

# Protect families with Australia's No.1 sunscreen<sup>1</sup>



**Even on cloudy and cool days, UV radiation in sunlight can cause damage to skin, including pigmentation, premature ageing and even skin cancers. And children's delicate skin is especially at risk, as damage in childhood can cause skin problems in later life.<sup>2,3</sup>**

## IT'S SIMPLY SENSE

To help protect the whole family effectively against UVA/UVB radiation, it's important to wear a good sunscreen every day, and SunSense™ provides the highest Sun Protection Factor available (SPF 50+).<sup>4</sup>



Our range of SPF 50+ sunscreens has been formulated for every type of skin (even toddlers). It's free from PABA derivatives and Lanolin, and uses physical blocker and a variety of chemical UV absorbers to provide very high levels of sun protection. Plus, some products have now been reformulated to meet stringent new regulations on the labelling of sunscreens in Australia.<sup>4</sup>



*UV photography reveals underlying sun damage to the deep layers of skin, not visible to the naked eye.*

## AUSTRALIA'S No.1 SUNSCREEN<sup>1</sup>

As well as having to cope with some of the highest UV levels in the world, Australian sunscreens must meet the tightest government regulations in operation, which now forbid misleading claims about SPF, water resistance and broad spectrum. SunSense Ultra is also recommended by 9 out of 10 dermatology nurses in the UK,<sup>5</sup> so you know it will be effective in protecting your patients' skin.



**SUNSENSE  
MAKES MORE SENSE**  
[www.sunsense.co.uk](http://www.sunsense.co.uk)

Australia's No.1  
suntan brand  
in pharmacy<sup>1</sup>



Look out for our Sun  
Sensible campaign  
in primary schools  
and nurseries!



SunSense supports  
Sun Awareness Week,  
5th to 11th May 2014



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1. SunSense, the No.1 sunscreen brand in pharmacy. Aztec, Sunscreen, Value, MAT 02/02/14 (Data held on file) 2. SunSmart campaign – Cancer Research UK <http://www.sunsmart.org.uk> Accessed 02/13 3. Sunscreen and Sun Safety Fact sheet @British Association of Dermatologists 2009 4. AS/NZS 2604: 2012, Very High SPF 50+ Broad Spectrum Protection 5. BDNG survey October 2012, 91 participants.