

# newsworthy trends

## Sun Protection: Are We Getting The Message?

(NAPS)—For years we've been told that wearing sunscreen is important for preventing sun damage and minimizing the risk of skin cancer. However, according to a recent survey on sun protection and sports, almost half of people never or rarely wear sunscreen while exercising outdoors.

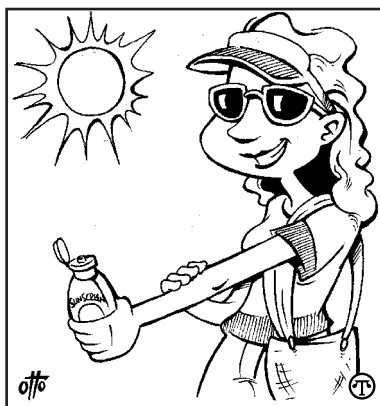
Conducted by Roper Starch, the survey delved into Americans' attitudes and behaviors concerning incidental sun exposure, or unintentional sun exposure—for instance, while playing sports outside or conducting chores such as yard work or walking the dog.

"Most people think of using sunscreen while at the beach or the pool, but don't realize that the sun doesn't care where you are—if you're outside, you're exposed," says Brian Boye, an editor at *Men's Health*. "It seems obvious, yet only 17 percent of people polled always use sunscreen while participating in outdoor sports."

One explanation could be that people simply underestimate the amount of time they spend in the sun. In fact, more than 60 percent of people surveyed didn't realize that, on average, they get 19 hours of incidental sun exposure per week—an estimate provided by the National Safety Council.

Other reasons given for not using sunscreen include "I sweat it off" (23 percent), "application is too messy" (16 percent), "greasiness interferes with my participation in activities" (16 percent) and "sunscreen products are too inconvenient" (22 percent). According to Boye, these people may simply be using the wrong sun protection products.

"People need to make sunscreen part of their sports gear



**Wearing sunscreen whenever you're outdoors is considered the most effective way of preventing sun damage.**

and their lifestyle—just as you wouldn't ride a bicycle without a helmet, you shouldn't spend time outdoors without sunscreen," he says. "When recommending sunscreen to my readers, I look for a product like new Active Sport Quick-Dry Gel from Banana Boat that goes on clean and won't come off when they sweat, so it won't get in the way of their game."

Wondering which sunscreen is right for you? Visit [www.bananaboat.com](http://www.bananaboat.com) to find the right SPF to protect yourself against the day's UV index. Just plug your zip code, skin type and the outdoor activity you have planned into the site's SPF finder and you'll be sure to have adequate protection from the sun's rays.

"Most people don't realize that the highest UV levels begin in the late spring and early summer," adds Boye. "So now is the time for everyone to make sure they have their sunscreen on before heading into the great outdoors."