



## Why do you need sun protection?

Sunlight contains ultraviolet (UV) rays that can harm your skin and eyes. In Canada, sunlight is strong enough to cause premature aging of the skin and skin cancer. UV rays can get through clouds, fog and haze. They can also pass through water, so you will need protection when swimming or playing in the water.

According to Ms. Bonnie Hostrawser, Manager of the Canadian Cancer Society's Cancer Control Programs, "The risk of cancer increases with the amount of time spent outdoors without proper sun protection." She adds, "We believe that physical activity is important for overall good health and to reduce the risk of cancer. However, if people are active outside, it's important that they protect themselves from the sun."

## How serious an issue is this?

- Skin cancer is the most common form of cancer in Canada
- It was estimated that 72,000 Canadians would be diagnosed with non-melanoma skins cancer in 2002. This means that on average, 1,385 Canadians per week would receive a non-melanoma skins cancer diagnosis in 2002
- It was estimated that 840 people would die from melanoma in Canada in 2002 (equating to 16 deaths per week)

## Where can I go to learn more about the impact of excessive exposure to sunlight?

The Health Links button of [www.radicoolcanada.com](http://www.radicoolcanada.com) provides both abstracts and direct links to feature articles from highly credible, professional sources including:

- Canadian Dermatology Association
- Canadian Cancer Society
- Skin Cancer Foundation (USA)
- Centres for Disease Control (CDC)
- National Safety Council's Environmental Health Center (EHC), A Division of the US National Safety Council
- Environment Canada
- Environmental Protection Agency (EPA)

- ❑ American Cancer Society
- ❑ World Health Organization
- ❑ American Academy of Pediatrics
- ❑ Canadian Safety Council
- ❑ The Cancer Council Victoria (Australia)
- ❑ Journal of the American Medical Association

These sources clearly describe the concerns about excessive sun exposure and the importance of limiting the exposure to UVA/UVB through a multi-pronged approach to sun protection. In addition, your dermatologist, physician, pediatrician, and physician can provide answers to your questions.

For background on solar UVR and the UV index, as well as materials and sun protection, the Australian Radiation Protection and Nuclear Safety Agency (**ARPANSA**) website proves to be quite informative ([www.arpansa.gov.au](http://www.arpansa.gov.au))

In an interview with CBC, dermatologist Dr. Paul Cohen (Friday, May 13<sup>th</sup>, 2002) was quoted:

"People have to remember skin cancer is a condition that affects all ages," says Toronto dermatologist Paul Cohen. "It is commonly diagnosed in people between 20 and 50. The majority of skin cancers can be prevented as long as you adopt safe sun behaviour."

([www.cbc.ca/cgi-bin/templates/print.cgi?/2002/05/31/Consumers/skincancer\\_020531](http://www.cbc.ca/cgi-bin/templates/print.cgi?/2002/05/31/Consumers/skincancer_020531))

## Highlights:

- ❖ 90% of skin damaged witnessed as an adult occurs prior to your teenage years
- ❖ as few as six (6) sunburns in childhood dramatically increases your chances of skin cancer later in life
- ❖ skin cancer is the result of exposure to harmful UVA and UVB radiation from the sun
- ❖ pediatricians and dermatologists agree that it is essential to provide the best sun protection available, particularly for children. Skin cancer rates are climbing rapidly worldwide. It is also essential for adults to protect themselves and set the right example
- ❖ cotton T-shirts are not adequate protection. When wet they can have an SPF as low as 3 and dry an SPF around 8.

## Some Helpful Hints:

- ❖ sunscreen with a minimum of SPF30+ should be used on all exposed parts not protected by **Radicool 100+ SPF Skins**; don't forget that sunlight reflects back up from sand and water
- ❖ unlike our **Radicool 100+ SPF Skins**, chemical sunscreens may wash or wipe off so don't forget to reapply
- ❖ remember to protect the top of the ears and back of the neck, areas often overlooked. Our unique **Flaps Up 50+SPF Legionnaire Hats** offer broad spectrum UV protection, with a Tuck-A-Way neck and ear flap "there when you need it"

Sun protection should be part of a child's everyday routine as they can easily burn even on a cloudy day.

## ***Radical Skins The Ultimate 100+ SPF/UPF Protection***

### **What does the future hold?**

Australia offers North Americans, and others, the opportunity to benefit from their sun safety experience. To this end, various national and international public education programs are being developed and implemented to heighten awareness of the risks associated with excessive exposure to the sun and the lifelong benefits of safe sun behaviour.

For example:

- ✓ the NACDS (National Association of Chain Drug Stores in the USA) has developed the non-profit **Sun Safety Alliance** to Block the sun, not the fun through focusing and expanding the chain pharmacists's role in saving lives and protecting kids. Their program officially launched on April 23<sup>rd</sup>, 2003 in Washington, DC ([www.sunsafetyalliance.org/](http://www.sunsafetyalliance.org/)). In the educational effort they include:

#### ***Avoidance of Skin Cancer is of particular concern to parents & children***

- 80% of lifetime sun damage occurs before the age of 18
  - children get an average of 3 times more exposure to the sun's rays than adults
  - just one bad blistering sunburn as a child can double their chance of developing skin cancer later in life
  - regular use of sunblock with an SPF of 15 or higher during the first 18 years of life can lower the risk of certain skin cancers by 78%
- ✓ The Cancer Council Victoria (Australia) has had tremendous success in their public education campaign "**SunSmart Program**" resulting adoption of policy implementation at the federal, state, educational and sport club level for sun protection programs
  - ✓ the EPA (US Environmental Protection Agency) with their **SunWise School Program**

***The integration of protective clothing, sunscreen/sunblock and a protective hat combines the opportunity to have fun while blocking the sun!***