

# Skin Sense

facts from the experts

## Sun Safety Steps

(NAPSA)—Dermatologists across the country warn that the incidence of skin cancer is rising in the U.S. and that the existing SPF sunscreen rating scheme should be modified.

A survey conducted at the annual meeting of the American Academy of Dermatology, found that almost all dermatologists (84 percent) are finding an increased incidence of skin cancer among their patients. Seventy-four percent of dermatologists say that only one-half or fewer of their skin cancer patients take adequate sun protection steps.

A large majority of the dermatologists surveyed believe the Federal Drug Administration should modify the current SPF sunscreen rating system to include information about the UVA protection levels provided. The current SPF rating on sunscreens only measures protection against UVB even though the medical community now understands that UVA also causes aging of the skin, skin cancer and other health problems.

"Most people don't realize that while UVB varies according to the time of day, season, latitude and altitude, UVA intensity does not change," said John Barrow, President of Coolibar, a designer of sun protective clothing.

"So the UVA in the early morning in Seattle in winter is similar to the UVA in the middle of the day in Miami during the summer. It's important to protect skin year round regardless of where you live in the U.S."



**It's a bright idea to protect the skin you're in from the harmful effects of the sun.**

To fully protect skin from the harmful effects of UV radiation, experts recommend the following sun safety practices:

1. Avoid the sun between 10 a.m. and 2 p.m.
2. Babies less than six months of age should be kept out of direct sunlight.
3. Wear a wide-brimmed or legionnaire's hat that covers neck and ears and that's made of sun protective material.
4. Wear sunglasses that block both UVA and UVB rays.
5. Cover skin with a broad-spectrum sunscreen that blocks both UVA and UVB rays and clothing that has been tested and certified as sun protective.
6. Do not use tanning salons.

For information about Coolibar, go to [www.coolibar.com](http://www.coolibar.com) or call 1-800-926-6509.