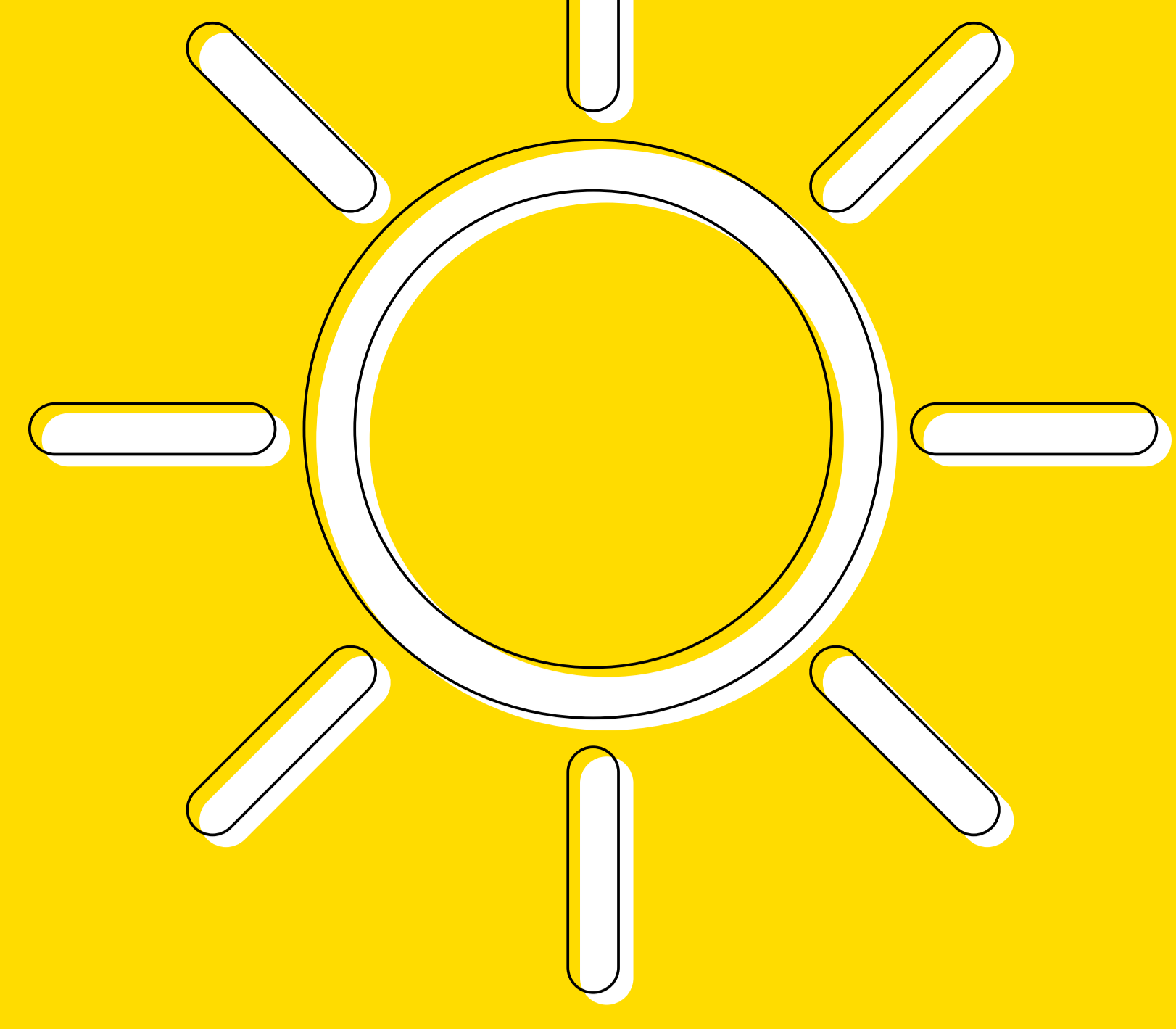
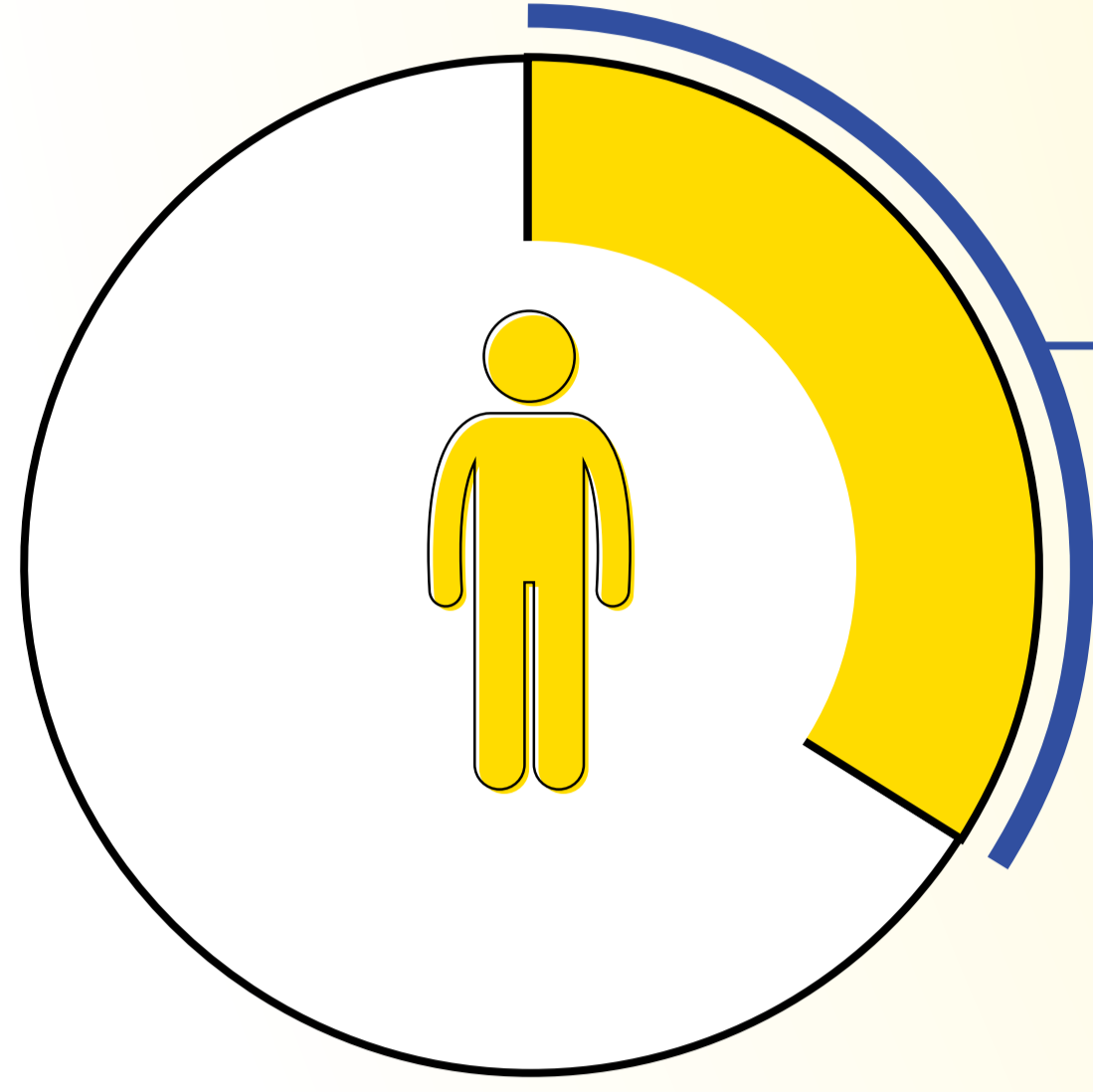


# Just 1 sunburn

can increase a person's risk for skin cancer.



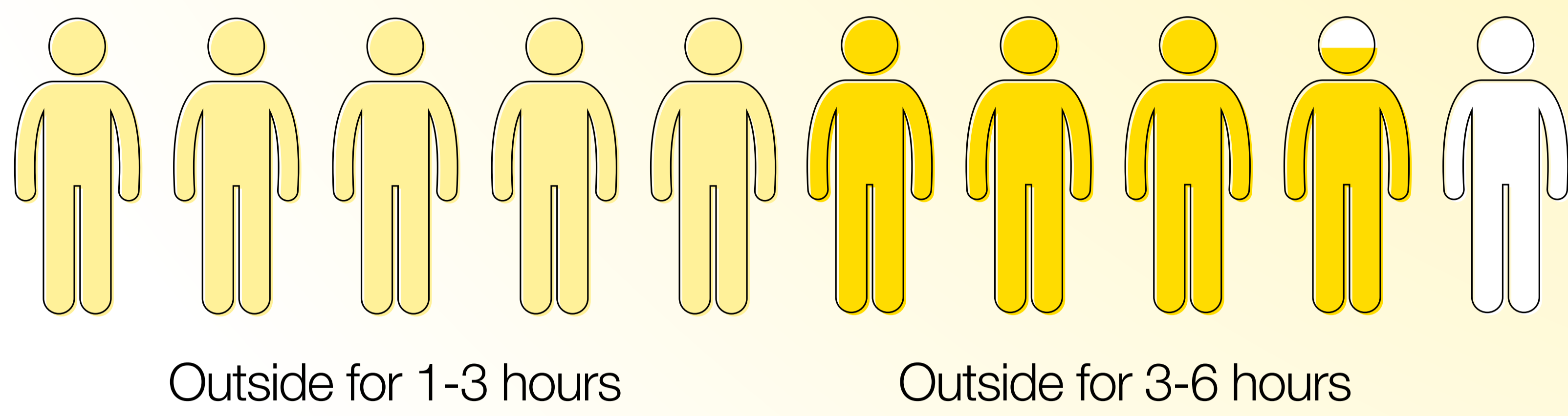
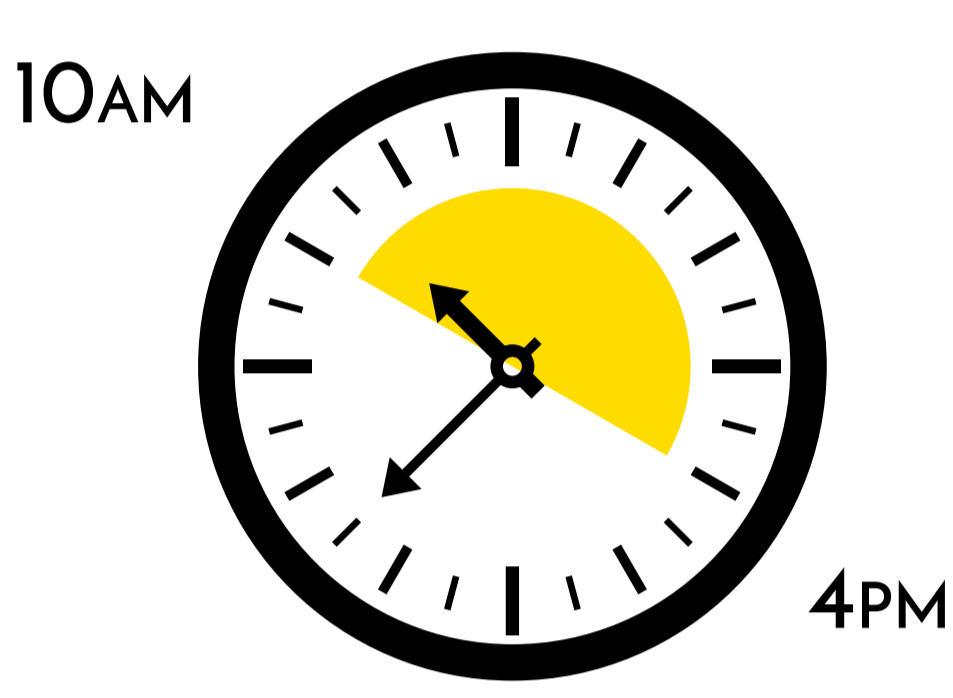
## Sunburn Incidence in the U.S. Remains High



**34% of adults** experience at least 1 sunburn each year.<sup>1</sup>

Sunburn prevalence is even higher among adults aged <30 years (47.2%) and non-Hispanic White adults (42.6%)<sup>2</sup>

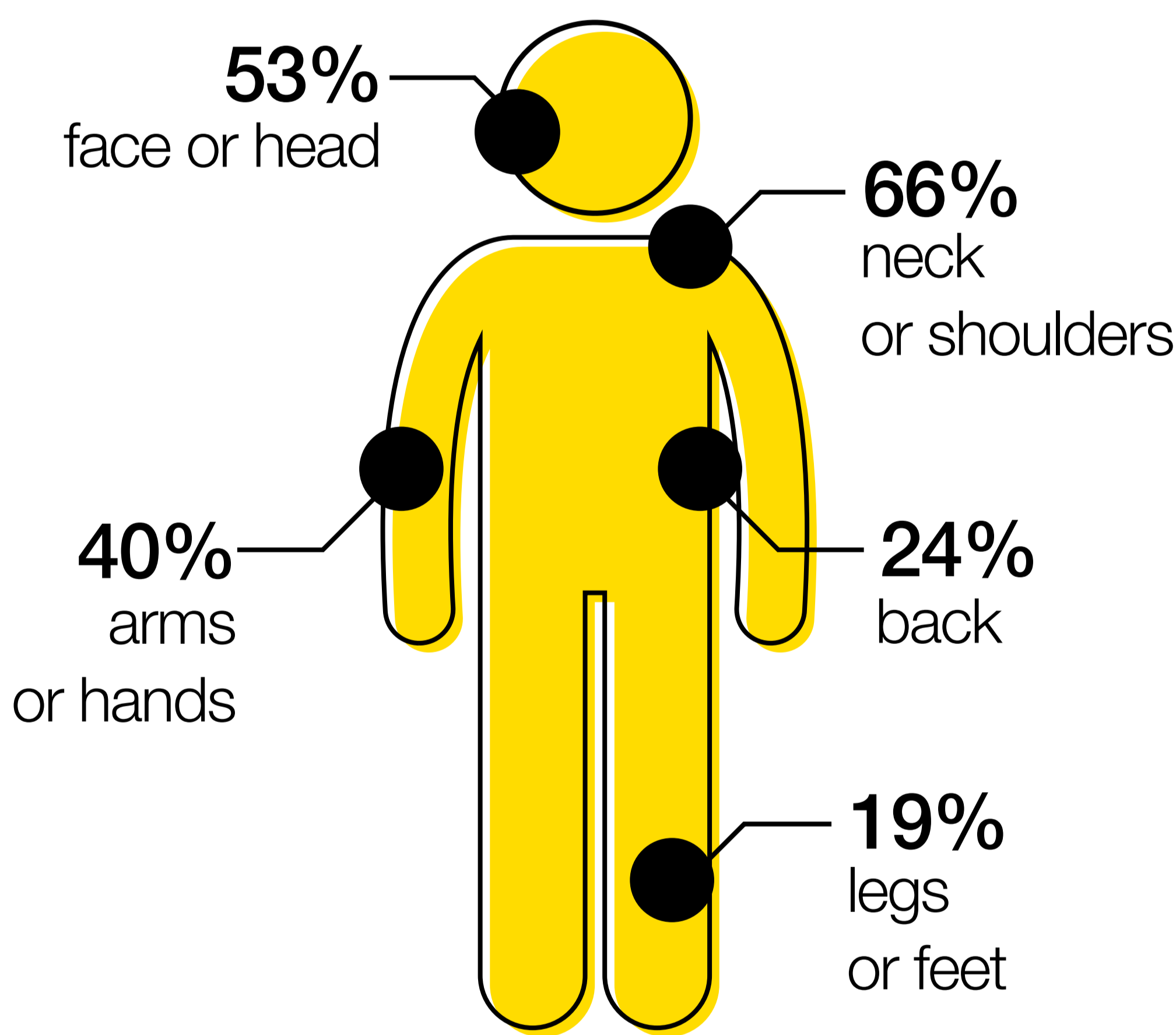
## Americans need to improve sun safety behaviors during peak exposure periods



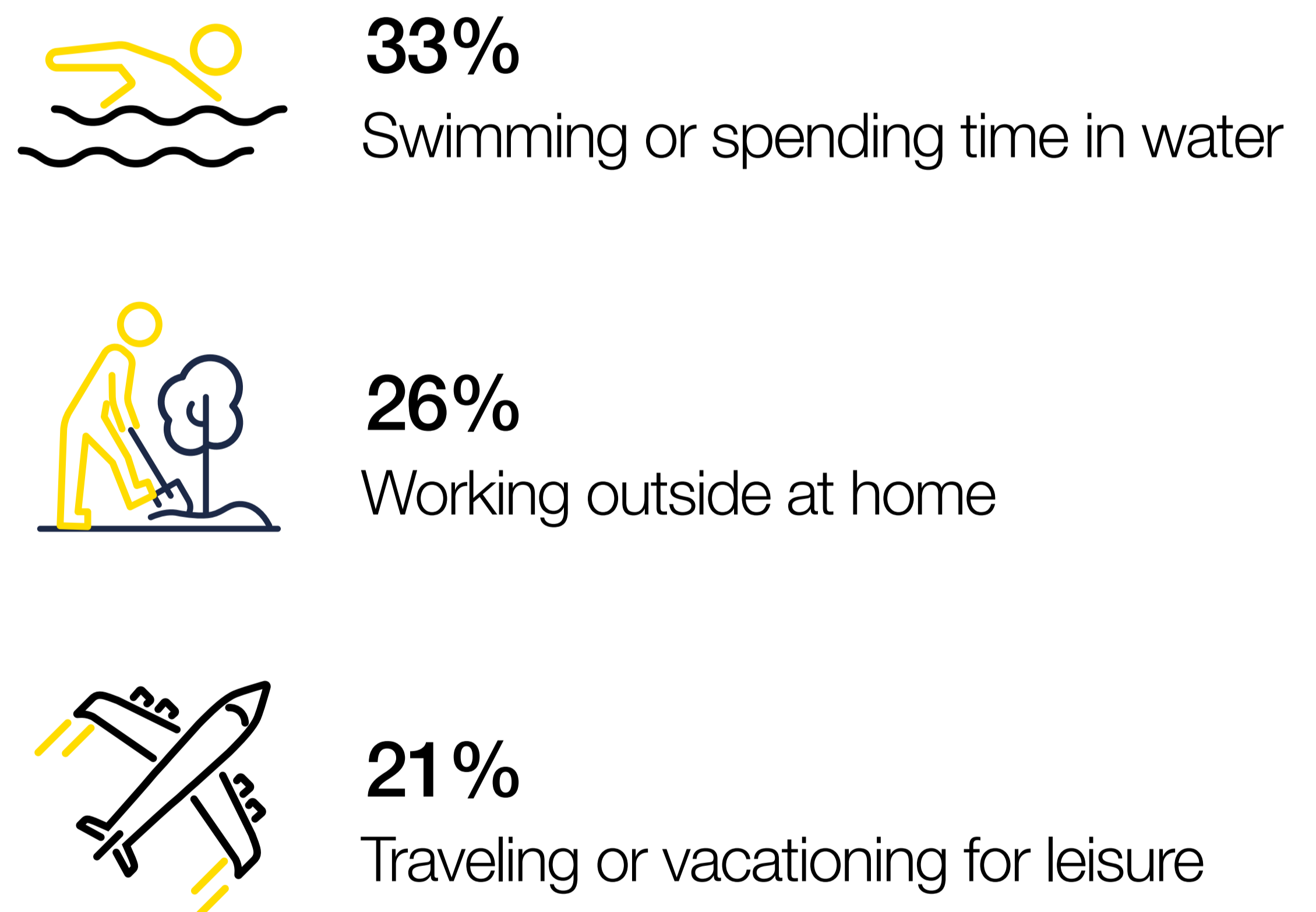
**Half of respondents** were outside for >1 hour (up to 3 hours)<sup>2</sup>

**38.9%** were outside for >3 hours (up to 6 hours)<sup>2</sup>

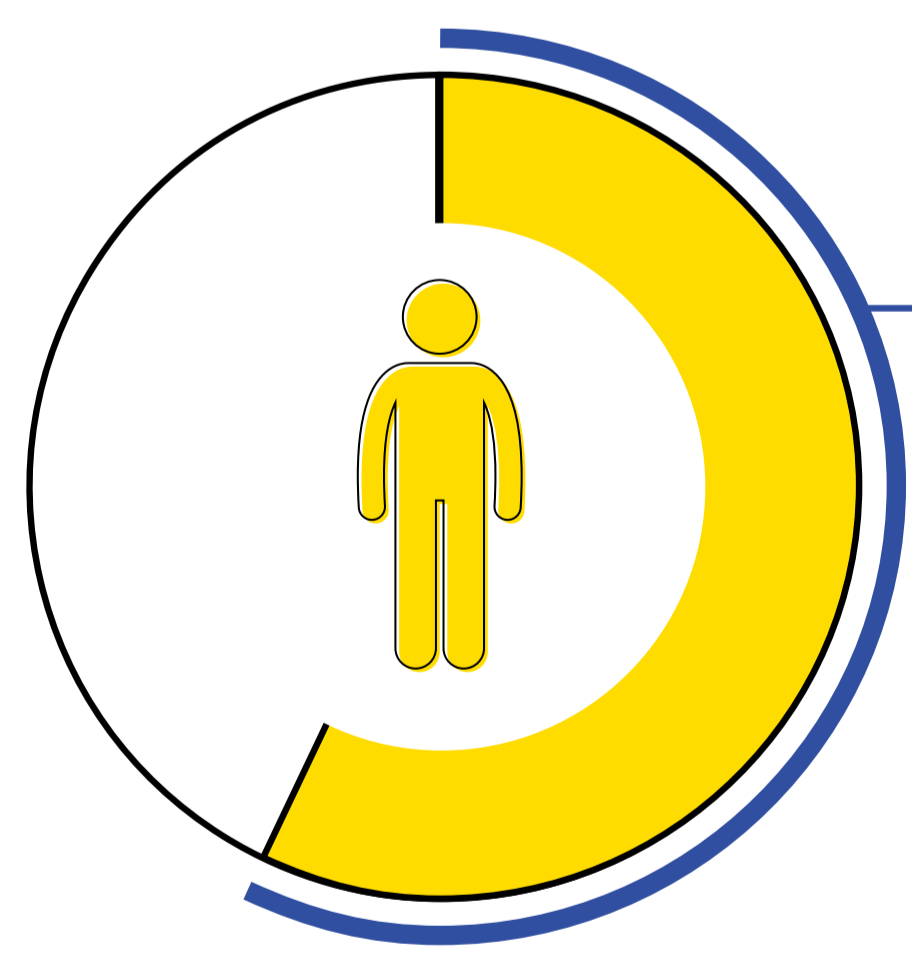
### Most frequently reported sunburn location:<sup>2</sup>



### Most frequently reported activities resulting in a sunburn:<sup>2</sup>



## Sunburn rates have not improved in teens



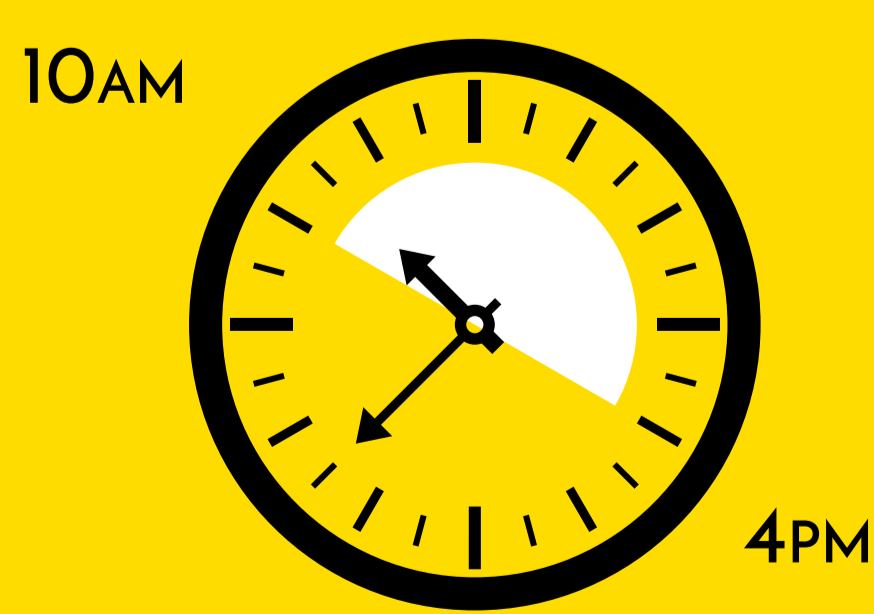
**57% of high school students** reported being sunburned in the last year<sup>3</sup>



**16 high school students** get a sunburn every minute<sup>3</sup>

## Sun Protection Basics

Apply sunscreens liberally and frequently and remember to:



**Limit time in midday sun**  
UV rays are most intense at mid-day - take precautions if you are out and about.



**Dress in protective clothing**



**Be shade smart**  
Being under a shelter doesn't provide 100% sun protection!

Brought to you by **Neutrogena**

References:  
1. Holman DM, Ding H, Berkowitz Z, Hartman AM, Perna FM. Sunburn prevalence among U.S. adults, National Health Interview Survey 2005, 2010, and 2015. *J Am Acad Dermatol.* 2019;80(3):817-820. 10.1016/j.jaad.2018.10.044.  
2. Holman DM et al. The Context of Sunburn Among U.S. Adults: Common Activities and Sun Protection Behaviors. *Am J Prev Med.* 2021 May ; 60(5): e213-e220. doi:10.1016/j.amepre.2020.12.011.  
3. Kann L, McManus T, Harris W, et al. Youth Risk Behavior Surveillance - United States, 2017. *MMWR Surveill Summ* 2018;67 (No. 8): p101.