



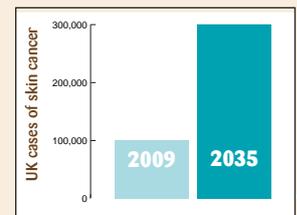
The facts about... suncare

The Cosmetic, Toiletry and Perfumery Association (CTPA) held its first ever Media Panel event in April 2009 in London. The first in a series of quarterly knowledge-sharing sessions with health and beauty journalists, the event focused on the seasonal subject of 'suncare'.

Below are some extracts from a presentation given by Professor Mark Birch-Machin from Newcastle University as well as suncare myth-busting facts from CTPA's in-house scientists, Dr Chris Flower and Dr Emma Meredith. For full information on sun protection issues visit the CTPA's consumer website: www.thefactsabout.co.uk

Cases of skin cancer set to treble in the UK by 2035

While the rate in skin cancer deaths is experiencing a slowdown in countries such as Australia, the number of cases of skin cancer in the UK continues to rise. This year alone, the figure is set to reach 100,000 - more than the seating capacity of Wembley Stadium. It is predicted that this will treble by 2035 unless behaviour changes.



Sunlight destroys the skin's elasticity

If you leave an elastic band in the sun, eventually it will lose its ping. Your skin reacts in the same way; exposure to sunlight destroys the collagen and elastin fibres in the skin which together provide the skin's elasticity.



Scientific research reveals sunburnt DNA

Sun creams help protect against burning, but you can have 'sunburnt DNA' before your skin even begins to turn red. UVA rays can penetrate deeper into the skin (to the dermis) and affect the DNA of these cells. So whilst we can deceive ourselves, our DNA does not lie.



Consumers apply only half of the required amount of sunscreen

According to recent studies people are not applying enough sunscreen to protect their skin adequately. Find guidelines on how to apply your sunscreen at www.thefactsabout.co.uk



Find full facts about suncare at our dedicated sunscreens section
 - www.thefactsabout.co.uk/sunscreens



Suncare: fact or fiction?

* All UV rays are the same – FICTION

Most of the damage from the sun comes from UV (ultra violet) light – UVA and UVB rays. Both of these can cause problems for us and our skin but they have different damaging effects.

* SPF 2 is no longer the lowest factor – FACT

In 2006 it was recommended that manufacturers move away from supplying SPF 2 and 4 products to help improve the public's awareness of responsible sun exposure.

* Sunscreens screen out vitamin D – FICTION

Most people have sufficient exposure to the sun in their everyday lives to produce adequate amounts of vitamin D without having to seek extra unprotected sun exposure.

* We should be scared of nanotechnology – FICTION

Nanotechnology has been used extremely safely in sun protection products for over twenty years. Each cosmetic product undergoes a stringent safety assessment before being placed on the market which takes account of all ingredients, including their size.

* Organic sunscreens aren't as safe as standard ones - FICTION

Organic UV filters can get a bad press because they are sometimes called 'chemical sunscreens' but all cosmetic products are required by law to be safe.

* Application advice: A handful is best – FACT

We should think about using a 'golf ball' size amount of product for the exposed parts of the body or at least six teaspoonfuls. Remember to re-apply!



CTPA media panel

This is a new initiative by CTPA to offer journalists a fresh perspective on popular topics. Together with our consumer website, www.thefactsabout.co.uk, where we explain the science in easily understandable terms, it is part of the CTPA's aim to provide media with the full facts. For more information on the CTPA's Media Panel please don't hesitate to contact Eleanor O'Connor: eoconnor@ctpa.org.uk or call 020 7491 8891.

Coming soon:

- * New information on skin cleansing
- * The launch of CTPA's latest White Paper which investigates the phenomenon that we are calling the 'Chemical Conundrum', the common misunderstandings and fear of chemicals in everyday products

hot topics

We are constantly adding content to thefactsabout.co.uk to keep it fresh and topical. Recent additions include:

- * Hair dye allergies and the use of PPD
- * Information about alternatives to animal testing for cosmetics