



Your best friend always
goes with an **SPF OF 50**,
while your beach-bum
cousin dares to dip
AS LOW AS 4.



??

With so much
SPF CONFUSION,
what's a sunscreen
buyer to do?



THE BURNING QUESTION:

WHICH SPF IS BEST?

LEARN THE LiNGO

→ UVA RAYS cause wrinkles and other signs of aging.

→ UVB RAYS cause sunburns.



BOTH ARE HARMFUL
and contribute to skin cancer risk.

GET THE FACTS

SPF DOES NOT TELL YOU

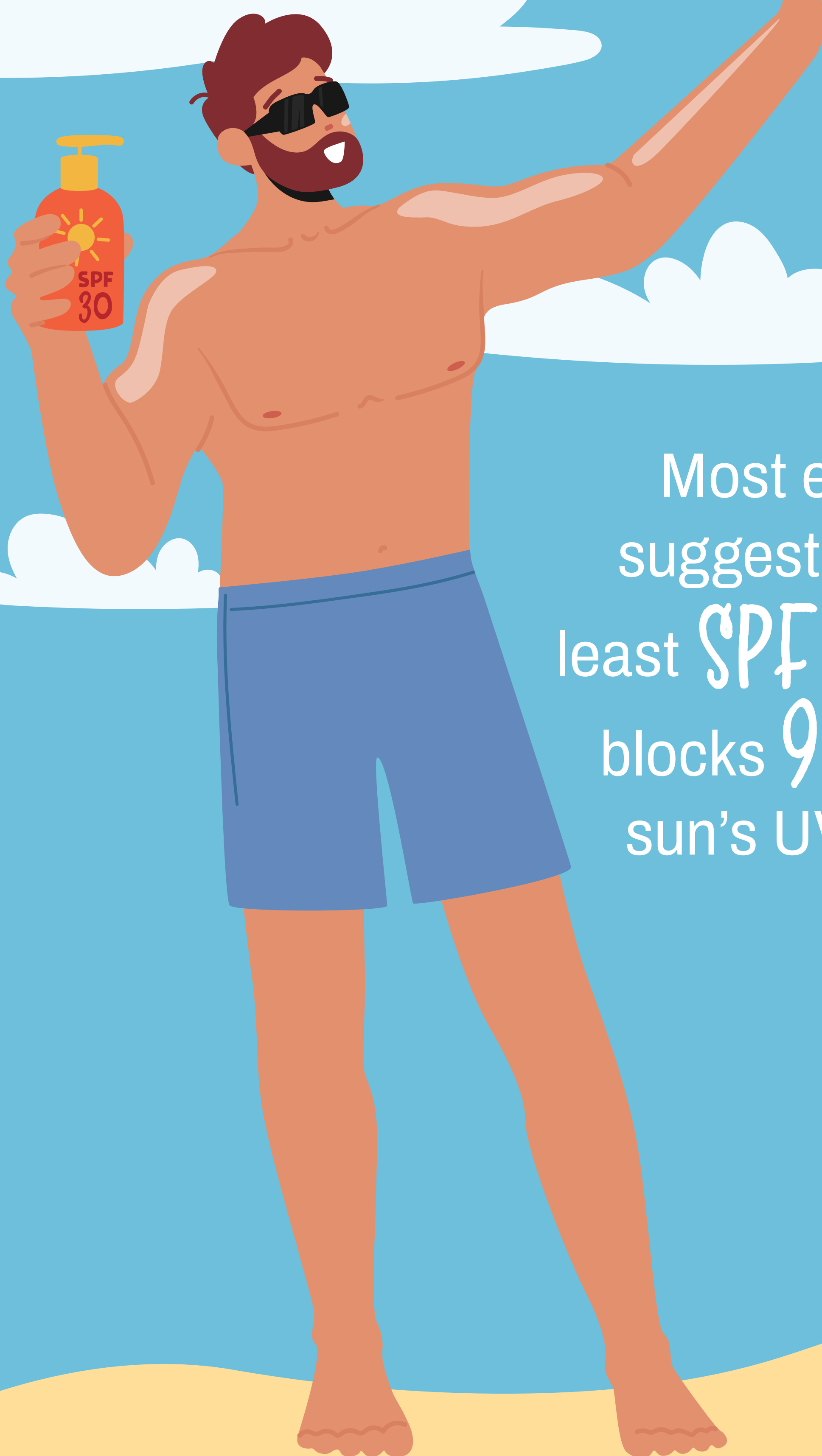
how long you can be in the sun without burning.

SPF DOES TELL YOU

how much the sunscreen protects you from sunburns.



CHOOSE your SPF



Most experts
suggest using at
least **SPF 30**, which
blocks **97%** of the
sun's UVB rays.

(Super high SPF numbers don't offer much extra benefit.)

CHECK THE LABEL

To protect against both UVA and UVB rays, select sunscreen products marked "BROAD SPECTRUM."

Also, look for formulas that are WATER RESISTANT.



FIND YOUR FAVORITE

When perusing store shelves, you'll see sunscreen that comes packaged as:



The choice is yours! The most important thing is to buy a product you'll use.

FOLLOW THE RULES



APPLY 1 OUNCE OF SUNSCREEN—
enough to fill a shot glass:

About
15
MINUTES
before going
outside

EVERY
2 HOURS,
or AFTER
SWIMMING
or SWEATING

Even on
CLOUDY
DAYS



TANS FADE, BUT SUN DAMAGE LASTS FOREVER.

So protect your skin in the sun,
today and every day to come!

