



## A Message From the President



Summer is a wonderful time to enjoy the outdoors, and children in particular make the most of the season's long, sunny days. However, the extensive sun exposure that many of them receive can be a health hazard, since the sun's ultraviolet (UV) radiation causes sunburn and skin damage that can lead to premature skin aging and skin cancer.

As a parent, you may believe that keeping your children safe from the sun means sacrificing outdoor activities. This is simply not the case. In fact, introducing and encouraging sun protection habits will enable your loved ones to enjoy the outdoors *safely* — now, and in the future. Promote sun safety in your child's environment by speaking to your child's caregivers about the importance of shade. Encourage camp counselors,

**Introducing and encouraging sun protection habits will enable your loved ones to enjoy the outdoors safely — now, and in the future.**

babysitters, and other parents to seek shade when outdoors with your children. Gazebos, fabric shade sails, and leafy trees with dense canopies, for example, all can greatly reduce UV exposure. Also, limit your child's outdoor activities during the sun's peak hours (between 10 AM and 4 PM). Seeking shade

and avoiding the sun at its most intense will also help keep youngsters cool and comfortable, despite the heat.

You can also protect your children by encouraging the use of sunscreen and sun-safe clothes. One recent study found that simply by using sunscreen regularly, children can reduce the risk of skin cancer development by 78 percent. By using sunscreen along with sun-protective clothing, including a broad-brimmed hat and UV-blocking sunglasses, your child will be well-armored in the fight against skin cancer.

Of course, most parents know that the best way to instill healthy habits in a child is to model healthy behaviors. Protect *yourself* from the sun by following The Skin Cancer Foundation's Guidelines (<http://www.skincancer.org/Guidelines/>); this will help encourage your child to do the same.

By taking a few precautions, you can help your children enjoy healthy, active lives without risking their skin. Have a happy, healthy, sun-safe summer. 🌞



**Publisher and President:** Perry Robins, MD  
**Executive Director:** Mary Stine  
**Medical Editors:** Ritu Saini, MD, Steven Q. Wang, MD  
**Executive Editor:** Mark Teich ([mteich@skincancer.org](mailto:mteich@skincancer.org))  
**Managing Editor:** Paul Melia  
**Associate Editor:** Elizabeth Michaelson  
**Graphics Coordinator:** Elena Gaillard

*Sun & Skin News* is a quarterly publication of The Skin Cancer Foundation, 149 Madison Avenue, Suite 901, New York, NY 10016; [www.SkinCancer.org](http://www.SkinCancer.org). Opinions expressed herein do not necessarily reflect those of the Foundation or its Medical Council. ©2011, The Skin Cancer Foundation, Inc. All rights reserved. Under special circumstances, permission to reproduce material from *Sun & Skin News* may be granted. Contact the Foundation for information.

## Ask the Expert

**Q.** I don't think I'm getting enough vitamin D. Can a tanning bed safely provide me with the vitamin D I need? Aren't tanning beds a lot safer than tanning outdoors, since they emit a controlled dose of UV radiation?

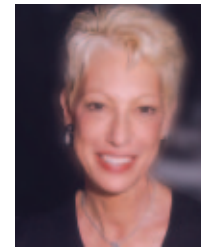
**A.** No ... no ... no! A tanning bed will never provide you with the vitamin D that you need, nor is it safer than tanning outdoors. Not understanding the facts can literally mean the difference between life and death. Both ultraviolet A (UVA) and ultraviolet B (UVB) radiation cause cell damage that can lead to skin cancer. When you lie in an indoor tanning bed, you are exposed primarily to UVA, which penetrates deep into the surface of the skin, damaging the cells beneath and prematurely aging your skin. But it is UVB (the sun burn-

**It's estimated that 10 minutes in a tanning bed matches the cancer-causing effects of 10 minutes in the Mediterranean summer sun.**

ing rays) — not UVA — which helps the skin make vitamin D, so you are increasing your risk of skin cancer without receiving any benefit!

As for the claim that tanning beds emit a controlled dose of UV radiation, a "controlled dose" of UV radiation from a tanning bed is a *dangerous* dose: frequent tanners using high-pressure sunlamps may receive as much as 12 times the annual UVA dose compared to the dose they receive from sun exposure. It's estimated that 10 minutes in a tanning bed matches the cancer-causing effects of 10 minutes in the Mediterranean summer sun.

This may be one reason that indoor tanners are 74 percent more likely to develop melanoma, the deadliest form of skin cancer, than those who have never tanned indoors, and that people who use tanning beds are 2.5 times more likely to develop squamous cell



Deborah S. Sarnoff, MD

carcinoma and 1.5 times more likely to develop basal cell carcinoma, the two most common skin cancers. In addition to increasing your risk of skin cancer and accelerating signs of skin aging like wrinkles and brown spots, UV radiation also weakens the immune system — which further increases your risk for skin cancer.

While there is no question that vitamin D is essential for strong bones and a healthy immune system, current evidence does not support its role in the prevention of breast cancer, colorectal



cancer, heart disease and stroke. Adults should obtain their recommended daily dose of 600 IU (international units) of vitamin D safely, from foods such as oily fish and fortified dairy products and cereals. Another easy way to ensure you are getting enough vitamin D is to take supplements.

I strongly advise against exposure to artificial UV radiation (tanning beds), since the health risks — including skin cancer and premature skin aging — are significant and potentially life-threatening. ☹️

*Our guest expert for this issue, Deborah S. Sarnoff, MD, is clinical professor of dermatology at NYU School of Medicine, and in private practice in Manhattan and Long Island. She co-authored Beauty and the Beam: Your Complete Guide to Cosmetic Laser Surgery and Instant Beauty: Getting Gorgeous on Your Lunch Break, both published by St. Martin's Press.*

# Sun & Skin NEWS



A Publication of The Skin Cancer Foundation

SUMMER 2011

Vol. 28, No. 2

[www.SkinCancer.org](http://www.SkinCancer.org)

Perry Robins, MD, President

Mary Stine, Executive Director

## FDA Issues New Sunscreen Labeling Rules



### IN THIS ISSUE:

FDA Issues New Sunscreen Labeling Rules

Dress for Sun Success This Summer

Men, Golf, and Skin Cancer

**T**he US Food and Drug Administration (FDA) has issued its long-awaited new rules for sunscreen labeling, enabling consumers to more easily identify sunscreens that offer safe, effective protection from the sun's cancer-causing ultraviolet (UV) radiation.

For the first time, the rules will include testing and labeling requirements

**Dr. Woodcock affirmed that... sunscreens marketed today have been in use for many years, and there is no reason to believe that they are not safe for consumer use.**

for protection against the sun's ultraviolet A (UVA) rays. Sunscreens that meet FDA standards for both ultraviolet B (UVB) and UVA protection may be termed "broad-spectrum," a term that, until now, was frequently used but had no official meaning. Newly standardized methods for measuring UVA protection have made these improvements possible.

At the June 14 press conference, the FDA's Director of the Center for Drug Evaluation and Research, Janet Woodcock, MD, announced that broad-spectrum sunscreens with an SPF (sun



protection factor, a measurement of protection against UVB rays) of 15 or higher will be able to state, “If used as directed with other sun protection measures, this product reduces the risk of skin cancer and early skin aging, as well as helps prevent sunburn.” Sunscreen manufacturers have never before been able to make such a claim.

Here are the main points in the FDA’s new sunscreen rules:

- Sunscreens may be labeled “broad-spectrum” if they provide protection against both UVA and UVB radiation according to FDA-sanctioned test methods.
- Only broad-spectrum sunscreens with an SPF of 15 or higher may state that they protect against skin cancer if used as directed with other sun protection measures.
- Broad-spectrum sunscreens with SPF’s of 2-14 must display a warning that the product has not been shown to help prevent skin cancer or early skin aging.
- The terms “sunblock,” “sweatproof”

Sunscreen Labeling According to 2011 Final Rule

If used as directed with other sun protection measures, this product reduces the risk of skin cancer and early skin aging, as well as helps prevent sunburn.

Only products labeled both Broad Spectrum AND SPF15 or higher have been shown to provide all these benefits.



Drug Facts	
<b>Active ingredients</b> Avobenzone 3% Homosalate 10% Octyl methoxycinnamate 7.5%	<b>Purpose</b> Sunscreen
<b>Uses</b> • helps prevent sunburn • if used as directed with other sun protection measures (see Directions), decreases the risk of skin cancer and early skin aging caused by the sun	
<b>Warnings</b> For external use only Do not use on damaged or broken skin When using this product keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash occurs. Keep out of reach of children. If product is swallowed, get medical help or contact a Poison Control Center right away.	
<b>Directions</b> • apply liberally 15 minutes before sun exposure • reapply: • after 40 minutes of swimming or sweating • immediately after towel drying • at least every 2 hours • <b>Sun Protection Measures.</b> Spending time in the sun increases your risk of skin cancer and early skin aging. To decrease this risk, regularly use a sunscreen with a broad spectrum SPF of 15 or higher and other sun protection measures including: • limit time in the sun, especially from 10 a.m. to 2 p.m. • wear long-sleeve shirts, pants, hats, and sunglasses • children under 6 months: Ask a doctor	
<b>Inactive ingredients</b> glycol extract, butenyl sulfate, benzyl alcohol, carbomer, dimethicone, disodium EDTA, jojoba oil, methylparaben, octadecene-1,4, cyclohexyl, polyglycerol-3 distearate, phenethyl alcohol, propylparaben, sorbitan trioleate, sorbitol, stearic acid, tocoopherol (vitamin E), triethanolamine, water	
<b>Other information</b> • protect this product from excessive heat and direct sun	
<b>Questions or comments?</b> Call toll free 1-800-XXX-XXXX	



Become a Fan On Facebook

Join our active online community at [www.facebook.com/skincancerfoundation](http://www.facebook.com/skincancerfoundation)

Dress for Sun Success this Summer

As an everyday barrier between the sun and your skin, clothing can absorb or reflect much of the sun’s harmful ultraviolet (UV) radiation. It is the simplest, and often the most effective, form of sun protection. But some clothes are more protective than others. Here, we present The Skin Cancer Foundation’s guide to maximizing this protection during the summer as well as all year long.

THE BASICS

You probably already own many garments that provide good sun protection. For effective UV protection,

- choose clothes in **bright or dark colors**, like red or black. They absorb more UV radiation than white or pastel shades.
- look for **synthetic fibers** (such as polyester), which offer more protection than materials like refined and bleached cottons or crepe.
- on cooler days, go for **tightly woven or closely knitted fabrics**, like denim, and **denser fabrics**, like heavyweight flannel, which let in less UV light than thinner materials.

ULTRAVIOLET PROTECTION FACTOR

Many manufacturers identify their sun-protective garments with an ultraviolet protection factor (UPF) label. This indicates what fraction of the sun’s UV rays can penetrate the fabric. A shirt with a UPF of 50, for example, lets just 1/50<sup>th</sup> of the sun’s UVR reach the skin, compared to an everyday white cotton T-shirt, which has a UPF of only about 5. The Skin Cancer Foundation recommends clothing with a UPF of 30+.

COVER UP

Dressing for sun safety is also about how much skin you cover; long-sleeved shirts, and long pants and dresses simply provide more protection than T-shirts, shorts, and minis. Luckily, many sportswear manufacturers offer



fashionable, seasonal high-UPF staples such as cargo shorts, polo shirts, and dresses designed to keep you cool, dry, and sun-safe.

If summer brings you to the beach, wear high-UPF swimwear in styles that cover more skin, like one-piece suits and long trunks. Rash guards and swim shirts, athletic shirts made of elastic materials like nylon and spandex, are also good choices. Out of the water, loose-fitting tunics and sarongs help shield the arms and legs; scarves and wraps can cover the neck, upper chest, and shoulder area.

For more on protecting your skin (including the importance of broad-brimmed hats and UV-blocking sunglasses), please see “Men, Golf, and Skin Cancer” in this issue.

Men, Golf, and Skin Cancer

What do golf pros Fred “Butch” Baird, Tom Kite, Skin Cancer Foundation ambassador Brian Davis, Bob Murphy, Andy North, Rory Sabbatini and JC Snead have in common? They’ve all had skin cancer. It’s hardly surprising, considering the amount of time that golfers have to be out in the sun.

In one study, professional golfers received on average an estimated 217 times the amount of ultraviolet (UV) radiation needed to cause a sunburn over the course of a year. Recreational golfers are at risk too, since every hour, they can receive 3.5 to 5.4 times the amount of UV radiation exposure needed to cause sunburn. It’s not just the sun that makes golfing so dangerous: features on the golf course, like water in ponds and sand in sand traps, can reflect UV radiation back at you, so that it hits your skin a second time.

Additionally, 78 percent of golfers share another skin cancer risk factor: They are male. Starting at age 40, the incidence of melanoma is higher in men than in women, and this trend becomes more pronounced with each decade.

Regardless of sex, all golfers can

benefit from sun-safe behaviors such as playing when the sun is less intense (before 10 AM or after 4 PM), avoiding sunburn, wearing long-sleeved shirts and long pants and accessorizing with broad-brimmed hats (a 3-inch brim all around is recommended) and close-fitting UV-blocking sunglasses.

Finally, be sure to have broad-spectrum sunscreen (a sports formula stick sunscreen is easy to carry) with you on the green so that you can “Reapply every nine holes, or every two hours,” like dermatologist and golfer Steven M. Rotter, MD. Remember to apply sunscreen to frequently overlooked spots, such as the scalp (there are sunscreens designed specifically for this area) and the backs of the hands. A lip balm with an SPF of 30+ will help protect your lips. Dr. Rotter offered one more tip: “Put sunscreen on your ears. People always forget that!”



YES!

I want to help win the war against skin cancer. Enclosed is my tax-deductible contribution of:

☐ \$30 ☐ \$50 ☐ \$100 ☐ other: \$ \_\_\_\_\_



86 cents of every dollar contributed goes directly to our lifesaving programs.

Please make your check or money order payable to:

The Skin Cancer Foundation  
149 Madison Avenue, Suite 901  
New York, NY 10016

Donate anytime online at [www.SkinCancer.org](http://www.SkinCancer.org)



[www.SkinCancer.org](http://www.SkinCancer.org)

Contribute by Credit Card

☐ Visa ☐ Mastercard ☐ American Express

CARD NO. \_\_\_\_\_

EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

☐ As a contributor of \$30 or more, I wish to receive a complimentary one-year subscription to the Foundation’s quarterly publication **Sun & Skin News**.