



Don't get burned – be smart in the sun

Sun exposure is the leading cause of skin cancer – and it's also to blame for up to 90% of the visible signs of aging.* But you don't have to shun the sun completely. Just be smart about the time you spend outside on sunny days.

Block it out

Wear sunblock with SPF 30 or higher – every day, and on every body part that's not covered by your clothes. And remember: If you can see light through the shirt you're wearing, UV rays can get through, too.

Don't let the forecast fool you

You don't have to be at the beach to burn, and summer's not the only time when sun safety matters. Sun damage adds up day after day – even when it's cloudy – so make sun protection part of your everyday routine.

Check your shadow

Not sure if it's a good time to hang outside? Use the shadow rule. If your shadow is shorter than you are, it means the sun's harmful rays are at their strongest – and it's time to head for the shade.

READY TO ENJOY SUN SAFELY?

Visit kp.org/sunscreen and follow us [@kpthrive](https://twitter.com/kpthrive).



*Skin Cancer Foundation

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