



## DID YOU KNOW?

The sun's rays can cause damage to everyone's skin in varying degrees. Mature skin produces Melanin, the natural skin defence against the harmful UVA and UVB rays. Because your baby needs time to build up her natural defence systems which includes Melanin production, she needs special sun protection products.

# Your babycare guide to SUN PROTECTION

## WHY DOES YOUR BABY NEED SPECIAL SUN PROTECTION?

Your baby's skin is more delicate and prone to irritation than adult skin because her skin barrier is still developing during the first years of life. Baby epidermis, the top layer of the skin, is around 20% to 30% thinner than adult skin and has not yet fully built the protective layer of Melanin, which makes sun exposure more harmful and every day sun protection very important. This is why, with the help of dermatologists, we have developed our:

## JOHNSON'S® SUNCARE TRIPLE SUN DEFENCE TECHNOLOGY, WHERE:

- 1** Photostable UVA filters help to protect against the long term effects of the sun.
- 2** Photostable UVB filters help to protect against the immediate effects of the sun.
- 3** Gentle non-greasy moisturisers and Vitamin E help to keep delicate skin moisturised, soft and supple.

## JOHNSON'S® SUNCARE BABY CREAM & LOTION SPF50+

- ✓ Photostable (UVA)UVB protection
- ✓ SPF 50+ Very High protection
- ✓ Mild and gentle formula
- ✓ Enriched with Baby moisturisers & Vitamin E
- ✓ Dermatologically tested
- ✓ Hypoallergenic\*
- ✓ Water & Sweat resistant

\*formulated to minimise the risks of allergy



## SUNNY TIPS

UVB rays are responsible for the short term harmful effects of the sun, while UVA rays can cause longer term effects. Make sure you choose a sunscreen that protects against UVA and UVB rays.

Be aware that sun damage could happen anywhere not only at the beach: during a sunny day while your baby is outdoor in the stroller, or even while being at the park on a cloudy day.

Water, snow and sand reflect the sun, which can magnify the sun's effects.

Choose photostable sun protection products, which are specially developed for your baby's delicate skin and have a sun protection factor (SPF) higher than 25 (high protection).

Use a generous application of sunscreen, from the tips of ears to the tops of feet.

Reapply sunscreen to your baby every two hours, or more frequently if she has washed, rubbed or sweated it off.

Ideally keep your baby out of direct sunlight, especially between 11am and 3pm when the sun is highest.

Play in the shade. Use protective clothing, a hat, and UV-protective sunglasses. A canopy or an attached umbrella to the baby-stroller is a must.

Available at:   