

# Sun protection product guide

Summer 2010-11



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# About Cancer Council

Cancer Council Australia is Australia's peak cancer control organisation. Its members are the eight state and territory Cancer Councils, which work together to undertake and fund cancer research; prevent and control cancer; and provide information and support for people affected by cancer.

Skin cancer prevention and sun protection are among Cancer Council's key activities. Over 10,300 cases of melanoma – the most serious form of skin cancer – are diagnosed in Australia each year.

Cancer Council aims to reduce the incidence of skin cancers and related deaths through public education, research, policy and program development.

Cancer Council has played a leading role in promoting high quality sun protection in sunglasses, protective clothing, sunscreens, shade structures, cosmetics and car window tinting with sun protection. By providing quality and affordable sun protection merchandise, we ensure that all Australians can take action to protect their skin and reduce their skin cancer risk.

All royalties received from the sale of Cancer Council's sun protection merchandise help to fund cancer research, education, information and patient support services.

A comprehensive range of sun protection products is available from Cancer Council shops in the ACT, Northern Territory, NSW, Queensland, South Australia, Tasmania, Victoria and Western Australia. Most states and territories also offer online shopping – simply go to [www.cancer.org.au/sunproducts](http://www.cancer.org.au/sunproducts) and select your state. Information about the product range is also available by calling 1300 363 433.

# Sunscreen

Cancer Council produces a range of high quality, value-for-money, Australian-made sunscreens, formulated to offer the highest possible protection from the harsh Australian sun.

As well as products for everyday use, the range includes purpose-built sunscreens to meet the different needs and lifestyles of all Australians.

## Why choose Cancer Council sunscreens?

- All have a sun protection factor rating of SPF30+ (the highest SPF rating in Australia).
- All are broad spectrum (ie. they protect against both UVA and UVB radiation).
- All are water resistant for at least two hours.
- The range includes “Standard” formulations in a variety of pack sizes (including larger value packs) which are especially suited to families and groups who use lots of sunscreen on a regular basis.
- The range also includes “Sunscreen Plus” premium formulations with additional lifestyle benefits.
- All formulations are high quality and economical packaging ensures they are excellent value-for-money.
- Many are available in a wide variety of pack types including handy ezi clips, roll-ons, tubes, trigger sprays, bottles and pump packs.
- Royalties from sales stay in Australia and help to fund cancer research, education, information and patient support services.

## 2010-11 Summer Range

### Day Wear Face Sunscreen range

- **Day Wear Face Sunscreen plus moisturiser and aloe vera (SPF 30+)** – A lightweight, non-oily, moisturising face sunscreen especially formulated for daily use, all year round. Can be used either alone or under makeup. Contains UVA and UVB sunscreen filters for SPF 30+ broad spectrum protection, to help prevent skin damage and the visible signs of premature ageing. Suited to all skin types with the hydrating and skin softening benefits of aloe vera and Vitamin E.
- **Day Wear Face Sunscreen plus moisturiser and tint for a natural glow (SPF 30+)** – A lightweight moisturising face sunscreen with sheer, non-permanent tint, especially formulated for daily use, all year round. Provides a natural glowing complexion. Contains UVA and UVB sunscreen filters for SPF 30+ broad spectrum protection, to help prevent skin damage and the visible signs of premature ageing. Suited to all skin types with hydrating and skin softening benefits.



## Standard range

- **Everyday sunscreen (SPF 30+)** – A light, non-greasy, moisturizing sunscreen. Now fragrance free. For everybody, everyday.
- **Ultra sunscreen (SPF 30+)** – A very high protection sunscreen which provides extra UVA protection for those who experience exposure to the harsh Australian sun on a regular basis.
- **Toddler sunscreen (SPF 30+)** – A specially formulated, fragrance free sunscreen to protect delicate skin from the sun. Goes on green and rubs in clear, making sunscreen fun!
- **Sport sunscreen (SPF 30+)** – A high protection, sweat and water resistant sunscreen for sports enthusiasts, particularly suited for water sports.
- **Ultra Lip Balm (SPF 30+)** – An all year round, long lasting balm that protects lips against sunburn, chapping and drying.



## Sunscreen Plus Range

- **Repel Sunscreen Plus Insect Repellent (SPF 30+)** – A dual use sunscreen that provides protection from the sun as well as repelling flies and insects.
- **Active Sunscreen Plus Mineral Silica (SPF 30+)** – A high protection sunscreen with a mineral silica base – this reduces the oil used and creates a dry touch feel on the skin. Ideal for outdoor activities requiring a non-slip grip such as golf, tennis, bike riding and gardening.
- **Classic Sunscreen Plus Clear Zinc (SPF 30+)** – A high protection sunscreen with zinc oxide that rubs in clear. Suitable for the entire body.
- **Mineral Sunscreen Plus Zinc Oxide (SPF 30+)** – SPF 30+, broad spectrum UVA/UVB, 4 hours water resistant. The 110ml Mineral sunscreen is a zinc oxide based sunscreen with coconut oil base, plus natural vitamin E, aloe vera and calendula. Fragrance free, paraben preservative free, and rubs on easily.

## Available from

Cancer Council Sunscreen range is available from Cancer Council shops, Coles, Woolworths, Costco, IGA, Foodworks, Big W, K Mart, Target, Rebel Sports, Officeworks, Priceline, Chemist Warehouse, Terry White Chemists and many other leading pharmacies.

To order online, go to [www.cancer.org.au/sunproducts](http://www.cancer.org.au/sunproducts) and select your state.

## Enquiries

1300 363 433



# Sun care cosmetics

While Cancer Council recommends using an SPF 30+ sunscreen, we recognise that the cosmetic features of products are also important. Choosing cosmetic products with an SPF provides greater protection for incidental sun exposure than wearing products with no SPF. They also assist in preventing premature ageing.

Cancer Council's cosmetics range features SPF 30+ protection – allowing Australians to choose products with a high level of sun protection, without compromising on cosmetic features.

It is important to note that cosmetics with SPF should not be used a primary sun protection product. When spending time outdoors, it is important to seek shade, wear protective clothing, hats and eyewear, and apply a broad spectrum, water resistant SPF 30+ sunscreen.

## Why choose Cancer Council sun care cosmetics?

- Specially designed, broad spectrum UVA/UVB cosmetics with high sun protection factor (SPF 30+) for lips, face and body.
- The sunscreen component is an “oil in water” formulation – rather than the “water in oil” formulation used in high SPF sunscreens – making it better suited as a cosmetic.
- Rubs in easily.
- Great natural look, light feel, suited for various skin tones.
- Ideal for everyday use, all year round.
- Value-for-money products.
- Royalties from sales stay in Australia helping to fund cancer research, education, information and patient support services.

## 2010-11 Summer Range

- Body Moisturiser (SPF 30+) – Back by popular demand, this is a light, non-oily hydrating lotion specially formulated with Vitamin E and aloe vera for soft glowing skin. Use daily for all-over body protection. Contains UVA and UVB sunscreen filters for broad spectrum skin protection.
- Moisturising Face Lotion (SPF 30+) – Light, non-oily hydrating lotion specially formulated with Vitamin E and aloe vera for daily use either alone or under make-up. Contains UVA and UVB sunscreen filters for broad spectrum skin protection.
- Tinted Moisturiser (SPF 30+) – Sheer, lightweight formula, for a natural looking complexion. Contains UVA and UVB sunscreen filters for broad spectrum skin protection. Available in three shades – crème beige, light beige and honey beige.

- Natural Cream Foundation (SPF 30+) – Lightweight and oil-free for a natural looking velvety smooth complexion. Contains UVA and UVB sunscreen filters for broad spectrum skin protection. Available in three shades – beige, crème beige and dark beige.
- Lipstick (SP 30+) – Long-lasting, smooth moisturising formula. Contains UVA and UVB sunscreen filters for daily broad spectrum skin protection. Available in six shades – aztec berry, bougainvillea, cherry blossom, cinnamon, mocha shimmer, nude, plum and soft pink.
- Moisturising Lip Gloss (SPF 30+) – Non-sticky, hydrating lip gloss with Vitamin E and aloe vera for soft, healthy lips. Ideal for use over lipstick. Contains UVA and UVB sunscreen filters for broad spectrum protection. Available in four shades – crystal clear, nude shimmer, sheer pink and soft plum

# Sunglasses

Cancer Council's sunglasses offer the highest levels of eye protection, optimum viewing clarity and a comfortable, close fit. Our men's and women's collections feature polarised lenses, which offer 100% UVA and UVB protection and 100% reduction of horizontally reflected glare. They feature best-selling plastic and metal frames in the latest fashion colours, as well as classic black and tortoiseshell.

## Why choose Cancer Council sunglasses?

- All meet the Australian Standard AS/NZS 1067:2003.
- All have an eye protection factor rating of EPF10 (the highest EPF rating in Australia), helping protect against UVA and UVB radiation.
- Combine the latest fashion looks while still providing maximum protection.
- High quality, affordable products.
- Royalties from sales stay in Australia helping to fund cancer research, education, information and patient support services.

## Highlights of the adult and teens' summer range

For adults and teens:

- Prescription Ready
- Clip Ons
- Coverspecs
- Ladies fashion frames
- Petites
- Unisex
- Mens
- Surf

### Recommended retail prices

From \$39.95 to \$89.95

### Available from

Cancer Council sunglasses are available from Cancer Council stores, Myer, David Jones, Big W, leading pharmacies and specialty sunglass stores nationally.

### Selected product images



## Kids' and babies' range

Our kids' range introduces a new collection of great styling and fashion ideas for ages three to eight. All styles are designed with the wearer in mind, with cute prints for younger boys, pretty florals for girls, fashion styling with bling for the older girl and sporty styles for the older boy.

Sun protection for young eyes is vital and the best way to encourage kids to wear sunglasses is to make them look and feel good. The Kids Summer 2010 collection is all about design detail. There are six new styles for girls and five new styles for boys, covering both different age and fit requirements.

Cancer Council Baby is a new development that brings great graphics to a small frame, especially designed for babies up to nine months-old. The frames are "soft touch" with the arms bending for comfort and flexibility. There are four Cancer Council Baby styles to choose from.

### Available from

Cancer Council sunglasses are available from Cancer Council stores, Myer, David Jones, K Mart, Big W, leading pharmacies and specialty sunglass stores nationally.

### Selected product images



# Protective clothing

Clothing is one of the best barriers between your skin and the sun. Cancer Council's sun protective clothing is designed to ensure high levels of protection for adults and children.

## Why choose Cancer Council sun protective clothing?

- Ultraviolet protection factor rating of UPF50+ (the highest UPF rating in Australia).
- Swimwear made from either Nylon / Lycra™ or Chlorine Resistant, quick drying fabrics with excellent shape retention.
- Outerwear made from light weight, breathable polyester micromesh.
- High quality, value-for-money products.

## Highlights of the 2010-11 summer range:

Swimwear:

- Sunsuits in sizes 00 – 2
- Rash vests (long sleeve and short sleeve) in sizes 00 – 2, 4 – 10 and adults
- Swim shorts in sizes 00 – 2 and sizes 4 - 10
- Beach sets – matching shirts, pants and legionnaire hats in sizes 00 – 2 and sizes 4 - 10



Outerwear:

- Men's and women's polo shirts – sizes 10 to 22, and S to XXXXL
- Hooded tops
- Ladies zip jackets

## Recommended retail prices

Kidswear from \$19.95

Adults from \$62.95

## Available from

Cancer Council Australia hats are available from Cancer Council shops.



# Hats

Cancer Council hats provide excellent sun protection for the face, head, neck and ears. Available in a large range of styles and colours for men, women and children, fabrics include cotton, canvas and straw.

## Why choose Cancer Council hats?

- Ultraviolet protection factor rating of UPF50+ (the highest UPF rating in Australia).
- Broad brims that protect the face, neck and ears.
- Extremely durable, high quality, value-for-money products.
- Royalties from sales stay in Australia to help fund cancer research, education, information and patient support services.

## Highlights of the 2009-10 summer range

- For women:
  - Wash-and-wear hats in bright and pastel colours.
  - All available in a range of colours; one size fits most, adjustable.
- For men:
  - Popular straw surf hat with adjustable headband and toggle.
  - Canvas crushable hat with ventilated crown and elastic inner headband for a comfortable fit.
  - Hats available in a range of neutral colours
- For children:
  - Bucket-style cotton hat with adjustable elastic for ages seven plus.
  - Hats for newborns and three to 12 months and toddler hats for ages one to three.
  - Lots of bright colours and prints.



**Recommended retail prices**

Women's hats from \$21.95

Men's hats from \$21.95

Children's hats from \$19.95

**Available from**

Cancer Council Australia hats are available from Cancer Council shops, Myer, Big W, David Jones and leading pharmacies.



# Cabanas

One of the best forms of protection against the sun is shade. Cancer Council cabanas protect against wind as well as sun - great for summer days at the beach, park or even in the backyard. A perfect Christmas gift for the whole family.

Our shelters are easy to erect, require no assembly and store neatly into a handy backpack.

## Why choose Cancer Council sun shelters?

- Ultraviolet protection factor rating of UPF50+.
- Extremely durable spring steel frame.
- Additional side windows and back zip for ventilation.
- Handy internal storage pockets and detachable floor.
- Proceeds from sales stay in Australia helping to fund cancer research, education, information and patient support services.

### Recommended retail price

Family size: \$149.95

(240cm long, 140cm wide, 140cm high)

### Available from

Cancer Council shops



# Marquees

Cancer Council endorsed marquees come in two fast and easy to set up models:

- **ShadeMate** is the ideal family marquee for camping weekends, watching outdoor sport or BBQs and picnics. Available in 3m x 3m with a navy blue roof and choice of five wall types.
- **ShadeStar** is a strong commercial grade marquee popular with schools, sports clubs, government and corporate/business users. Available in three sizes – 3 x 3m, 3 x 4.5m and 3 x 6m and in 14 different colours with options for sign writing and accessories.
- For the ultimate in strength and longevity upgrade to **SuperStar**.. Designed for the harshest conditions experienced by Surf Life Savers, SES and party hire businesses.

## Why choose a Cancer Council endorsed marquee?

- Royalties from sales stay in Australia helping to fund cancer research, education, information and patient support services
- ShadeMate and ShadeStar marquees have been tested by ARPANSA (Australian Radiation Protection & Nuclear Safety Agency) and exceed the UPF50+ rating, ARPANSA protection category – excellent.

### Recommended retail prices

ShadeMate: \$299 + delivery

ShadeStar: \$995 with free delivery

SuperStar: \$1195 with free delivery

All Star Marquees include a wheeled carry bag, pegs and ropes, a UPF50+ rating and offer 100% waterproof protection.

### Available from

Star Marquees, [www.starmarquees.com.au](http://www.starmarquees.com.au)

### Enquiries

1300 721 877

# Car window tinting

Your skin does not come with a lifetime guarantee, so it pays to ensure you have the maximum protection possible at home and when you are in the car and on the road.

Cancer Council automotive window film delivers the highest protection available against the sun's damaging UV rays. The film has patented technology and 'Opti-View' clarity that decreases your risk of skin cancer as well as premature skin aging.

Unlike ordinary side window auto glass, Cancer Council window film blocks out almost all of the sun's deep penetrating UV rays. Other benefits include reduced heat, glare and fading of car interiors. It can also help hold shattered glass in place in the event of an accident.

Cancer Council window film can easily be installed on virtually any vehicle by trained professionals in authorised car dealerships and service centres.

## **Available from**

Appointed car dealerships and service centres. Email [info@cancercouncilfilms.com.au](mailto:info@cancercouncilfilms.com.au) to find your nearest location.

## **Enquiries**

1300 363 433

## Further information

Cancer Council Australia recommends Australians take five steps to protect against sun damage when the SunSmart UV Alert indicates the UV Index is at 3 or above:

1. Slip on some sun-protective clothing – that covers as much skin as possible.
2. Slap on broad spectrum, water resistant SPF30+ sunscreen – make sure it is broad spectrum and water resistant. Put it on 20 minutes before you go outdoors and every two hours afterwards. Sunscreen should never be used to extend the time you spend in the sun.
3. Slap on a hat – that protects your face, head, neck and ears.
4. Seek shade.
5. Slide on sunglasses – make sure they meet Australian Standards.

Extra care should be taken between 10am to 3pm when UV Index levels reach their peak.

The SunSmart UV Alert appears on the weather page of most Australian daily newspapers and is available on the Bureau of Meteorology website. Go to [www.bom.gov.au/weather/uv](http://www.bom.gov.au/weather/uv).

For further information on sun protection and skin cancer visit Cancer Council Australia at [www.cancer.org.au/sunsmart](http://www.cancer.org.au/sunsmart) or call Cancer Council Helpline on 13 11 20.

**For product media enquiries, including samples please contact:**

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<sup>i</sup> Australian Institute of Health and Welfare (AIHW) [Internet]. Australian Cancer Incidence and Mortality (ACIM) books. Canberra: Australian Institute of Health and Welfare; 2006 -2007. Accessed July 27, 2010. Available from: [http://www.aihw.gov.au/cancer/data/acim\\_books/index.cfm](http://www.aihw.gov.au/cancer/data/acim_books/index.cfm)