



Designed by Parents for Children

KoolSun Supports 'Sun Awareness Week' 5 May 2008

KoolSun, the 'One Stop Holiday Shop' that offers an extensive range of UV protective swimwear and accessories for babies and children, is supporting Sun Awareness Week and has compiled a useful list of tips about how to protect babies and children from the sun this Summer.

This year, Sun Awareness Week starts on 5 May and is organised by many of the leading cancer charities including Cancer Research UK and the UK Skin Cancer Working Party (affiliated with the British Association of Dermatologists).

This high profile week aims to raise awareness of the dangers of even short-term exposure to the sun. Although it may still feel like Winter in the UK, it won't be long before the sun's rays are at their strongest and parents must ensure that their children are well-protected at all times.

KoolSun was established in 2001, after two mothers Liz Gearing and Rachel Payne were unable to find any suitable sunsuits for their children. Liz Gearing, having spent five years living in Australia before moving back to the UK, learnt that Britain has more deaths from skin cancer than Australia - a country where a 20 year long campaign of sun awareness has successfully seen the incidence of melanoma in the younger generation drop for the first time.

In fact, the most serious form of skin cancer, malignant melanoma, affects over 7,000 people in the UK, with around 1,600 deaths a year. And children's skin is particularly vulnerable. Evidence suggests that intense exposure to sun during childhood can increase the risk of developing skin cancer in later life, which means that extra care must be taken to protect babies from the sun.

KoolSun's range of UV protective swim wear and hats ensure that babies and children are shielded from the sun's dangerous rays. By using high quality sun creams, such as KoolSun's 'once-a-day' sun cream, parents can ensure that their child's skin is covered for up to eight hours. Finally, wearing a pair of KoolSun's UV protective sunglasses will ensure that children's eyes are never exposed to the sun's ultra violet rays.

Every year, Liz Gearing and Rachel Payne from KoolSun, visit local primary schools within Surrey during Sun Awareness Week, to raise awareness of the dangers of the sun during school assemblies. For details about the school visits or for further information about KoolSun, please contact Shoshana at Fuse Communications on 020 7586 9494 or email shosh@fusecommunications.co.uk

KoolSun's Top 10 Tips for Keeping Babies & Children Safe from the Sun

1 KNOW THE SHADOW RULE

If your shadow is longer than you are, then you are safe from the sun. When your shadow is shorter than you are, the sun can burn you.

2 WEAR THE RIGHT CLOTHING, EVERYDAY

Dress children in cotton clothing that is baggy, close-weave and cool. Over-sized t-shirts are good for covering most of their skin. Don't put children in vest tops or sundresses if they are spending time outdoors. Shoulders and the backs of necks get easily burned.

3 ALWAYS USE SUNSCREEN, BUT REMEMBER IT WASHES IT OFF

Apply factor 15+ sunscreen 15-30 minutes before children go outdoors. Then re-apply generously once outside to ensure good coverage. Don't forget their shoulders, nose, ears, cheeks and tops of their feet.

4 NEVER FORGET, YOU CAN BURN IN THE UK

The great British sun is more than capable of burning a child. Take extra care at home as well as abroad.

5 WEAR SUNGLASSES & HATS

Buy good quality wrap-around sunglasses for children, as soon as they can wear them. Sunglasses don't have to be expensive, but they need to have UV protection. Never buy toy sunglasses. The British standard is 1836:1997

If children refuse to wear sunglasses, encourage them to wear hats with brims. The wider the brim, the more the skin will be shaded from the sun.

6 DON'T FORGET SCHOOL TIMES

Remember play times and lunch breaks on Spring and Summer school days too. Give children a hat to take to school and if they can't apply sunscreen at school, cover their exposed skin with a factor 15+ sunscreen before they go.

7 ENSURE BABIES ARE KEPT IN COMPLETE SHADE

Babies must be protected from the sun at all times: under trees, umbrellas, canopies or indoors. KoolSun's 'RayShade', a UV protective stroller sun shade, is an ideal way to protect infants under 6 months old (whose skin is too sensitive to use most sunscreen lotions).

8 KNOW THE MOST DANGEROUS SUN EXPOSURE TIMES

We all know that between 11 and 3, we must sit under a tree, but it's surprising how many people forget. The sun is most powerful at around midday.

9 ALL CHILDREN MUST BE PROTECTED FROM THE SUN

Like adults, children with fair or red hair, pale eyes or freckles, are at most risk. However, all children, no matter what their complexion, must be protected whenever exposed to the sun.

10 BY TEACHING CHILDREN GOOD HABITS TODAY WILL HELP THEM AVOID PROBLEMS IN LATER LIFE