



Media Release

Slap it on or spray thoroughly to get the best possible protection from your sunscreen this summer

Sydney, Thursday 30 November 2017. With a long hot summer ahead, Accord Australasia – the hygiene, cosmetic and specialty products industry body – is issuing a timely reminder to take care to apply enough sunscreen as part of its Sunsible® sun protection campaign.

“Our Sunsible® campaign provides many timely reminders about how to use sunscreens sensibly to get the best possible level of protection,” Accord Policy Director Craig Brock said.

“Key amongst these is simply applying enough sunscreen so you have the right amount of protective coverage. Taking the time needed to apply sunscreen thoroughly before getting in the sun will help you avoid painful and damaging sunburn. Both the Cancer Council and the Therapeutic Goods Administration have been actively warning of the importance of applying enough sunscreen. The Sunsible® campaign reinforces this message.

“If you are in your swimwear at the beach, for example, you should be applying about 40 mL 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.

“Aerosol sunscreens also offer convenience with less mess, but you still need to spray them on thickly and thoroughly. The aerosol should be sprayed on the skin to get a thorough wet application. Give the can a good shake before use. And always spray out of the wind while visually checking that exposed skin is fully covered with a wet film of spray. This is especially important when spraying aerosol sunscreen on your children. You should also allow 15 to 20 minutes for the product to fully dry on the skin before the kids get into the rough and tumble of play or go in the water. This helps ensure the protective sunscreen layer will stay intact.

“Parents and carers of children should be also 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 sunburn and harmful UV exposure. The Sunsible® campaign 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.

“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>”, Mr Brock said.

The Sunsible® campaign website is brand neutral, evidence-based and will be updated shortly with a section on getting the most from spray-on sunscreens. It currently 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 sensible?
<p>How do sunscreens work? What types of sunscreens are available? What does broad spectrum mean? What does SPF mean? What does water resistant mean?</p>	<p>What are the effects of UV radiation? Skin cancer in Australia – a snapshot. What factors affect the impact of sun exposure? Who needs sunscreen? Are sunscreens safe to use?</p>	<p>When should I use sunscreen? Which sunscreen should I choose? How much sunscreen should I use? How should I apply sunscreen? How should I store sunscreen? Can I use sunscreen on my baby?</p>	<p>Slip slop slap seek slide – be SunSmart®! Is it ok to tan? What about vitamin D? How can I check my skin for cancer? * Accord gratefully acknowledges the Cancer Council Victoria and Cancer Council Australia for allowing reference to the SunSmart® campaign.</p>

Sunsible® is at www.sunsible.org.au. For additional information on sun protection also refer to www.sunsmart.com.au/.