The Need

Everyone—regardless of age—needs sun protection to help prevent sunburn and premature skin ageing.

The Melaleuca Solution

Sun Shades gives your skin true broad-spectrum protection against the sun's burning UVB and ageing UVA rays.

Your skin protects you against heat, light, injury, and infection. It also regulates your body temperature and stores water, fat, and vitamin D. Weighing about two and a half kilograms, the skin is your body's largest organ.

There are many environmental elements that threaten the health of your skin. Dirt and debris can clog pores. Winds can dry it out. However, the sun—and more specifically, the sun's ultraviolet (UV) rays—pose the biggest threat to your skin's health.

When Australians first found out in the 1980s and early 1990s that some skin cancers may be caused by the sun and the depleted ozone layer above the continent they learned a harsh lesson about the importance of using sunscreen.

Do you remember the “Slip Slop Slap” campaign with Sid the Seagull? It is believed to have been one of the most successful health campaigns in Australia's history. The campaign started the progression towards being a sun smart nation. There has also been increased awareness among New Zealanders about skin care in the presence of intense sunlight. This is driven in part by increased awareness and concern over the damaging effects of ultra-violet exposure, and the risks of melanoma cancer. Unfortunately what people may not realise is that melanoma occurs most often in older people, but can also affect younger people and is the most common cancer in men aged 20–39 and for women between the ages of 20-30.

The impact of Sunburn

Sunburn is the skin's reaction to the ultraviolet radiation (UV) in sunlight. Almost all of us will get sunburnt at least once in our lives. Sunburn can occur in less than 15 minutes and can take a few days or weeks to heal depending on the severity.

In addition to light and heat, the sun emits invisible ultraviolet radiation. Excessive exposure to UV damages the skin permanently and may cause some skin cancers, including the dangerous malignant melanoma. The three types of ultraviolet (UV) radiation, based on their wavelength, are UVA, UVB and UVC. The earth's atmosphere absorbs nearly all of the most dangerous one, UVC — before it reaches the ground. This is not the case with UVA and UVB radiation which can cause sunburn, premature skin ageing and some skin cancers. The skin reacts differently to each one:

- **UVA**—penetrates into the deeper skin layers and damages the site where new skin cells are born. Wrinkles, age spots and sagging skin are the results of long term exposure to UVA radiation.
- **UVB**—affects the surface skin layer. The skin responds by releasing chemicals that dilate blood vessels. This causes fluid leakage and inflammation—better known as sunburn.
**Sunsun Standards and Regulators**

In Australia, primary sunscreens with a SPF rating of 4 and above must be listed on the Australian Register of Therapeutic Goods (ARTG) of the Therapeutic Goods Administration (TGA).

Products can only be listed on the register if they are tested in accordance to, and comply with, the Australian and New Zealand Standard for Sunscreen Products, AS/NZS 2604:1998.

**Sunscreen Agents**

To claim a product is a sunscreen, manufacturers must use one or more sunscreening agents from a list of about 30 permitted actives as determined by the TGA. Any other ingredients claimed as alternatives are not proven to be effective actives and not even allowable in sunscreens according to Australian regulations. There are two major types of active ingredients in sunscreens:

- **Absorbers**: chemicals that absorb UV radiation stopping it from even reaching your skin. These are also known as ‘chemical sunscreens’ with ‘organic ingredients’ as they work by absorbing UV radiation so it can't reach the skin. Sun Shades Every Body and Sun Shades Every Face use absorbers.

- **Blockers**: these reflect and scatter UV radiation. They can be better for people with sensitive skin and children. These are also known as ‘physical sunscreens’ with ‘inorganic ingredients’ because they contain micro-fine particles that sit on the surface of the skin and act as a physical barrier.

When used to describe sunscreen, the term organic refers to chemical ingredients that absorb UV energy. Inorganic sunscreens, made from the minerals titanium dioxide and zinc oxide, reflect UV rays away from the skin. This does not mean organic sunscreens are free of chemicals like organic fruit and vegetables. It does not have the same meaning.

**Sunscreen Use on Children**

According to the Cancer Council sunscreen is safe to use on children. Children under 12 months of age should not be exposed to direct sunlight. However there may be times when this is not possible.

You only need to use sunscreen on very small areas of a baby's skin e.g. under the chin, the feet and forearms. As no sunscreen provides 100% protection, babies should be well protected from UV radiation by clothing, hats and shade. Allergies to sunscreen are uncommon. Some babies may develop a minor skin irritation from sunscreen that is most likely a result of perfumes or fragrances in the product rather than the chemicals in the sunscreen base. If your baby's skin reacts to your sunscreen, try another product or speak to your doctor.

**Sun Shades Every Body SPF30+ Sunscreen**

Sun Shades Every Body Sunscreen with an SPF of 30+ will provide you with very high broad spectrum protection against UVA and UVB rays and can aid in the prevention of sunburn and premature skin ageing caused by the sun's UV radiation. The lotions glide on light with no ghosting. It is water resistant for up to 3 hours, contains no perfumes or fragrances. PABA free.

**Sun Shades Every Body SPF30+ Spray**

This super light spray on formula is easy to apply and blends in to leave no residue. Sun Shades Every Body Spray provides protection against UVA and UVB rays and can aid in the prevention of sunburn and premature skin ageing caused by the sun's UV radiation. It is water resistant for up to 2 hours, contains no perfumes or fragrances. PABA free.
**Fun in the Sun—Safety Tips**

To reduce your risk of skin cancer, the Cancer Council Australia recommends you use all of the following sun protection measures:

- take particular care between 10am and 3pm when UV levels are at their highest,
- wear a wide brimmed hat and clothing to cover exposed skin, use a broad spectrum, water resistant SPF30+ sunscreen and reapply at least every two hours,
- wear close-fitting sunglasses to protect against eye damage,
- seek shade whenever possible.

Regardless of skin type, you should wear Sun Shades Sunscreens all year long—whether it's sunny or not. Concrete, sand, water and snow reflect 85% to 90% of the sun's harmful UV rays.

You should use 30ml of sunscreen for each full body application. (Which means if a bottle of Sun Shades Every Body lasts more than seven applications, you're probably not fully protecting yourself.)

For people with thin or thinning hair, remember to apply Sun Shades Every Body to the scalp as well.

Always reapply Sun Shades Sunscreens after swimming, perspiring or drying off.

Even when you are not in the sun all the time you should wear sunscreen. Sun Shades Every Face is perfect under make-up and ensures protection.

Keep Sun Shades Lip Balm with you at all times and reapply frequently to protect and soften your lips.

If you underestimated the sun, take a cool bath and immediately apply a generous amount of Sun Shades After Sun Hydrogel E for soothing relief.

The Australian Cancer Society Inc. strongly recommends the use of very high protection sunscreens. Sun Shades 30+ supplies you with 30 times your normal sun protection. Sun Shades 30+ conforms to the Australian and New Zealand Standard AS/NZS 2604:1998.

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**Sun Shades Every Face SPF30+ Sunscreen**

Sun Shades Every Face Sunscreen offers a moisturiser and a sunscreen with an SPF of 30+ to provide very high broad spectrum protection against UVA and UVB rays. Every Face goes on smooth, is non-greasy and won't leave a shine on the surface of your skin. Perfect for daily use to protect against premature ageing and wrinkling of the skin due to sun exposure. Ideal under make-up or alone. Lightly fragranced. PABA free.

**After the Fun Ends: Sun Shades After Sun Hydrogel E**

Your skin demands extra moisture after a day in the sun and wind. After Sun Hydrogel E’s light, cooling gel gives soothing moisture with an exclusive formula of natural extracts and botanicals:

- Advanced E soothes irritated skin.
- Antioxidant grape leaf and green tea extracts conditions skin.
- Glycerin and soy return moisture to the skin.
- Melaleuca Oil, aloe and algae extract calm irritated skin.

**Beyond Lip Service—Sun Shades Lip Balms**

Often overlooked until it’s too late, your lips are defenseless when it comes to the elements. Lips contain very little melanin—the natural skin pigment that helps screen out the sun’s harmful rays. With SPF 15, Sun Shades Lip Balms pamper and protect your lips with natural moisturisers like jojoba oil, cocoa butter, and beeswax, plus antioxidant vitamin E to fight free radicals. These lip-smacking balms “weatherproof” your lips and help keep them soft. You use sunscreen on your arms, legs, and the rest of your body. Remember your lips with Sun Shades Lip Balms.

**Use Sun Shades Long-Term**

To complete your sun protection you should try to avoid prolonged exposure to the sun and always wear protective clothing, hats and eyewear. While having fun in the sun, also remember to use a generous amount of sunscreen. Also check the UV alert in Australia or UVI in New Zealand, published by SunSmart and reported in daily weather forecasts. When the UV Index reaches 3 or above, skin damage and particularly sunburn can occur and the risk of skin cancer increases, so sun protection is required.

With natural ingredients like Advanced E, in Hydrogel E and TGA certified sunscreens, the Sun Shades collection protects your skin from the harmful effects of the sun and other environmental elements—while pampering and nourishing it. Regular use of Sun Shades products will help protect the long-term health of your skin.