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**FOR IMMEDIATE RELEASE**

## **NEW “SOLAR SENSORS” HELP ALERT TO POTENTIAL SUNBURN**

**New SunSignals™ UV Sensors Help Avoid Sunburn and Skin Damage from Harmful UVB Rays; Unique Sensor Technology “Eliminates the Guesswork” and Lets You Know When to Get Out of the Sun or Reapply Sunscreen**

NAPLES, Fla., March 4 – Close to three million new cases of skin cancer are diagnosed each year worldwide, and more than 130,000 of them are malignant melanomas. However, this disease can be one of the most preventable if you learn to avoid harmful levels of sun exposure. A new, easy-to-use, patented device for adults and children called SunSignals™ UV Sensors takes the guesswork out of sun protection. SunSignals’ technology can accurately detect the “danger zone” of exposure to the harmful effects of ultraviolet B (UVB) radiation before a sunburn occurs, alerting you to take protective action, such as covering up, applying more sunscreen or seeking shade.

“Your sunscreen won’t tell you if you’re getting too much sun, but SunSignals UV Sensors will,” says Tom Laughlin, president of SunHealth Solutions, the company that manufactures and distributes the unique UV sensors. The small, 7/8”-round, self-adhesive, water-resistant, latex-free patches change color as they react to UVB radiation, the most harmful form of ultraviolet radiation that causes sunburn and is directly linked to skin damage and skin cancer. The sensors gradually change from yellow to deep orange and eclipse the little sunburst designs within the sensor, alerting you to when sun exposure has reached a concerning level when further protective action is recommended. SunSignals can be applied easily and conveniently to a hat, clothing, or directly to the skin.

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“SunSignals, in combination with a careful sun protection routine for adults and children, can be a powerful means to prevent overexposure to damaging UVB rays. SunSignals can help diminish long-term damage to the skin, as well as help reduce the risk of skin cancer, the most prevalent form of cancer in the United States,” notes Laughlin.

Protecting oneself from the sun and gauging how much sun exposure one can safely tolerate is difficult since UVB radiation is something that can't be seen, felt, smelled or touched, but its power is unavoidable. “By the time you realize you are burned, it's too late and the damage is done,” adds Laughlin.

One of the leading solar testing laboratories in the country, Solar Light Company, conducted testing of SunSignals UV Sensors by exposing the sensors to both natural and simulated sunlight. In both instances, the color of the sensors gradually changed from yellow to deepening shades of orange as UVB radiation intensified. “This testing reinforces that SunSignals can reliably indicate the increasing level of UVB radiation a person is exposed to in the sun,” states Laughlin.

“Much of our sun exposure is realized during childhood, and over time, the genetic injury caused by sunburn can eventually lead to skin cancer as an adult,” reports Craig Eichler, M.D., dermatologist at the Cleveland Clinic Naples in Florida. “What is unique and important about SunSignals is that it's a product that reacts and will make people aware of ultraviolet B exposure. My patients often don't realize that sun damage is occurring without getting a sunburn and these sensors help point that out.”

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SunSignals UV Sensors are lightweight, making them easy to carry whenever outdoor activity is planned. They are disposable and come in two different designs: a round sensor shape for the entire family and an assortment of fun, novelty shapes for children. Each sensor is intended for single use only. There are 18 sensors to a pack, which retails for \$4.99. SunSignals will be available beginning in March 2005 in leading drug stores, supermarket and mass-market retailers nationwide.

To learn more about SunSignals UV Sensors or for information concerning sun-related health issues, the relationship between sunburn and skin cancer, and more, visit [www.sunhealthsolutions.com](http://www.sunhealthsolutions.com).

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