

90 WORDS, 30 SECONDS

SKIN SENSE

IT'S IMPORTANT TO SEPARATE MYTH FROM FACT WITH SUN PROTECTION. THE FACT IS THAT THE AMERICAN ACADEMY OF DERMATOLOGY SAYS SUNSCREEN HELPS PROTECT AGAINST SUN DAMAGE AND PREMATURE SKIN AGING. COPPERTONE'S HERE TO HELP WITH NEW WHIPPED SUNSCREENS. THEY'RE LIGHT, RICH AND CREAMY LOTIONS THAT GO ON EASILY AND ABSORB QUICKLY. AND, IN AN INDUSTRY FIRST, THEY'VE UNDERGONE AN INDEPENDENT ASSESSMENT FOR SAFETY AND EFFICACY, WITH THE RESULTS PUBLICLY AVAILABLE. IT'S AN UNPRECEDENTED STEP IN EXPANDING CONSUMER TRANSPARENCY. LEARN MORE AT COPPERTONE--DOT--COM.