



Media Release

Australia’s personal care products industry launches new website reminding consumers to apply enough sunscreen for good UV protection this summer

Sydney, Friday, 10 February 2017. Accord Australasia – the hygiene, cosmetic and specialty products industry body – has launched a new public education website (www.sunsible.org.au) with advice on how to better use sunscreens to stay safe in the sun this summer.

“The Sunsible™ website provides some timely reminders about how to use sunscreens sensibly to get the best possible level of protection,” Accord Policy Director Craig Brock said.

“Both the Cancer Council and the Therapeutic Goods Administration have recently warned of the importance of applying enough sunscreen to get an adequate protective layer on your skin. The Sunsible™ site reinforces this message. If you are in your swimwear at the beach, for example, you should be applying about 40mL of sunscreen over your body. That’s the equivalent of two tablespoons; about a golf ball size amount of a cream or lotion sunscreen. For uncovered arms and legs when you are out and about, you should aim for at least a teaspoon per limb. And for your face, neck and ears a bit more than half a teaspoon of sunscreen is recommended.

“If using an aerosol sunscreen, you need to spray the product on thickly and thoroughly. Aerosol sunscreens should not be treated like insect repellents, where a quick spray is often what some people customarily use.

“Parents and carers of children should be vigilant about reapplying sunscreen on kids regularly throughout the day, and should reapply at least every two hours. Sunscreen is just one weapon in the arsenal against harmful UV exposure. The Sunsible™ site stresses the need to use sunscreen in combination with physical protection like a broad brimmed hat. Simply staying out of the summer sun during the hottest part of the day is also a sensible move, and is an essential step when caring for infants under 12 months of age.

“UV radiation levels stay high in most parts of Australia until the start of winter, so sun protection awareness needs to go beyond the summer months,” Mr Brock said.

Sunscreens available on the Australian market are actively regulated to ensure their safety and effectiveness by the Therapeutic Goods Administration: <https://www.tga.gov.au/sunscreens>

The Sunsible™ site is brand neutral, evidence-based and answers the following key questions about sunscreens:

What is sunscreen?	Why should I use sunscreen?	How should I use sunscreen?	Beyond sunscreen – how can I be sunsible?
<p>How do sunscreens work?</p> <p>What types of sunscreens are available?</p> <p>What does broad spectrum mean?</p> <p>What does SPF mean?</p> <p>What does water resistant mean?</p>	<p>What are the effects of UV radiation?</p> <p>Skin cancer in Australia – a snapshot.</p> <p>What factors affect the impact of sun exposure?</p> <p>Who needs sunscreen?</p> <p>Are sunscreens safe to use?</p>	<p>When should I use sunscreen?</p> <p>Which sunscreen should I choose?</p> <p>How much sunscreen should I use?</p> <p>How should I apply sunscreen?</p> <p>How should I store sunscreen?</p> <p>Can I use sunscreen on my baby?</p>	<p>Slip slop slap seek slide – be SunSmart®!</p> <p>Is it ok to tan?</p> <p>What about vitamin D?</p> <p>How can I check my skin for cancer?</p> <p><i>* Accord gratefully acknowledges the Cancer Council Victoria and Cancer Council Australia for allowing reference to the SunSmart® campaign.</i></p>

Sunsible™ can be found at: <http://www.sunsible.org.au/>.

For additional information on sun protection also refer to the following: <http://www.sunsmart.com.au/>.

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