

Enjoy every day
like it's **sunday**

Establishing sun safe behaviors
for a lifetime of healthy skin



Neutrogena®

#1 dermatologist recommended sun care brand



Protect your family's skin—every day

A sunny day feels great, especially when enjoyed with family and friends, hiking, grilling in the backyard, or just relaxing. But with fun in the sun comes responsibility.

It's important to protect yourself and your family from harmful ultraviolet (UV) rays. Protecting skin from UV exposure is as much a part of a healthy lifestyle as staying active and eating right.

Your skin is your largest organ and is constantly exposed to environmental and external aggressors, which is why it's so important to protect it. Even simple things, such as using umbrellas, wearing hats and sunglasses, and, of course, daily sunscreen, go a long way to protect your skin from damage.

Establishing sun safe habits for you and your family may not be easy at first, but with these tools and tips, you all can live a healthier-skin lifestyle. Best of all, you can enjoy every day like it's SUNDAY.

Partnering together, Neutrogena® and the American Society for Dermatologic Surgery through CHOOSE SKIN HEALTH® encourage the public to choose healthy sun safe behaviors, such as:



COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beauty™

- Using sunscreen daily
- Practicing skin self-exams
- Preventing skin cancer through free skin cancer screenings

Your family's sun safe checklist

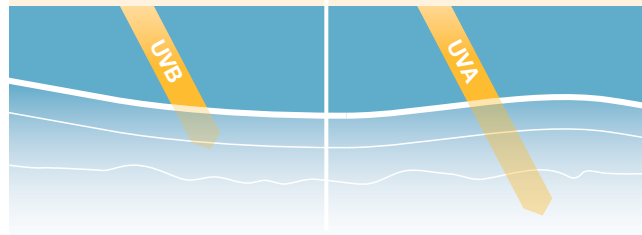
- Keep your sunscreen where you'll remember to apply it every day before going outside—such as near your keys or toothbrush
- Teach kids sun safe habits from a young age and apply sunscreen with them every day
- New research shows that a lot of UV rays can reach the skin even in the shade. Be sure to apply generous amounts of broad spectrum SPF 30 (or higher) sunscreen every day
- Lotions, sticks, and sprays—make your own everyday routine with broad spectrum sunscreens that everyone in your family will love and use more often
- Wear a wide-brimmed hat, sunglasses, long sleeves, and pants in the sun or shade to protect against UV exposure
- Learn more sun safe insights by visiting [Neutrogena.com/sunday](https://www.neutrogena.com/sunday)



Before you buy: Understand sunscreen ratings

There are 2 types of UV rays: UVB and UVA. Both can play a part in skin cancer formation, premature aging, and other forms of skin damage.

UVB RAYS	UVA RAYS
<ul style="list-style-type: none">■ Penetrate the outer layer of skin, causing damage to skin cells■ Are the primary cause of sunburn and skin cancer	<ul style="list-style-type: none">■ Can pass through window glass and penetrate deeper layers of the skin than UVB■ Contribute to premature signs of aging, including fine lines and wrinkles, and skin cancer



Sunscreens that have both UVB and UVA protection will say “broad spectrum.”

Did you know?

Not all sunscreens are created equal.

Not all sunscreens offer high UVA protection. Talk to your dermatologist to help find products that best suit your needs.

For the best protection, look for the following on sunscreen labels:

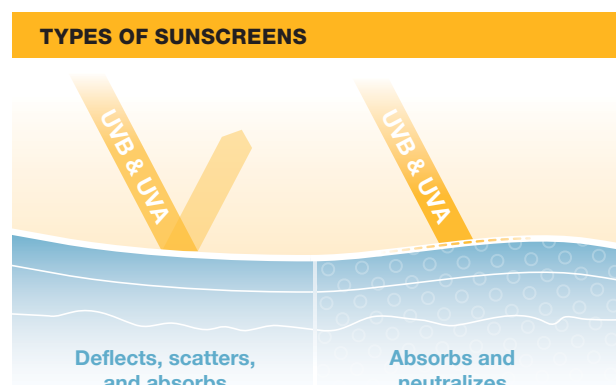
■ **SPF 30 or higher:**
For the best protection against sunburn

Look for high SPF protection

What is SPF?

SPF is a measure of how much protection a sunscreen has against sunburn. Applying a sunscreen with an SPF of 15, for example, means that it will take 15 times longer for your skin to begin to burn than it would without sunscreen. A higher SPF can help provide greater sunburn protection.

Dermatologists recommend choosing a broad spectrum sunscreen with SPF 30 or higher.



All sunscreens contain ingredients that filter UV rays. Some filters work by deflecting, scattering, and absorbing UV rays (also called “mineral” sunscreen), while others work by absorbing and neutralizing UV rays (also called “chemical” sunscreen).

■ **Broad spectrum:**
Look specifically for protection against both UVB and UVA rays

■ **Water-resistant:**
This specifies how long the applied sunscreen will last during swimming or sweating (either 40 or 80 minutes, based on testing)

Look out! Sun damage builds up over time

The signs of sun-damaged skin are not always obvious. However, the effects of sun damage in the skin can accumulate—and can worsen—over time. This means that signs of sun damage will be more likely to appear as you grow older. Keep an eye on areas that show signs of sun damage because skin cancers may be more likely to appear there.

A closer look

MODERATE SUN DAMAGE

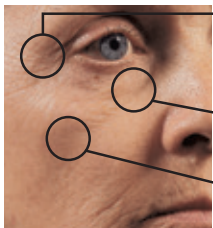


Fine wrinkling: Shallow indentations or lines, typically on the forehead and around the eyes and mouth

Roughness: A change in skin texture from soft and supple to rough

Mottled coloring: Light, patchy discoloration (hyperpigmentation), including brown spots

MORE SEVERE SUN DAMAGE



Coarse wrinkling: Deep lines, furrows, and creases on the forehead and chin, and around the nose and eyes

Laxity: Loose, thin skin that can result in a sunken appearance

Yellowing: A change in skin tone from rosy to sallow or pale

Developing sun safe habits and integrating sunscreen into your daily skincare routine can help prevent sun damage to your skin. Many moisturizers and cosmetics contain sunscreen and can be an easy addition to a sun safe skincare routine.

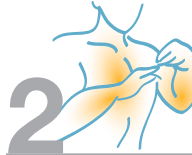
How to perform monthly self-exams

The American Society for Dermatologic Surgery recommends that you do regular self-exams of moles and freckles so that you can track any changes in your skin. Follow these easy steps to identify any skin changes or new skin spots. See your dermatologist if you notice a growth, mole, or discoloration that appears suddenly or begins to change, or if you have a sore that does not heal.

You will need: a bright light, a full-length mirror, a hand mirror, 2 chairs or stools, and a blow dryer.



Examine your scalp by using a blow dryer to part hair.



Check your hands, including nails. In a full-length mirror, examine your elbows, arms, underarms, neck, chest, and torso. Also, women should check under their breasts.



With your back to the mirror, use a hand mirror to inspect the back of your neck, shoulders, upper arms, back, buttocks, and legs.



Sitting down, check your legs and feet, including soles, heels, and nails.

What to look for

With preventative skincare routines, the chances of sun-damaged skin are reduced. If you notice any abnormal growths, see your dermatologist promptly.



ACTINIC KERATOSIS

A common type of sun-related skin damage is actinic keratosis. Actinic keratosis lesions can vary in color from flesh-tone to reddish brown. They appear as rough, scaly spots, typically on skin exposed to the sun.

These lesions have the potential to progress into squamous cell carcinoma (a form of skin cancer; see below). In addition, actinic keratosis is an indication of advanced sun damage—and risk of skin cancer. Actinic keratosis lesions require a dermatologist's care.



BASAL CELL CARCINOMA

Most skin cancers are basal cell carcinomas, typically found on areas exposed to the sun, such as the head and neck. Once treated, a basal cell carcinoma may return. For this reason, anyone who has had skin cancer and been treated should still perform frequent self-exams and have a dermatologist examine them regularly.

Basal cell carcinomas often appear as flat, firm, pale areas or as small, raised, pink or red, translucent, shiny, waxy areas that may bleed after minor injury.



SQUAMOUS CELL CARCINOMA

Squamous cell carcinoma accounts for about 20% of skin cancers. It most often appears on skin that receives frequent sun exposure, such as the face, ears, neck, and hands.

Squamous cell carcinomas may appear as growing lumps, often with a rough surface, or as flat, reddish patches that grow slowly.



MELANOMA

Melanoma is the most serious form of skin cancer. However, melanoma is almost always curable in its early stages. In most cases, melanoma starts as a flat, dark-colored spot that looks like a freckle. The edges are irregular and the whole spot is usually asymmetrical. There are often 2 or more colors within the spot (gray, red, black, and brown mixtures).



ATYPICAL MOLE: DYSPLASTIC NEVI

This unusual type of benign (non-cancerous) mole can resemble melanoma. While they should not cause problems, if you have 4 or more atypical moles, have had melanoma in the past, or have a first-degree relative who has had melanoma, you may be at an increased risk of melanoma.

Know your ABCs

Most moles are harmless, but it is important to recognize changes in a mole that can suggest that a melanoma may be developing. See your dermatologist if you have any concerns, especially if you discover an abnormal mole.

ABNORMAL MOLE

- **A** is for **asymmetrical**: One half of the mole does not match the other.
- **B** is for **border**: The mole has an irregular, ragged, or blurred edge.
- **C** is for **color**: The mole is varied from one area to another; has shades of tan, brown, or black; and is sometimes blue, red, or white.
- **D** is for **diameter**: The mole is wider than a quarter inch or is smaller but growing.
- **E** is for **evolving**: An evolving mole is one that is changing in terms of size, shape, or shades of color; or symptoms such as bleeding, itching, or tenderness.

Tips for using sunscreens

- Make sunscreen part of your daily routine. Choose a daily moisturizer and cosmetics that include sun protection
- Use a broad spectrum sunscreen with SPF 30 or higher
- Apply the right amount
 - Lotions: apply generously
 - Sprays: apply evenly until the product is “glistening” on the skin (2 to 4 seconds of continuous spraying per limb, and 5 to 8 seconds for the torso and back)
 - Sticks: apply 3 to 4 passes back and forth per area
- Apply sunscreen 15 minutes before you go out in the sun—it takes time for your skin to absorb the sunscreen
- Reapply every 2 hours or more frequently, especially after swimming, sweating, or using a towel
- Sunscreens should not be used to increase the time you spend in intense sunlight
- Use your sunscreen as directed according to the information provided



Everyday routine for sun protection

Sunscreen isn't just for the beach. It's important to keep your skin looking healthy and beautiful all year round. NEUTROGENA® skincare products feel light and clean on the skin, while offering the superior sun protection you need. View the complete portfolio of skincare products at Neutrogena.com/sunday.

Cosmetics combined with beneficial sun protection

Neutrogena Healthy Skin® Compact Makeup

SPF 55, formulated with Helioplex® technology for broad spectrum UVB/UVA protection.

Neutrogena Healthy Skin® Liquid Makeup

The perfectly natural look in SPF 20.

Revitalizing Lip Balm

For a defined, healthy look with SPF 20.



The best overall sun protection available in a facial moisturizer

Healthy Defense® Daily Moisturizers

Multiple moisturizing formulations with superior broad spectrum SPF help protect your skin from UVB/UVA damage while also keeping dry skin hydrated.



Find your perfect Neutrogena® sunscreen

EVERYDAY SUNSCREENS

Ultra Sheer®: superior protection—light, non-greasy feel

Neutrogena® Hydro Boost: powerful protection that quenches skin with vital hydration



FACIAL SUNSCREENS

Ultra Sheer® Liquid: lightweight liquid that layers invisibly under makeup with a shine-free finish

Clear Face: breakout-free protection, won't clog pores

Age Shield® Face: superior protection with antioxidants to help delay skin aging caused by the sun

Sport Face: sweat-resistant protection for an active lifestyle



RECREATIONAL SUNSCREENS

Cool Dry Sport: breathable protection that stays in place for an active lifestyle with MICROMESH® technology

Beach Defense®: beach-strength protection for the entire family that's lightweight

Wet Skin Kids: full-strength protection on wet or dry skin



FOR SENSITIVE SKIN

EVERYDAY SUNSCREENS

Sheer Zinc: naturally sourced, 100% zinc oxide-based protection

Sensitive Skin: mineral protection that's free of fragrance and dyes

Pure & Free® Baby: gentle formula that's ideal for baby's skin



FACIAL SUNSCREENS

Sheer Zinc Face: 100% zinc oxide technology with antioxidants—lightweight and spreads evenly

Sensitive Skin Face: lightweight liquid spreads easily and absorbs quickly with a shine-free finish

