2016.

³ Bodekær Larsen, M., Petersen, B., Philipsen, P. A., Young, A., Thieden, E. and Wulf, H. C. (2014). Sun exposure and Protection Behavior of Danish Farm Children: Parental Influence on Their Children. Photochem Photobiol, 90: 1193-1198. doi:10.1111/php.12280

⁴ Leslie K, Dennis, M.S., Ph.D., Marta J. VanBeek, M.D., M.P.H., Laura E. Beane Freeman, Ph.D., Brian J. Smith, Ph.D., Deborah V. Dawson, Ph.D., and Julie A. Coughlin, M.P.H. "Sunburns and risk of cutaneous melanoma, does age matter: a comprehensive meta-analysis." AEP Vol. 18, No 8 August 2008: 614-627.

⁵ Steven Q. Wang, Haoming Xu, Stephen W. Duszka, Judy Hu, Joseph Stanfield. "Improving Compliance of Daily Sunscreen Application by Changing Accessibility." Photodermatology, Photoimmunology and Photomedicine Journal, February 9, 2017.

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