

# Skin Sense

facts from the experts

## Care In Your Car

(NAPSA)—Here's a bright idea while you're enjoying the sun in your convertible: wear sunscreen.

Incidental sun on a daily basis adds up to many days of sun on an annual basis. Cumulative exposure to the sun is one of the main factors causing skin damage. "Just 15 minutes per day exposed to the sun equates to 90 hours per year of incidental sun exposure," said Tom Rohrer, MD, spokesperson for The Skin Cancer Foundation and clinical associate professor of dermatology at Boston University School of Medicine. He and experts at Mazda recommend, as part of a healthy daily routine, the application of sunscreen rated at least SPF 15.

Mazda is starting to alert customers to this situation. For instance, Mazda is taking the initiative to remind drivers that applying sunscreen for protection from the sun could be as important as buckling up before stepping on the gas. To drive this point home, the carmaker distributed windshield labels to each of its 700 dealers as part of a new year-round public-awareness campaign with the foundation.

It's particularly important to remember sun safety when you're driving. It's easy to think of a car as "inside" and thus safe from the sun. However, harmful UV radiation can come through the windows. Even more important is to be careful when you're driving with the top down—you can get film for the windows to filter out damaging ultraviolet light but



**Beware of ultraviolet rays while you're out enjoying your convertible.**

with the top down you're completely unprotected.

The labels, which will be displayed prominently on all convertibles and sunroof-equipped vehicles, urge drivers to apply sunscreen when dropping their tops. In addition to the MX-5 Miata convertible, Mazda produces five other vehicles offering sunroofs as options, including the rotary-powered RX-8 sports car, Mazda6, Mazda3, MPV and Tribute.

The Skin Cancer Foundation is the only national and international nonprofit organization concerned solely with the world's most common malignancy—cancer of the skin. The Foundation conducts public and medical education programs, and provides support for research to reduce the incidence of skin cancer.

To learn more about sun exposure, go to [www.skincancer.org](http://www.skincancer.org). To learn about the new program, visit [www.mazdausa.com](http://www.mazdausa.com).