

Still *dying* for a tan?

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




All skin is at risk from the sun's harmful rays, which can cause sunburn, pigmentation, premature ageing, wrinkles and skin cancers.¹

That's why the only way to enjoy the sun is with a high-factor sunscreen.

We hope that having your UV photo taken today has stressed the importance of using a high-factor sunscreen such as SunSense SFP (50 & 50+).

The UK's No.1 prescribed sunscreen²

- ☀ First-time sunbed use under the age of 35 years increases the risk of melanoma by 40%³
- ☀ There is a 75% increased risk of developing malignant melanoma associated with regular use of sunbeds before the age of 30⁴
- ☀ Levels of UVA from sunbeds can be over 10 times higher than that of the midday sun
- ☀ The average skin cancer risk from sunbeds can be more than  double that of spending the same length of time in the Mediterranean midday summer sun⁵
- ☀ The UV from sunbeds can promote premature ageing, by destroying the skin's collagen. This can cause wrinkles, skin sagging, leathery appearance, skin fragility and impaired healing ability⁶
- ☀ In 2011, there were 13,348 cases of malignant melanoma and around 100,000 cases of non-malignant melanoma skin cancer diagnosed in the UK⁷, with a disproportionately higher rate amongst younger people⁸
- ☀ UK deaths from this type of cancer are now overtaking Australia, which has the highest incidence in the world⁹



SunSense provides the best *protection* from hidden UV damage

The SunSense range of face and body sunscreens offers the **highest level of protection** available in Australia.¹⁰ They are light and soft, some are oil-free for a sheer mattè finish – perfect even for sensitive skin.

Save 25% off SunSense with code **SUNSENSE15** when you buy at sunsense.co.uk or www.crawfordhealthcare.com/shop*



SunSense is also available from John Lewis, Waitrose, Ocado, Paydens Pharmacy and selected Independent Pharmacies

*Discount applies to purchases made through crawfordhealthcare.com only. Offer valid from 23.05.2015 until 31.10.2015

References: 1. Flament F, Bazin R, Laquieze, Rubert V, Simonpietri E, Piot B. Effect of the sun on visible clinical signs of aging in Caucasian skin. Clin Cosmet Investig Dermatol 2013;6: 221-232. 2. NHS BSA prescription services, prescription cost analysis England 2014 data 3. AS/NZS 2604:2012; Very High, SPF 50+, Broad Spectrum 4. Cancer Research UK. When do I need to protect myself? [Internet] [updated 2014 Feb 17; cited 2015 Apr 20]. Available from: <http://sunsmart.org.uk/UV-the-sun-and-skin-cancer/> 5. Cancer Research UK. UV, the sun and skin cancer. [Internet] [updated 2014 Feb 17; cited 2015 Apr 20]. Available from: <http://sunsmart.org.uk/UV-the-sun-and-skin-cancer/> 6. Sunscreen and Sun Safety Fact sheet. © British Association of Dermatologists 2009 7. Cancer Research UK. Radiotherapy and your skin. [Internet] [updated 2015 May 2; cited 2015 May]. Available from: <http://www.cancerresearchuk.org/about-cancer/cancers-in-general/treatment/radiotherapy/side-effects/general/radiotherapy-and-your-skin> 8. Crawford Healthcare Ltd Research 2015 Data on file. 9. COLIPA Recommendation No.16 – water resistance labeling. The European CosmeticToiletry & Perfumery Association. 2006. 10. SPF 30+ is defined as SPF 31 and SPF 50+ is defined as 60.1 as per AS/NZS 2604:1998 & 2012.



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