

Why High SPF sunscreens contribute significantly to public health

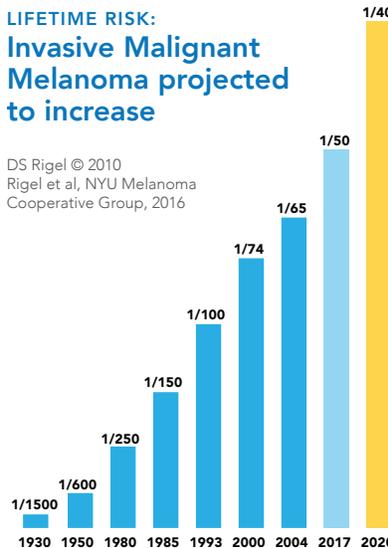


There are more skin cancers in the US than all other cancers combined



LIFETIME RISK: Invasive Malignant Melanoma projected to increase

DS Rigel © 2010
Rigel et al, NYU Melanoma Cooperative Group, 2016



Despite Decades of Science, Education, Sunscreen Compliance is Low

Less than 40% of American households purchase sunscreen¹



¹ IRI, US Sunscreen Household Penetration, 52 weeks ending 6/29/2014, all major retail outlets

Sun Protection Factor measures UVB, not UVA. Broad spectrum protection blocks both, but SPF doesn't quantify that value.



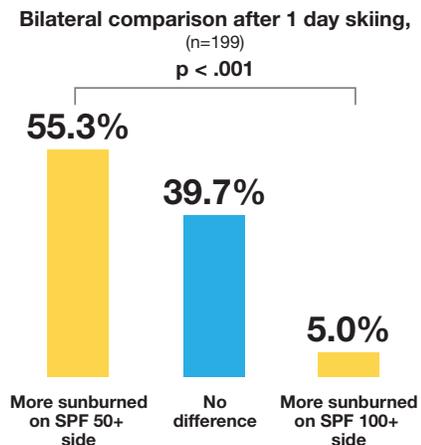
FDA proposes to raise the maximum proposed SPF value on sunscreen labels from SPF 50+ to SPF 60+.



High SPF proven to protect better

2018 published study showed SPF100+ provides significantly greater protection against sunburn than SPF 50+

A split-face, randomized, double-blind comparison of SPF 100+ and SPF 50+ during actual use conditions on the ski slopes in Vail, Colorado.



Value of High SPF Sunscreen

- Consumers apply sunscreen at a much lesser amount than that used in testing (2 mg/cm²) – some studies show they apply at 25-50% of the tested level
- This stresses the importance of the development of sunscreens with excellent cosmetic 'feel' and public education on photoprotection
- If there's a cap, realistically there will be no incentive to make a better sunscreen
- Oxybenzone is required for high SPF values (SPF 70+) and offers broad spectrum protection



Take action to protect your access to sunscreen and learn more about the science behind sunscreens at www.SunSafeFlorida.com