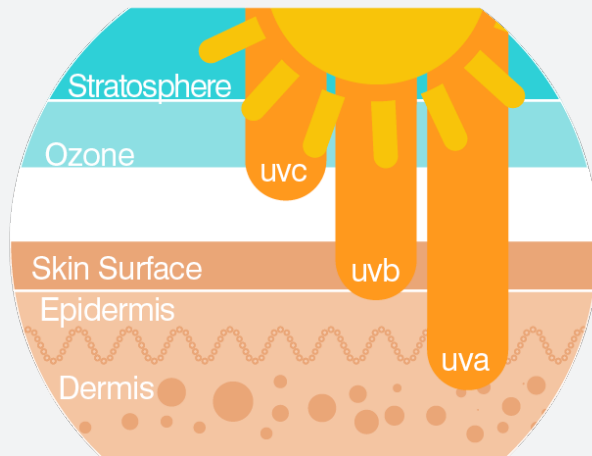


Skin Cancer is the most common form of Cancer in Canada. Over 80,000 Canadians will get skin cancer each year.

The leading cause of skin cancer is exposure to harmful UV Rays from the sun.

Therefore, it isn't surprising that those who work outdoors are 6 TIMES more likely to develop skin cancer than the general public.



The sunlight that reaches us is made up of two types of harmful rays: long wave Ultraviolet A (UVA) and short wave Ultraviolet B (UVB).

Unprotected exposure can lead to premature skin aging and wrinkling (photoaging), and suppression of the immune system. UVB rays

will usually burn the superficial layers of your skin. It plays a key role in the development of skin cancer. The intensity of UVB rays vary by season, location and time of day, with 10AM to 4PM being the peak hours.

### THE SCOOP ON SUN PROTECTION FACTORS (SPF)

#### spf rating / uvb protection

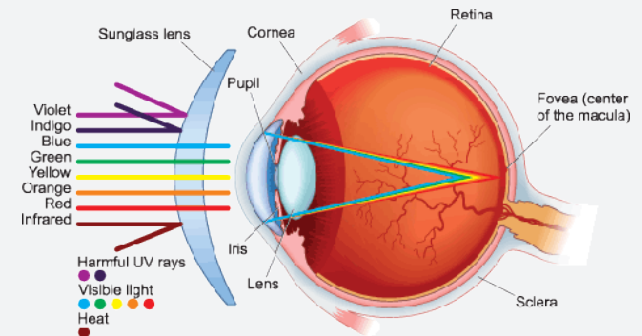


SPF stands for sun protection factor. Sunscreens are classified by an SPF number which refers to their ability to deflect UVB rays. The SPF rating is calculated by comparing the amount of time needed to burn sunscreen-protected skin vs. unprotected skin.

Use a broad spectrum suncream with SPF of 30 or higher to protect not only against sunburn, but reduce the risk of skin cancer and premature skin aging caused by the sun.

### REMEMBER TO PROTECT YOUR EYES AS WELL!

While ultra violet light is harmful for the skin, it might also result in very dangerous and painful medical conditions which affect the eyes. Doctors have estimated that prolonged exposure to UV light increases the risk of cataracts, glaucoma, and a number of other conditions.



Not all sunglasses offer UV protection, so be careful to choose a pair which offers 100% UV protection to the eyes. The color of the sunglass lens is not evidence to the fact that it provides UV protection. A dark sunglass lens might offer better visibility or glare protection, but that does not necessarily mean it has been properly UV treated to provide protection from the sun.