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FOR IMMEDIATE RELEASE

FAHRENHEIT 4-1-1!

New “SunCensus” Reveals Lack of Proper Sun Protection Habits

NAPLES, Fla., March 4 – By now, it would seem that most people should have gotten the message that overexposure to the sun can lead to skin cancer. Yet a recent survey indicates that might *not* be the case, as half of American adults – about 115 million people – admit that they still are experiencing sunburns each year, with a majority of those getting between one and three sunburns annually (94%). Even worse, another seven million adults experience four or more sunburns per year. The SunCensus survey*, conducted for new SunSignals™ UV Sensors, shows that only two out of five adults are concerned about getting skin cancer and a third don’t use sunscreen at all. Households with children experience more sunburns than those without children (61% versus 47%), perhaps because families with children report spending a fair amount of time in the sun – which also puts kids at greater risk.

“Skin cancer rates in the United States are on the rise, and, as the SunSignals SunCensus shows, people are not taking the danger very seriously and, therefore, are not likely taking the necessary protective measures,” says Craig Eichler, M.D., dermatologist at the Cleveland Clinic Naples in Florida.

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“This fact is confirmed by the survey, which found that four out of five adults don’t know, or, are using the wrong criteria for judging when they or their children need to take protective measures against overexposure to the sun. Now, consumers have a reliable product to help them know when it’s time to get out of the sun, cover up or apply more sunscreen – before they burn.”

This new self-indicator is SunSignals UV Sensors, unique self-adhesive patches that monitor one’s exposure to skin-damaging UVB radiation in sunlight, taking the guesswork out of sun protection. The easy-to-use, patented, disposable device is designed to alert the user to when they have been exposed to a danger zone of ultraviolet radiation – before realizing a harmful, damaging sunburn.

While a large group of the SunSignals SunCensus respondents say they use sunscreen (77%), nearly all of those apply one time only -- prior to leaving the house. “Applying before leaving the house is a good thing, since it allows the sunscreen to absorb into the skin for a period of time before you expose the skin to the sun. However, simply applying sunscreen once before going outdoors isn’t going to give you all-day protection – or even protection beyond a few hours,” advises Dr. Eichler, who is a dermatology consultant for the manufacturer of SunSignals UV Sensors. “It is essential to reapply sunscreen several times throughout the day, wear protective clothing and stay in the shade as much as possible, particularly during the peak hours of 10 a.m. and 4 p.m.”

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Keep in mind that dangerous rays don't only exist at the beach or pool. "People accumulate quite a bit of sun damage from just being outdoors for a few hours at a time: at barbecues, doing yardwork, playing sports, attending outdoor concerts or other non-swimming activities, when they don't always think to wear enough sun protection or any protection at all," adds Dr. Eichler. *(Note to Media: See SunCensus sidebar for additional stats on sunscreen use in these situations.)*

SunSignals™ UV Sensors are small, water-resistant patches that can be applied directly to the skin, clothing or hat, and will change color as they react specifically to UVB rays, the most harmful of the ultraviolet rays – the ones that cause sunburn and are most linked to skin cancer. SunSignals will be sold nationwide beginning in March 2005 in leading drug stores, supermarkets and mass-market retail chain stores.

For more information about SunSignals UV Sensors and sun safety, visit

www.sunhealthsolutions.com.

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**** Methodology: Harris Interactive® fielded the six-question study from January 12-14, 2005, via its QuickQuerySM online omnibus service, interviewing a nationwide sample of 2,036 U.S. adults (18+), of whom 1732 use sunscreen and of whom 610 have children aged under 18 in their household. Data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. In theory, with a probability sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus 3 percentage points of what they would be if the entire population of U.S. adults had been polled with complete accuracy.***
