



## MYTH

**Parabens are bad for you and your skin.**

## FACT

**Allergic reactions to parabens are rare.<sup>1</sup>**

**SunSense™ is the No.1 prescription sunscreen in the UK.<sup>2</sup>  
SunSense™ products are effective for longer, thanks to parabens.**

**Discover the range and buy online at [sunsense.co.uk](http://sunsense.co.uk)**



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Always read the label and only use as directed. Do not stay too long in the sun, even while using a sunscreen product.

References: **(1)** Cashman AL, Warshaw EM. Parabens: a review of epidemiology, structure, allergenicity, and monal properties. Dermatitis. 2005; 16(2):57-66. **(2)** IMS Pharmacy sales data November 2017. Data held on file.





## MYTH

**Once-a-day sunscreens  
don't need to be reapplied.**

## FACT

**There is no sunscreen that only  
needs to be applied once-a-day.**

**SunSense™ is the No.1 prescription sunscreen in the UK!  
SunSense™ products never feature misleading claims such as 'once-a-day'.**

**Discover the range and buy online at [sunsense.co.uk](http://sunsense.co.uk)**



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References: (1) IMS Pharmacy sales data November 2017. Data held on file.





# **MYTH**

## **Getting a suntan is healthy.**

# **FACT**

## **Exposure to UVA & UVB rays may cause skin cancer.**

**SunSense™ is the No.1 prescription sunscreen in the UK.<sup>1</sup>  
SunSense™ sunscreens help protect against skin cancer and premature ageing.**

**Discover the range and buy online at [sunsense.co.uk](http://sunsense.co.uk)**



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References: <sup>(1)</sup> IMS Pharmacy sales data November 2017. Data held on file.





# MYTH

## SPF 50+ isn't that much better than SPF 30.

# FACT

## The higher to SPF, the better the protection.<sup>1</sup>

SunSense™ is the No.1 prescription sunscreen in the UK.<sup>2</sup>  
SunSense™ sunscreens offer the highest SPF available.<sup>3</sup>

Discover the range and buy online at [sunsense.co.uk](http://sunsense.co.uk)



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References: **(1)** Seite S, Fourtanier A, Moyal D, Young AR. Photo damage to human skin by suberythral exposure to solar ultraviolet radiation can be attenuated by sunscreens: a review. *Br J Dermatol.* 2010. 163:903-914. **(2)** NHS BSA prescription services, prescription cost analysis England, October 2016 data. **(3)** EU Commission Recommendation of 22 September 2006 on the efficacy of sunscreen products and the claims made relating thereto, (2006/647/EC).





# MYTH

## Sunscreen stops you getting enough vitamin D.

# FACT

## Normal sunscreen use doesn't result in vitamin D deficiency.<sup>1</sup>

**SunSense™ is the No.1 prescription sunscreen in the UK.<sup>2</sup>**  
**SunSense™ products offer the highest protection<sup>3</sup> against UV radiation.**

**Discover the range and buy online at [sunsense.co.uk](http://sunsense.co.uk)**



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References: **(1)** Norval M, Wulf HC. Does chronic sunscreen use reduce vitamin D production to sufficient levels? Br J Dermatol. 2009; 161(4):732-736  
**(2)** NHS BSA prescription services, prescription cost analysis England, October 2016. Data held on file. \*\*Very High Protection\* SPF 50+, highest labelled claim allowed as per 2006/647/EC.

