

How Much Do You Know About Sun Protection?

(NAPSA)—One person dies of melanoma, the most serious form of skin cancer, every hour in the United States. As the most common cancer in the U.S., skin cancer is one of a few cancers of which we know the main cause: sun exposure. Yet, 92% of women report they do not always wear sunscreen when going outside.



Cynthia Nixon

Whether you are soaking in the sun at the beach or simply gardening on a cloudy day, the risks of day-to-day unprotected sun exposure are the same—an increased risk of skin cancer.

Melanoma is on the rise. According to The Skin Cancer Foundation, during the past 10 years the number of cases of melanoma has increased more rapidly than that of any other cancer. There are more than 1.3 million new cases of skin cancer reported each year, and that number continues to grow.

Renowned dermatologist and Member of The Skin Cancer Foundation's Medical Council, Darrell Rigel warns, "incidental sun exposure—UVA/B rays you're exposed to during your daily routine—puts your skin at risk every time you're outside or even sitting near a window. Twenty-two percent of women report only using sunscreen when they sunbathe, but the sun's harmful rays are just as strong in your neighborhood as they are on the beach."

On average a person receives close to two and a half hours of sun exposure each day—nearly 18 hours in a week, 925 hours in just one year—exposing skin to sun's harmful rays which can result in damage from sunburn, freckles and wrinkles to even certain skin cancers.

While 79% of adults (aged 35 and older) report applying sun protection on children when they play outdoors; only 31% use sun protection on themselves. Whether you have a light or dark complexion, everyone is at risk for sun damage and should use sun protection.

Actress Cynthia Nixon has a heightened awareness of the dangers of sun exposure since becoming a mom. "I don't let my children outside without sun protection, and now I take the same caution when caring for my own skin. Applying a daily moisturizer with sun protection has become part of my daily routine."

How can you keep yourself safe?

1. Apply a daily moisturizer with broad spectrum sun protection every day before going outside. Olay Complete Defense SPF 30 Daily UV Moisturizer is a lightweight daily facial moisturizer that provides skin with essential moisture while protecting skin from 97% of sun's most harmful rays.

2. Apply sun protection lotion liberally and uniformly and re-apply every two hours when outdoors or after swimming or strenuous activity.

3. Avoid sun between 10 a.m. and 4 p.m. when ultraviolet (UV) radiation is most harmful. Wear wide-brimmed hats, long sleeved shirts, long pants and UV-protective sunglasses for protection.

4. Examine skin head to toe at least once every month to detect new or changing birthmarks, freckles and moles—possible indications of skin damage.

5. Teach children good sun protection habits early to help prevent adult skin cancers.

6. Commit to protection. Log onto olay.com to take the "Save the Skin You're In" Olay pledge and learn more about skin cancer and skin cancer awareness.