

Neutrogena®



2019

SUN SAFE REPORT:

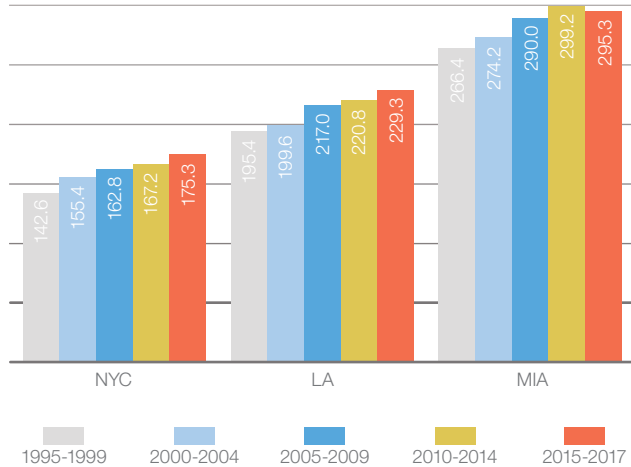
AMERICANS EXPOSED TO MORE UV RADIATION
THAN EVER BEFORE

The sun's rays are getting stronger.

Americans are exposed to higher amounts of UV radiation.

It happens to everyone, everywhere. Sometimes it looks like a burn, or sun spots and wrinkles, and sometimes cancer. In fact, the number of high UV Index days (> 8) across geographically diverse major US cities has increased over the past 20 years.¹

5 YEAR AVERAGE OF EXTREME, VERY HIGH AND HIGH UV INDEX DAYS

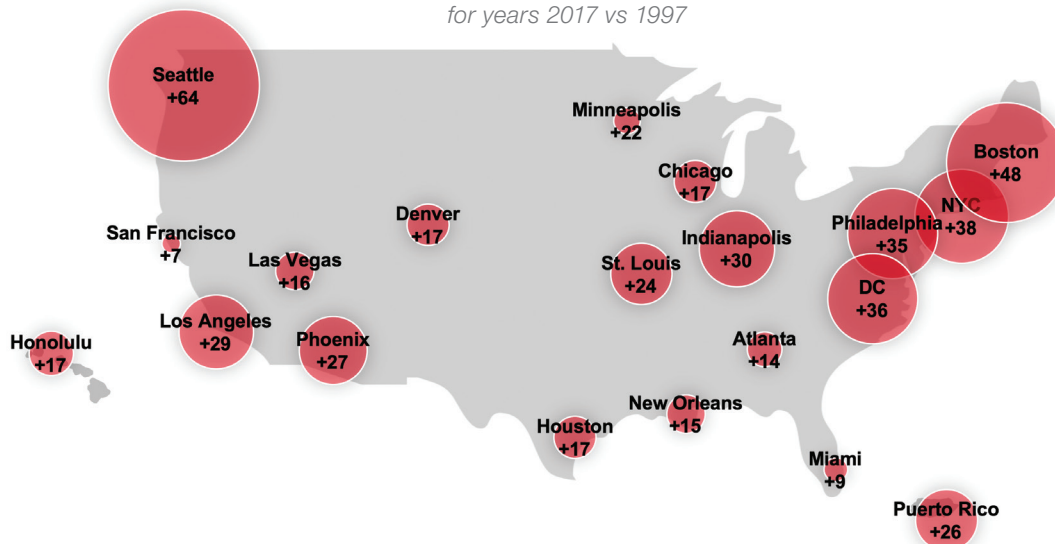


LOW UV	MODERATE - HIGH UV	VERY HIGH - EXTREME UV
No Protection Needed	Protection Needed	Extra Protection Needed
Safe to stay outside	Seek shade during midday hours and use sunscreen, hats and other clothing for added protection	Avoid exposure during midday hours, seek shade, and use sunscreen, hats and other clothing for added protection

The notion that certain parts of the country are not getting high amounts of UV needs to change. While it's not surprising for cities like Miami where two-thirds of the year are high UV index days, cities like New York, Philadelphia and Chicago have seen double digit increases in high UV days. And if you think it always rains in Seattle – you're sadly incorrect. Seattle has seen an increase of 64 high UV index days over the past 20 years, making people who live there that much more susceptible to sunburns and skin cancer, including melanoma.

NET INCREASE IN HIGH UV (>8) DAYS OVER THE PAST 20 YEARS

for years 2017 vs 1997



Skin cancer rates are on the rise.

The statistics are staggering...

1 in 5 Americans will get skin cancer and new invasive melanoma cases have increased 54% in the past 10 years.^{2,3}



And sun burn rates have not improved.

According to the Centers for Disease Control and Prevention (CDC), 57% of high school students reported being sunburned in the last year.⁴ Though they may seem temporary, sunburns can have lasting, damaging effects on the skin, risking the likelihood for skin cancer, as well as premature skin aging.



We know that even **one blistering sunburn** during childhood or adolescence can nearly

DOUBLE

a person's chance of developing melanoma.²

Daily sunscreen use can cut the incidence of melanoma

IN HALF.⁶

Americans are less confident about sun protection than ever before.

Despite decades of education about the importance of UV protection, sunscreen usage rates are flat and questions around sunscreen have reached an all-time high. According to a 2019 Harris Omnibus survey, Americans are more confused than ever about how to protect themselves from the sun.⁷

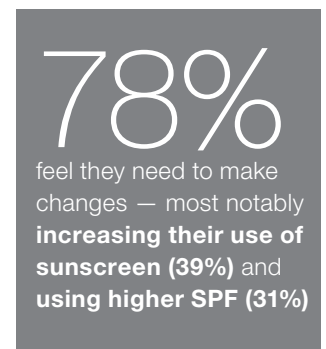
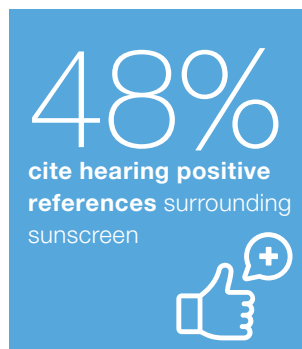
A majority of Americans (79%) say they wear sunscreen, but **only 19% say they wear it every day.**



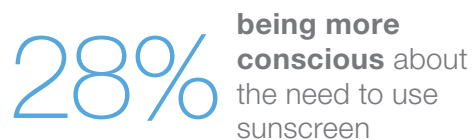
Of those who wear sunscreen:

-  **34%** say they wear a mix of **both chemical and mineral**
-  **34%** say they **aren't sure what type** they wear
-  **25%** claim they wear **mineral only**

Nearly half of Americans (**43%**) have **seen/heard/read something about sunscreen** in the past year. Among them:



Of Americans who wear sunscreen, over the past three years have **changed their sunscreen habits** in the following ways:



It's no wonder less than 40% of households purchase sunscreen and only 19% of Americans wear sunscreen every day.⁷

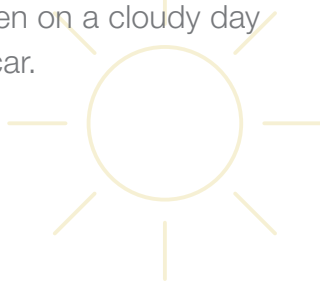


Top sunscreen excuses.

We all have them. Let's look at the top reasons we don't use sunscreen and ways to overcome them.

“I don't get a lot of sun”

Sunscreen isn't just for the beach. UV rays are everywhere, every day, with the potential to damage your skin even on a cloudy day or when you're in your car.



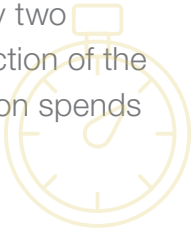
“I don't need to wear sunscreen”

Everyone needs to wear sunscreen – no matter how little time you'll be in the sun, and no matter what your skin color. Did you know - legendary reggae musician Bob Marley died of skin cancer at the age of 36? Melanoma is the third most common type of skin cancer among all racial groups.⁸



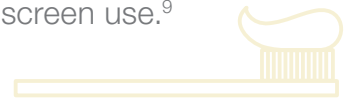
“It's too much hassle.”

It takes less than 5 minutes every two hours to apply sunscreen – a fraction of the amount of time the average person spends checking social media each day.



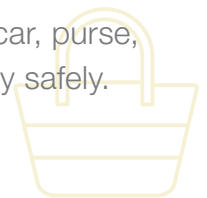
“I forget to put on sunscreen”

Try putting your sunscreen next to your toothpaste. A study showed that placing sunscreen next to toothpaste can lead to a 20% increase in sunscreen use.⁹



“I don't have it when I need it.”

Don't leave home without it. Put sunscreen in your car, purse, or in your gym bag so you can enjoy every sunny day safely.



It's time for a change.

Avoiding the sun isn't enough in the real world.

Even small changes in behavior can have lasting impact on skin health, and it seems Americans are ready to listen.

SUN SAFE HABITS



Wear sunglasses & hats



Seek shade, look for playgrounds for kids with shade structures



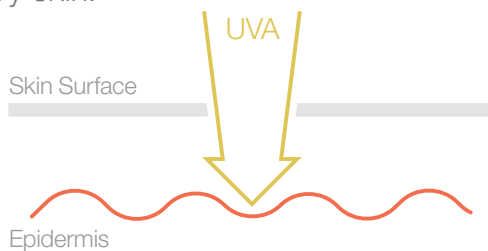
Wear sunscreen!

Sunscreen is an integral part of the solution.

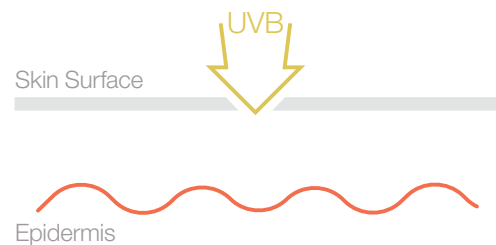
The American Academy of Dermatology (AAD) recommends everyone use sunscreen with broad-spectrum protection, defending skin against UVA and UVB rays with an SPF 30 or higher.¹⁰ But understanding sunscreen technology and choosing a sunscreen can be confusing to say the least.

Let's start with why broad spectrum protection is so important. Do you know the difference between UVA and UVB rays? Here goes...^{11, 12, 13}

UVA rays (or aging rays) deeply penetrate the skin and can also penetrate glass. UVA rays are always present, no matter the weather or season and are one of the main causes of premature aging, sun spots and leathery skin.



UVB rays (or burning rays) are not as strong as UVA rays, but they are the main causes of sunburns and skin cancers, and are more damaging than UVA rays.



A broad spectrum sunscreen protects you from both UVA and UVB rays.



SPF stands for Sun Protection Factor.

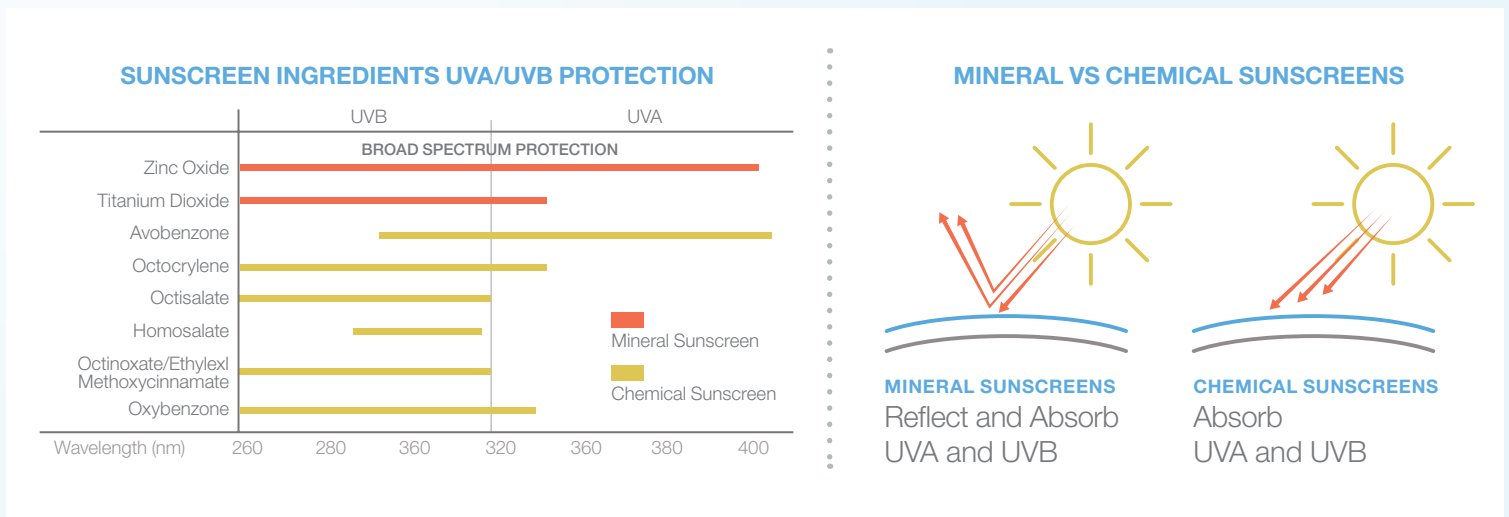
SPF is a measurement of how much protection a sunscreen has against sunburn. Applying a sunscreen with an SPF of 15, for example, means that it will take 15 times longer for your skin to burn that it would without sunscreen.

Mineral vs Chemical. It's a matter of personal choice.

Hands down, the best sunscreen is the one you like and will actually use every day.

When it comes to mineral vs. chemical sunscreens – it's a matter of individual preference as both forms are proven safe and effective.¹³

Many sunscreen products use a combination of ingredients. That's because each ingredient protects a specific portion of the UV spectrum. Having a variety of ingredients allows for formulations that provide broad spectrum UVA/UVB protection, in a diverse range of product forms and aesthetics.



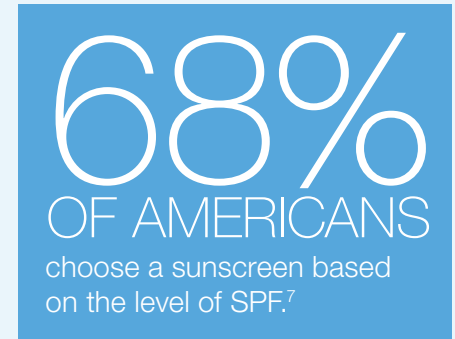
Here are a few things to know:

- The term “mineral” is often confused with “natural.” Although mineral filters are based on naturally occurring compounds, mineral sunscreens also include chemical compounds.
- Mineral sunscreens have limitations. High SPF sunscreens are generally a combination of chemical filters to achieve maximum protection.
- People with sensitive skin often prefer mineral sunscreens.
- Fair skin individuals and skin cancer survivors should consider (chemical) sunscreens above SPF 50.
- People often prefer the aesthetics of chemical sunscreens.

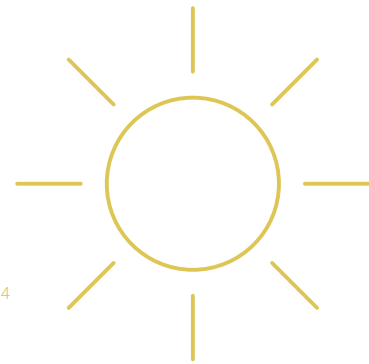
High SPF sunscreen is proven to protect better.

You may have read that an SPF 30 blocks 97% of UV rays, SPF 50 blocks 98%, and an SPF 100 blocks 100% of UV rays. While this is technically true in a laboratory setting, it doesn't consider real life usage where the average person applies only 25-50% of the recommended amount of sunscreen.¹⁰

Higher SPF sunscreens prevent more of the sun's burning rays from reaching your skin. While this is technically true in a controlled, laboratory setting, it does not reflect what happens in real-life usage when we go out in the sun. The average person typically does not apply a sufficient amount of sunscreen for adequate protection.

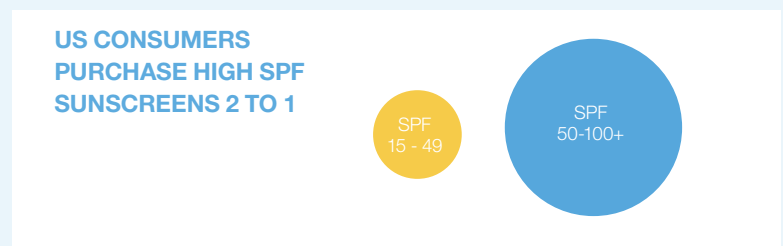
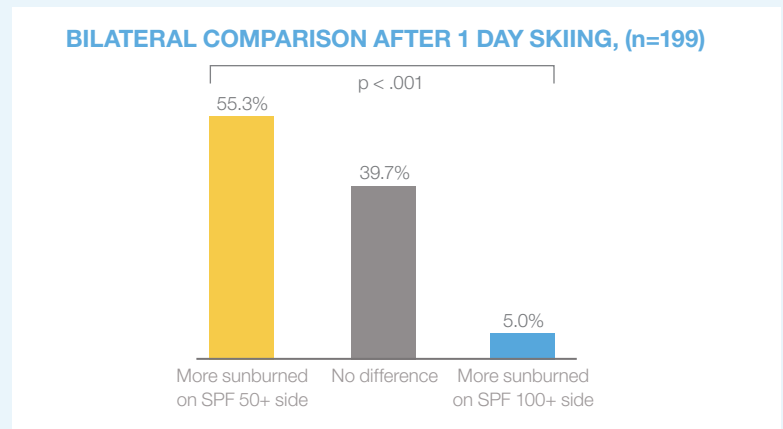


90%
OF DERMATOLOGISTS
recommend high SPF sunscreens to their patients¹⁴



In 2018, a real-life study published in the *Journal of the American Academy of Dermatology* (JAAD) showed SPF 100+ provides significantly greater protection against sunburn than SPF 50+ in actual use on the ski slopes of Vail, Colorado.¹⁵ This is the largest published study directly comparing the benefits of high SPF sunscreens in real world conditions, and provides important clinical evidence that high SPF is beneficial to consumers.

People like having access to high SPF sunscreen. We know because most of you buy high SPF sunscreens buy sunscreen based on the SPF.⁷



Why we love sunscreen, and you should too.

Scientific studies show that attention to sun protection, including the use of sunscreen, and other simple behaviors can help reduce the risk of developing skin cancer and pre-cancerous lesions. According to the World Health Organization (WHO), practicing sun safe behaviors could prevent **4 out of 5 cases of skin cancer.**¹⁶

What other OTC product can you buy to prevent cancer?

None. It really all comes down to this. Sunscreens are FDA-approved over-the-counter medications indicated for the prevention of skin cancer when used in conjunction with limiting sun exposure and wearing protective clothing. Think about it — there isn't another OTC product on the market that can actually help prevent cancer — of any kind.

Don't let them ban your sunscreen.

We know that everyone, everywhere needs to be protected to ensure good skin health. But there are places across our country where people are trying to take away your access to high SPF sunscreen. We know protecting your skin, and the health of your family is the most important thing. That is why banning certain sunscreens is a bad idea for this country.



Two places have banned sunscreens containing oxybenzone and octinoxate

More reasons we love sunscreen:

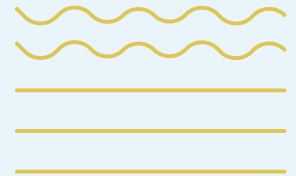
 **SUNSCREEN COMES IN MANY FORMS AND LOTS OF OPTIONS.**

Sprays, sticks and lotions; mineral and chemical; face and body. All levels of SPF. We also know that having a variety of forms increases the likelihood of usage.



 **SUNSCREEN HELPS PROTECT SKIN FROM SIGNS OF AGING.**

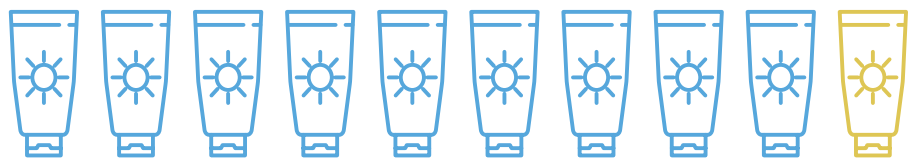
Daily use of a broad spectrum sunscreen can help reduce premature aging that results in wrinkles and dark spots. Results of a year-long study published in *Dermatologic Surgery* showed that in addition to not incurring any new sun damage, 100% of subjects noted their complexions actually improved in texture and clarity with regular sunscreen use, and by the end of the year, up to 34% percent even showed a significant reduction in fine lines.¹⁷



 **THERE IS NO SUBSTITUTE FOR OXYBENZONE.**

Oxybenzone is one of the few broad spectrum sunscreen ingredients available in the US, is highly effective at protecting us from dangerous UV rays, allows for formulation of high SPF sunscreens, and helps keep sunscreens photostable.

70%
OF SUNSCREENS
sold in the US contain
oxybenzone.¹⁸



9 out of 10 sunscreens
chosen by US consumers contain oxybenzone.

 **SUNSCREEN HELPS YOU ENJOY TIME OUTSIDE.**

Kids can play, families can go to the beach, and you can work outside and be protected with regular sunscreen use.



Hot Topics: Your sunscreen questions answered.

- 1 IS OXYBENZONE SAFE FOR THE ENVIRONMENT?**

According to prominent environmental organizations worldwide, the cause of coral decline is due to global climate change, leading to high ocean temperatures, elevated water levels, and ocean acidification from increased global Co2. Bans on certain sunscreen ingredients are based on two poorly designed studies that do not reflect the true natural complexity and ecosystem of a coral reef.^{19, 20, 21}
- 2 ARE REEF FRIENDLY SUNSCREENS REALLY BETTER FOR THE ENVIRONMENT?**

The Federal Trade Commission (FTC) requires that all claims in advertising be truthful and not misleading. There is no credible evidence to substantiate that certain sunscreens are 'reef safe' and others are not.
- 3 DO YOUNG PEOPLE EVEN GET SKIN CANCER?**

Melanoma is one of the most common cancers in young adults, especially young women, according to the American Cancer Society (ACS).²² It's the leading cause of cancer death in women ages 25 to 30, according to the Melanoma Research Foundation.²³
- 4 IF I HAVE DARKER SKIN, DO I EVEN NEED SUNSCREEN?**

Though you might not burn as quickly as people with lighter skin, you can and do get sunburned. UV exposure will make your skin look older, and you are still at risk for skin cancer. In fact, skin cancer in people of color is often diagnosed in later stages when it's more difficult to treat.
- 5 IS HIGHER SPF REALLY BETTER?**

Yes; higher SPF is better. In real-world research, SPF 100 provides 2x more sun protection than SPF 50, helping to compensate for under-application.
- 6 ARE CHEMICAL SUNSCREENS SAFE?**

Some lab studies suggest that chemicals in sunscreens such as oxybenzone may cause skin allergies, but no studies have convincingly established health problems in people. Meanwhile, it's well proven that damage from UV rays can cause skin cancer.
- 7 IS ZINC A BETTER/HEALTHIER CHOICE?**

Sunscreen is personal. Dermatologists agree the best sunscreen is the one you prefer and will use. There are many factors people consider when choosing a sunscreen including formula aesthetics, SPF value, product form, and special needs like for sensitive skin or water activity. A variety of choice is important so all consumers can follow sun protection guidelines.
- 8 WHO REGULATES SUNSCREENS?**

Sunscreen products are regulated as over-the-counter drugs by the U.S. Food and Drug Administration. The FDA has several safety and effectiveness regulations in place that govern the manufacture and marketing of all sunscreen products, including safety data on its ingredients.

Neutrogena®

We know that the skin cancer epidemic in this country is a real problem, and as the leader in sun science, Neutrogena knows we are responsible to help Americans stay sun safe. We are committed to that responsibility.

The solution can be simple.

We are committed to providing science and skin health education to everyone, everywhere to help clear up confusion we know exists.

We are committed to working with partner organizations and support their work in preventing skin cancer.

Finally, Neutrogena is committed to our own personal accountability. We will continue to update you on this health crisis as well as the science behind our work with health care professionals, advocacy groups and consumers as we all strive toward solutions for better skin health.

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