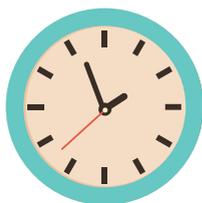


# Kids & Sun Safety: What Parents Need to Know



On average, more than **350** Americans are diagnosed with **SKIN CANCER EVERY HOUR<sup>1</sup>**



**90%** of non-melanoma **SKIN CANCERS** may be caused by **SUN EXPOSURE<sup>2</sup>**

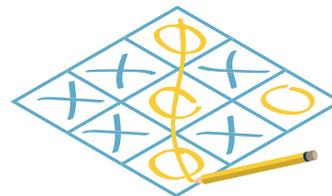
Let your kids **#mimicmommy**  
Research shows that **CHILDREN'S SUNSCREEN USE** is **LINKED TO WATCHING MOMS USE SUNSCREEN<sup>3</sup>**



**HAVE SUNSCREEN OPTIONS.**

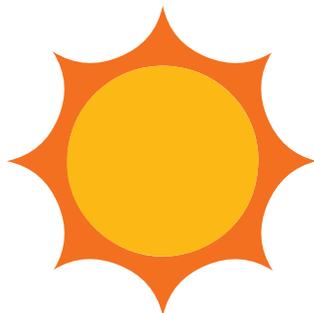
Spray, cream or stick sunscreen: make it kids' choice

**MAKE IT FUN.**  
Turn sunscreen application into a game



**REWARD YOUR CHILDREN**

to turn the habit into a lasting behavior that can save their lives



Just **2 PAINFUL SUNBURNS** during childhood significantly **RAISES THE RISK OF MELANOMA<sup>4</sup>**

**Neutrogena<sup>®</sup>**

#1 Dermatologist recommended sun care

1: Rogers HW, Weinstock MA, Feldman SR, Coldiron BM. Incidence estimate of nonmelanoma skin cancer (keratinocyte carcinomas) in the US population. JAMA Dermatol. Published online April 30, 2015. American Cancer Society. Cancer Facts & Figures 2016. Atlanta: American Cancer Society; 2016. Siegel RL, Miller KD, Jemal A. Cancer statistics, 2016. CA Cancer J Clin. 2016; 66:7-30.

2 Koh HK, Geller AC, Miller DR, Grossbart TA, Lew RA. Prevention and early detection strategies for melanoma and skin cancer: Current status. Arch Dermatol 1996; 132(4):436-442. Findings based on a survey of 540 board-certified dermatologists and members of the National Society of Cutaneous Medicine. April 2016.

3: Bodekaer Larsen, M., Petersen, B., Philipsen, P. A., Young, A., Thieden, E. and Wulf, H. C. (2014), Sun exposure and Protection Behavior of Danish Farm Children: Parental Influence on Their Children. Photochem Photobiol, 90: 1193-1198. doi:10.1111/php.12280

4: Leslie K. Dennis, M.S., Ph.D., Marta J. VanBeek, M.D., M.P.H., Laura E. Beane Freeman, Ph.D., Brian J. Smith, Ph.D., Deborah V. Dawson, Ph.D., and Julie A. Coughlin, M.P.H. "Sunburns and risk of cutaneous melanoma, does age matter: a comprehensive meta-analysis." AEP Vol. 18, No 8 August 2008: 614-627.

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