

Attachment C: Materials For Testing (November 2016)

FEMALE GROUPS

<http://www.cdc.gov/cancer/skin/badges.htm>

INFOGRAPHICS

Base Tan



Controlled Tanning



THE BURNING TRUTH

CONTROLLED TANNING IS NOT SAFE TANNING

DON'T GET *BURNED* BY TANNING MYTHS

#TanMyth

You may have heard that indoor tanning is the safer way to tan because you can control your level of exposure to UV rays.

#BurningTruth

Sensible indoor tanning is a myth. Indoor tanning exposes you to intense UV rays, increasing your risk of melanoma—the second most common cancer in women between 20 and 29 years old.

@cdc_cancer • www.cdc.gov/cancer/skin/burningtruth/ • #burningtruth



National Center for Chronic Disease Prevention and Health Promotion
Division of Cancer Prevention and Control



Not Healthy Skin



THE BURNING TRUTH

TANNED SKIN IS NOT HEALTHY SKIN

DON'T GET BURNED BY TANNING MYTHS

#TanMyth

Some people believe the tanning bed gives them a "healthy glow".

#BurningTruth

Whether tanning or burning, you are exposing yourself to harmful UV rays that damage your skin. In fact, every time you tan, you increase your risk of melanoma. The truly healthy glow is the one you were born with.

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FACTSHEETS

FAMILY

Nearly 5 million people are treated for skin cancer each year in the United States. Skin cancer can be serious, expensive, and sometimes even deadly. Fortunately, most skin cancers can be prevented.



PROTECT YOUR FAMILY

FROM SKIN CANCER



Ultraviolet (UV) rays—from the sun or from artificial sources like tanning beds—are known to cause skin cancer.



Damage from exposure to UV rays builds up over time, so sun protection should start at an early age.

PROTECT YOUR FAMILY AND YOURSELF FROM SKIN CANCER

STAY SUN SAFE OUTDOORS



Seek shade, especially during midday hours. This includes 10 am to 4 pm, March through October, and 9 am to 3 pm, November through February. Umbrellas, trees, or other shelters can provide relief from the sun.



Be extra careful around surfaces that reflect the sun's rays, like snow, sand, water, and concrete.



Wear sun protection gear like a hat with a wide brim and sunglasses to protect your face and eyes.



Sunglasses protect your eyes from UV rays and reduce the risk of cataracts and other eye problems. Wrap-around sunglasses that block both UVA and UVB rays offer the best protection by blocking UV rays from the side.



Wear a long-sleeved shirt and pants or a long skirt for additional protection when possible. If that's not practical, try wearing a T-shirt or a beach cover-up.



Apply a thick layer of broad spectrum sunscreen with an SPF of 15 or higher at least 15 minutes before going outside, even on cloudy or overcast days. Reapply sunscreen at least every 2 hours and after swimming, sweating, or toweling off.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

LIMIT UV EXPOSURE

Discourage Indoor Tanning and Sunbathing

Indoor tanning and sunbathing often begin in the teen years and continue into adulthood. Don't wait to teach your children about the dangers of tanning. Children may be more receptive than teens, so start the conversation early, before they start sunbathing or indoor tanning.

For example, you can

- Help preteens and teens understand the dangers of tanning so they can make healthy choices.
- Talk about avoiding tanning, especially before special events like homecoming, prom, or spring break.
- Discourage tanning, even if it's just before one event like prom. UV exposure adds up over time. Every time you tan, you increase your risk of getting skin cancer.



UV rays are strongest

- During midday.
- Near the equator.
- During summer months.
- At high altitudes.



Remember that sunburns and skin damage can occur even on cloudy or overcast days. If you're unsure about the sun's intensity in your area, check the daily [UV Index](#) for your zip code on the US Environmental Protection Agency's website.

INDOOR TANNING

- Exposes users to intense levels of UV rays, a known cause of cancer.
- Does not offer protection against future sunburns. A "base tan" is actually a sign of skin damage.
- Can spread germs that can cause serious skin infections.
- Can lead to serious injury. Indoor tanning accidents and burns send more than 3,000 people to the emergency room each year.

The US Food and Drug Administration states that indoor tanning should not be used by anyone younger than age 18. Many states [restrict the use of indoor tanning by minors](#).

There's no such thing as a safe tan.

Choose Sun-Safety Strategies that Work

Broad spectrum sunscreen with an SPF of 15 or higher is important, but it shouldn't be your only defense against the sun. For the **best protection**, use shade, clothing, a hat with a wide brim, and sunglasses, as well as sunscreen.



FOR MORE INFORMATION, VISIT CDC'S [SUN SAFETY WEBSITE](#).

Protect All the Skin You're In

- ☀️ Skin cancer is the most common cancer in the United States, yet most skin cancers can be prevented.
- ☀️ Every year, there are **63,000** new cases of and **9,000** deaths from melanoma—the deadliest form of skin cancer.

Ultraviolet (UV) exposure is the most common cause of skin cancer. A new CDC study shows that the majority of Americans are not using sunscreen regularly to protect themselves from the sun's harmful UV rays.



In fact, fewer than **15% of men** and fewer than **30% of women** reported using sunscreen regularly on their face and other exposed skin when outside for more than 1 hour.

Many women report that they regularly use sunscreen on their faces but not on other exposed skin.

Choose sun protection strategies that work.

Use broad spectrum sunscreen with SPF 15+ to protect any exposed skin.



Seek shade, especially during midday hours.

Wear a hat, sunglasses and other clothes to protect skin.



Sunscreen works best when used with shade or clothes, and it must be re-applied every two hours and after swimming, sweating, and toweling off.



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MALE GROUPS

<http://www.cdc.gov/cancer/skin/tips-for-men.htm>

DIGITAL AD

No Regrets



INFOGRAPHIC

Protection from UV

It's easy to protect yourself from UV exposure...



Long-sleeved shirts, pants, and a wide-brimmed hat offer the best protection. If you're wearing a baseball cap or short-sleeved shirt, make sure to put sunscreen on your ears, neck, and arms.



Seek shade as much as possible between 10 a.m. and 4 p.m., which are peak times for sunlight. Avoid indoor tanning.



Use a sunscreen of at least SPF 15 on any exposed skin, and don't forget to re-apply it every two hours, as well as after swimming, sweating, or toweling off.



If you work outdoors, ask about sun protection at your job, like wearing sun-protective clothing.

FACT SHEETS

Safety Tips for Men, pg. 1

SUN SAFETY TIPS FOR MEN

Men, especially those with lighter skin, are more likely than anybody else to get skin cancer, including melanoma—the deadliest kind of skin cancer.

PROTECT YOURSELF FROM SKIN CANCER



When you think sun protection, you might think about a day at the beach.



But over your lifetime, you get sun exposure doing everyday things like biking, working, running, or even mowing the lawn.



Sun exposure is the main source of ultraviolet (UV) rays, which can cause skin cancer.



And UV exposure adds up over time, increasing your risk of developing skin cancer.

SKIN CANCER IS THE MOST COMMON CANCER IN THE UNITED STATES.



About one-third of U.S. adults get sunburned each year.

Sunburn, which can increase your risk of getting skin cancer, is common among white men, young adults, and men who tan indoors.

Every year, nearly 5 million people are treated for skin cancer, at a cost of about \$8 billion.



Melanoma causes around 9,000 deaths per year in the U.S.

FORTUNATELY, MOST SKIN CANCERS CAN BE PREVENTED.

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WHY ARE MEN MORE LIKELY THAN WOMEN TO GET SKIN CANCER?

Men tend to get more sun exposure than women.

Men spend more time outside over their lifetimes than women, and they're more likely to work outdoors than women. Women's personal care products, like moisturizer and makeup, often contain sunscreen, while many products for men don't.



When outside on a sunny day for more than an hour, only about **14% of men** use sunscreen on both their face and other exposed skin.



EASY WAYS TO PROTECT YOURSELF

IT'S EASY TO PROTECT YOURSELF FROM UV EXPOSURE



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Avoid indoor tanning.



For more information, visit CDC's [Sun Safety website](#).

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