

Long-awaited introduction of SPF50+ sunscreens a step forward for consumers and the Australian sunscreen market

Sydney, Tuesday, 13 November 2012. Accord – the national hygiene, cosmetic and specialty products industry body – welcomes the Government’s announcement today of new regulations that pave the way for entry onto the Australian market of higher-performance sunscreens.

“The sunscreen products industry has been ready for some time to press the button on getting SPF50+ sunscreens to Australian consumers, so today’s announcement is good news,” Accord Executive Director Ms Bronwyn Capanna said.

“It has taken several years for the new Australian sunscreen standard* to be modernised from its 1998 version, which until recently underpinned all local regulation of these essential products.

“But obviously, in the intervening period, the technology and performance of sunscreen products has significantly improved.

“For example, SPF50+ sunscreens were initially introduced into Europe in around 2006 and have been available in the USA and New Zealand for several years now.

“Publication of the new Australian sunscreen standard in late May this year has finally meant that Australia can catch up to the rest of the world when it comes to giving consumers the choice of SPF50+ products.

“There have been some regrettable bureaucratic delays in getting the regulatory rules in place to allow sunscreen manufacturers to take advantage of the new sunscreen standard, and this has meant a more limited launch for the coming summer than ideally the industry had hoped for.

“We give credit to Parliamentary Secretary Catherine King for her efforts in pushing regulators to move more quickly than they had been in order to get the new rules in place.

“Today’s announcement is a step forward for the Australian sunscreen market and offers consumers the option of choosing higher-performing SPF50+ products as part of their sun protection routine.

“With summer approaching, it is important that all Australians recognise that wearing sunscreen is just one part of smart sun protection.

“It is essential to apply sunscreen liberally to exposed areas on a regular basis but to also wear a hat and heed the weather bureau’s UV warnings to avoid harmful sun exposure,” Ms Capanna said.

* AS/NZS 2604:2012

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Media inquiries: Craig Brock, Policy & Public Affairs Director, 0422 363 646

ACCORD Australasia Limited PO Box 290 BROADWAY NSW 2007 Tel: 61 2 9281 2322 Website: www.accord.asn.au

