

## Press Release

### ENJOY THE SUN SAFELY 21.5.2007

Many Finns will soon go on holiday in Finland or abroad. Most people look forward to a sunny holiday, since sunlight has a positive and energizing effect. You can enjoy the sun safely as long as you remember to protect yourself properly.

Sunscreen products are one way to protect yourself from getting too much sunlight. You should also try to stay in the shade in the hottest part of the day and wear protective clothing, headgear and sunglasses.

The sun produces UVA and UVB radiation. UVB radiation causes sunburn, while UVA radiation causes premature ageing of the skin and weakens the body's immune system. Both types of radiation are significant causes of skin cancer. The risk of serious health problems such as skin cancer is directly related to insufficient sun protection. For this reason you should choose a sunscreen product that protects against both UVA and UVB radiation.

Sunscreen products are effective if they are used correctly and in sufficient quantity. Sunscreen should be spread generously on the skin at least half an hour before exposure to the sun and should be reapplied every so often. If too little sunscreen is used, its effectiveness is weakened. A suitable amount for an adult is about 2 spoonfuls at a time. Sunscreen should be reapplied after sweating, swimming, showering or drying the skin. The right sun protection factor should be chosen according to skin type and place. For example, a person with very fair skin who burns easily needs a higher protection factor than a person with darker skin who does not burn easily. A higher protection factor is needed if you are on the water, in the mountains or farther south.

Special attention should be paid to protecting children's skin. Children under the age of three should be protected with proper clothing, headgear and sunglasses and should be kept out of direct sunlight. Children's products should preferably be used on children's skin. The composition of children's products is often such that an adult can easily see where the product has been applied.

Sunscreen doesn't allow you to stay in the sun longer. No sunscreen gives complete protection and excess exposure to the sun is dangerous to health.

#### **New UVA logo**



The normal sun protection factor concerns UVB protection, which prevents sunburn but allows harmful UVA radiation to reach the skin. Since the skin does not burn, people may not get out of the sun in time and may receive too much UVA radiation. The new UVA logo helps consumers to select a product that also provides good protection against UVA radiation. Sunscreens with the new logo will appear in shops beginning this summer.

#### **Additional information:**

**Kuluttajavirasto / Consumer Agency & Ombudsman**

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European Commission's campaign pages

[http://ec.europa.eu/health-eu/news/sun\\_uv\\_en.htm](http://ec.europa.eu/health-eu/news/sun_uv_en.htm)

Finnish Radiation and Nuclear Safety Authority

[http://www.stuk.fi/sateilytietoa/sateilyn\\_terveysvaikutukset/uv-sateily/fi\\_FI/suojaus/](http://www.stuk.fi/sateilytietoa/sateilyn_terveysvaikutukset/uv-sateily/fi_FI/suojaus/)

Finnish Meteorological Institute

[http://www.fmi.fi/tutkimus\\_yhteiskunta/yhteiskunta\\_15.html](http://www.fmi.fi/tutkimus_yhteiskunta/yhteiskunta_15.html)

Finnish cancer associations

<http://www.cancer.fi/syovanehkaisy/aurinko/>

Finnish Cosmetic, Toiletry and Detergent Association

[www.teknokem.fi](http://www.teknokem.fi)