

AT 93 MILLION MILES AWAY,

For voice information or to order skin
cancer prevention materials or posters,
call CDC's Division of Cancer Prevention
and Control: 1-888-842-6355

WARNING: Exposure
to the sun's UV rays
can damage your skin.

YOU COULD MISS

THE WARNING LABEL.

www.cdc.gov/ChooseYourCover



Choose Your Cover

Protect the skin you're in.

Each year, approximately one million skin cancers are detected. Scientists believe that reducing exposure to the sun's ultraviolet (UV) rays can decrease the risk of skin cancer.

Americans want to know how they can protect their skin while still having fun outdoors. Meteorologists can play an important role in giving Americans the information they need to protect themselves from UV rays year-round.

Inside is information you can give your viewers to help them protect themselves from the sun.

Simply Choose Your Cover.

Choose Your Cover

More and more people are looking for ways to protect themselves from the sun's UV rays. Fortunately, there are many year-round options to protect one's skin. So let viewers know about these sun-protection tips.

Rub It On

Remember to bring sunscreen everywhere, not just to the pool or beach. Many burns occur when outdoor activities last longer than expected. Use a sunscreen with a sun protection factor (SPF) of at least 15, generously apply it 30 minutes before going outdoors and reapply it frequently throughout the day, especially after swimming or exercise. For people who don't like lotions, there are other varieties: creams, gels, wipes, and sprays.



Avoiding the sun during the midday hours provides the best defense against skin cancer. However, if you can't avoid the midday sun, remember that choosing a cover can protect the skin you're in.

Seek Shade

Whenever possible, avoid the midday sun when UV rays are the strongest and do the most damage. When you're outdoors, trees, beach umbrellas, or tents are good sources of shade. Use these options to prevent a burn, not after you need relief. If you can't avoid the midday sun or find shade, at least try to take a break from the sun during the day.



Use Your Head

Not all sun protection comes in a bottle. So it's smart to use your head when you're out in the sun. Up to 80 percent of skin cancers occur on the head and neck, so a wide-brimmed hat is a great way to shade your face, ears, scalp, and neck from the sun's rays. A hat with a four-inch brim provides the most protection. If you choose a baseball cap, also use a sunscreen with an SPF of at least 15 to protect your exposed ears and neck.



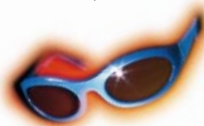
Shield Your Skin

When you're enjoying your favorite outdoor activities, it's important to shield your skin. A shirt, beach cover-up, or pants with a tight weave are all good choices for cover. Keep in mind, however, that a typical T-shirt usually has an SPF that is much lower than the recommended SPF 15. So add some shade or sunscreen — especially if your clothes don't completely cover your skin.



Grab Your Shades

Grabbing a pair of shades is more than cool, it's also the best way to protect your eyes from harmful UV rays. Sunglasses protect the tender skin around the eyes and reduce the risk of developing cataracts. For maximum protection, look for sunglasses that block both UVA and UVB rays. And try wrap-around lenses, which keep UV rays from sneaking in at the sides.



www.cdc.gov/ChooseYourCover