

**“SUNCARE 2020: CHALLENGES AND
FUTURE IMPERATIVES FOR
IMPROVING SUNCARE FOR
AMERICAN CONSUMERS”**

**Summary of Insights and Recommendations
FIRST ANNUAL SUNCARE SYMPOSIUM**

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The Yale Club of New York City

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PURPOSE

The goal of the Suncare 2020 Symposium was to bring together a select group of thought leaders and stakeholders to capture ideas and vision on the current and future suncare environment, and to assess areas in which the need for public education and collaborative solutions remain. The ultimate goal is to provide insights to the public and industry for a changing suncare environment.

I. LIST OF PARTICIPANTS

MODERATOR

DR. DAVID J. LEFFELL

Yale University School of Medicine

SPEAKERS

J. WALKER SMITH PhD

The Futures Company

JOHN BAILEY PhD

Personal Care Products Council

ZOE DIANA DRAELOS, MD

Clinical Dermatology Center

PATRICIA AGIN, PhD

COPPERTONE® Solar Research Center

RITU SAINI, MD

Skin Cancer Foundation

ATTENDEES

SUE GORHAM

SHADE Foundation

LUKE HALL-JORDAN

*Environmental Protection Agency,
SunWise Program Educator*

STEVEN Q. WANG, MD

Memorial Sloan-Kettering Cancer Center

SUSAN CAMBRIA, CRNA, APRN, MPA

Nurse Anesthetist

ALBERT LEFKOVITZ, MD

Mount Sinai School of Medicine

DAVID E. BANK, MD

New York State Society of Dermatology

KAREN BURKE, MD, PhD

Cosmetic Dermatology Manhattan

TOM DONOGHUE

Medical Society, State of New York

CATHERINE SAINT LOUIS

New York Times

MELINDA BECK

Wall Street Journal

LIESA GOINS

WebMD

II. OPENING REMARKS BY DR. DAVID J. LEFFELL

Skin cancer is an epidemic. An interdisciplinary effort between the medical, academic, governmental and research spheres is needed to curtail this often preventable disease. It is our hope that the dialogue generated here from the cross-pollination of key opinion leaders will help to clarify areas for improvement in understanding how the evolving science of sun care can better meet the needs of consumers. It is imperative to utilize this conversation as a platform for education to facilitate a change in behavior with regard to sun protection.

Dr. David J. Leffell

*David Paige Smith Professor of Dermatology and Surgery
Yale University School of Medicine*

III. FINDINGS

Following is the summary of major findings from the first Suncare Symposium.

A KEY OBSERVATIONS REGARDING CONSUMER TRENDS

The psyches of American consumers seem to be evolving, signaling the need for the suncare landscape to shift its approach on how it educates and encourages adoption of healthy behavior.

Living with risk is an increasing reality for today's consumers. The uncertain economic environment has caused Americans to develop "coping" skills along with an increased and conscious effort to manage risk in their lives. In addition, the Internet has cultivated the rise of the "professional consumer", individuals who are leveraging the Web as well as peer opinions to make informed decisions about purchases. This confluence of forces is creating a new dynamic that includes evolving personal identities, shaping a risk-aware generation and providing insights for closing the gap between suncare knowledge and appropriate behavior.

CONSUMER ATTITUDES REGARDING SUNCARE

A mismatch exists between knowledge and attitudes in suncare, creating an obstacle for adopting healthy behaviors. The sun feels good, in spite of the consumer awareness that sun damage occurs and may become a more significant problem.

The concept of long-term planning for healthy skin is often difficult to internalize. Protecting skin from sun damage is akin to retirement planning: consumers are generally resistant to farsighted goals instead favoring short-term payoffs. Sun protection is a cumulative behavior with significant long-term benefits, but little immediate payoff beyond avoiding sunburn.

Motivating adult behavior requires a new model of affirmation in protective behaviors. Fear-based approaches don't work. Instead, it's imperative for the suncare industry to reshape its communication platform using incentive-based messages to encourage and empower consumers to take control of their healthcare.

THE ATTRIBUTION MODEL CHANGES CONSUMERS' SELF- PERCEPTIONS

Empowerment is a successful model to help consumers redefine themselves as risk-aware people who take preventative steps to protect their health. Below is a five-step process to create an effective new communications platform:

1. Create a personal connection to behavior change with education and positive choices.
2. Enable consumers to take action by empowering them to own “staying healthy”.
3. Emphasize that no easier alternative actions exist.
4. Change the incentive structure. Persuade consumers that they have control and are able to mitigate health risks.
5. Show the consequences of inaction.

Transforming behavior via empowerment provides consumers the capacity to act, helping to reshape their perceptions and to willingly adopt, over time, sun protective behaviors as a part of their daily lifestyles. Aligning suncare education with consumers' existing self images will empower them to make healthy choices, benefiting their skin and overall well-being throughout their lives.

RECOMMENDATIONS OFFERED DURING THE SUNCARE 2020 SYMPOSIUM

- Tailor the message to engage and benefit a wide variety of American demographics (preventing premature skin aging, protecting children's skin safety and suncare).
- Elevate additional valuable benefits of sun safety behavior (novelty, convenience, innovation) to tap into consumers' desire for new experiences.
- Early childhood education offers best hope to influence behavior of younger generations who haven't already embraced tanning or unprotected sun exposure habits.
- Create larger dialogue around healthy skin needs (i.e. shade, sun-protective clothing, moisture, nutrients, sunscreen).

KEY INSIGHTS

- Empower consumers to help change behavior (self, families) through new suncare attitudes. Emphasize the payoff of today's choices to bettering tomorrow's skin health.
- Begin with the Influentials – remind women of their existing capacity as “risk-aware” caretaker, professional consumer and “Chief Medical Officer” roles and empower the ability to incorporate suncare wellness into family dynamics.
- Target Boomer women – align message with evolving identity as professional consumer, advisor roles. Reframe suncare message by emphasizing sun's aging effect and that UVA rays penetrate skin year-round.
- Longer life span means more cumulative sun exposure ... protective behaviors beneficial to extend the life of healthy skin.

B DISPELLING SUNCARE MYTHS... PROMOTING “BETTER SUNCARE FOR LIFE”

Despite mass efforts by news and other organizations, myths and misinformation abound in the consumer mindset about the risks of tanning, the best way to get Vitamin D and the real damage cumulative sun exposure poses to long-term health. Further, different attitudes and behavior toward suncare exist among the cultural and generational fabric of our country, presenting an opportunity to hone our message to ensure that it resonates.

A more focused effort is needed to simplify complex suncare issues and to help the American public understand that adopting better suncare habits is an extension of a healthy lifestyle, similar to seatbelt usage.

RECOMMENDATIONS OFFERED DURING THE SUNCARE 2020 SYMPOSIUM

Better role models who embody good health are needed to educate the public and dispel long-held myths that can pose serious long-term health risks including:

- The notion of getting a base tan is a myth. Tanning causes DNA damage to your skin and can release endorphins similar to drug and other addictions. Avoiding tanning from the sun as well as in tanning beds is the safest route to long term skin health. Vitamin D absorption by individuals varies widely by altitude, age, diet, skin type, environment, which are all factors in individual recommendations. The dermatology community agrees that oral supplements are the best alternative.
- Beginning education efforts with children in schools is of primary importance. Sunscreen usage should be taught as part of daily, healthy hygiene, much like brushing teeth.

KEY INSIGHTS

- Communicating the benefits and steps to reduce the signs of premature skin aging may be a more effective message for some consumers than avoiding skin cancer
- Cultural and generational differences include different attitudes and behaviors regarding suncare

C

FUTURE TRENDS IN SUNCARE

A global shift has occurred in the personal care products realm and the lines are blurring between the characteristics of cosmetics and drugs. Countries are moving toward agreement around international standards for testing, labeling and measuring formula performance to help ensure greater consistency worldwide.

Consumer interest in suncare has experienced a paradigm shift, from focusing on the acute effects of UVB rays, such as sunburn, to worrying about more long-term effects from UVA rays, including premature skin aging. The sun's UVA rays penetrate more deeply, helping to create fine lines and wrinkles – a negative marker of sun-worshipping that may arise earlier and thus create more awareness among consumers. Interest in providing additional benefits beyond sunburn prevention -- like antioxidants to help supplement skin's defenses-- is reshaping strategies to create formulas with improved skin feel to promote daily use of sunscreens. The benefits of science – including new formulations, ingredients and improvements in the aesthetics of sunscreens – offer an opportunity to better meet the needs of consumers. The enactment of the FDA's Final Monograph will specifically address new, effective ingredients which will further support this product development strategy.

RECOMMENDATIONS OFFERED DURING THE SUNCARE 2020 SYMPOSIUM

- Tailor and simplify the message to ensure broad understanding among consumers of ease in changing suncare behavior.
- Target generations, cultures and simplify complex issues of suncare with visuals, tools and memory aids.

KEY INSIGHTS

- Moderation may resonate best with consumers. Avoiding the outdoors is not plausible; it's more realistic to encourage managing the time spent outside safely.
- Realistic behavior change comes from a holistic sun protective strategy -- sunscreen minimizes your risk but other sun protection tools (i.e. proper clothing, hats, sunglasses, and avoidance of midday sun) must be used.
- Manufacturers need to create innovative products to empower consumers to adopt preventative health behavior tailored to their needs and lifestyle.



REGULATORY LANDSCAPE CHANGE AND POTENTIAL IMPACT ON CONSUMER SUNCARE UNDERSTANDING

The original U.S. Monograph governing sunscreens was published in 1978, creating the suncare category worldwide. In 2007, the Food and Drug Administration (FDA) announced proposed changes to these guidelines to standardize claims, testing and other aspects of sunscreen products and it expects to finalize the rule this year.

The FDA is a science-based agency carefully weighing benefits and risks and requires incontrovertible scientific fact as a basis for changing the Monograph. One such area in need of clarity includes anti-aging and anti-cancer claims that have proliferated recently in the “cosmeceutical” realms. FDA does not currently allow such claims and may choose to disallow them under its Monograph ruling.

The lack of trust in government and industry has risen among consumers and the result is a distorted perception of the benefits that the FDA and sunscreen industry offer.) One such topic of concern is nanotechnology, which involves the deposition of tiny particles of physical sunscreen ingredients (such as zinc oxide or titanium dioxide) on the top layer of skin to deflect and scatter the sun’s rays. The FDA is currently examining the safety of nanotechnology in sunscreen products.

The topic of sunscreen ingredients is complex and as a result, remains a popular area for attack. “Watchdog” groups often reach alarmist conclusions without sufficient data to support a conclusion that is clearly not founded in science. Such approaches create unwarranted fear among consumers and can result in a lack of vigilance regarding sun protection and in a perpetuation of generally unhealthy behaviors. The challenge for the FDA with this Monograph is to convey context for the American public, who are not trained to understand such complex issues and to communicate them in clear language.

In addition, it’s important to understand the nuances of how sunscreen microparticles act individually in formulation and how they act on skin’s surface. Skin is not smooth like glass but has peaks and valleys. As a result, particles in formulations may collect together and/or leave gaps as they are distributed across an uneven skin surface, making it challenging to formulate products that provide optimal coverage.

THE PENDING FDA ACTIONS... CHANGES CONSUMERS MAY SEE

- Expected Final Monograph will govern both UVA and UVB protection...helping consumers better understand sun care products.
- The approval of additional sunscreen filters will further innovation and benefit efforts to personalize and customize formulas to meet consumers' changing needs.
- Skincare and sun care products may be much more limited in using anti-aging and prevention of skin cancer claims under the new Monograph.

RECOMMENDATIONS OFFERED DURING THE SUNCARE 2020 SYMPOSIUM

Leverage market change (FDA Monograph) to reframe sun care category for consumers ... encourage broader adoption of healthy skin habits:

- Clarify benefits of new ingredients, testing/performance technologies ... use visuals to demonstrate, simplify benefits
- Redefine sunscreen to emphasize additional benefits ... personalize to highlight novelty, encourage consumer adoption

KEY INSIGHTS

- “The public is not...prepared or trained to understand [sun care] issues... the challenge is to find a better way to communicate relevant concerns.”
- “Everybody brings a perspective to the table; it's important to continually seek ways for consumers, the activists, the industry, the political arena...to collaborate to resolve issues.”

E**PROTECTING YOUNGER GENERATIONS:
DEVELOPING SUN PROTECTION HABITS EARLY**

A long history of media glorifying tanning has perpetuated the myth that tanned skin symbolizes health and beauty. For this reason and others, the incidence of skin cancer is increasing particularly as many still visit tanning beds. The Foundation is leading anti-tanning advocacy at the federal level to levy stricter regulations on tanning beds. In addition, the “Go with Your Own Glow” campaign has aided young women in embracing their natural skin color, sending the message that tan skin does not determine self-esteem.

Such efforts are critical to educating younger, more impressionable generations about preventative skin health and to offering the best option for changing the public mindset and behavior. Other initiatives that may benefit kids include following Australia’s “no hat, no play” law. American children play at midday recess when UV rays are at their highest, creating a health risk for their skin. Legislation and increased awareness will help to alleviate this problem. In addition, developing health class curriculum, such as through books and games, will help children educate their parents and families about the dangers of the sun, skin cancer risks and the benefits of sun protection.

RECOMMENDATIONS OFFERED DURING THE SUNCARE 2020 SYMPOSIUM

Remind consumers of examples to safely enjoy the sun while avoiding damage via a holistic suncare strategy:

- Avoid strongest UV rays during 10 a.m. – 4 p.m. Instead seek shade.
- Employ sun protection tools and resources ... protective clothing, broad-brimmed hats, UV protective sunglasses.
- Wear broad spectrum sunscreen and reapply at least every two hours and as needed after swimming, sweating and toweling dry.
- Visit your dermatologist regularly or if skin changes.

IV. CLOSING CONSENSUS

1

Create Information to Prompt Behavior Change

2

Help Educate the Public on Navigating Expected Sunscreen Labeling and Product Performance Rules

3

Separate Myth from Reality

4

Tailor Education Efforts to Resonate with Generational and Cultural Needs

“Skin cancer is an epidemic, and yet it’s often a preventable disease. Unfortunately, many consumers still see challenges in adopting healthy suncare behaviors, either because they still believe a tan is attractive or because they don’t understand the risks of not protecting their skin. Knowledge is a powerful tool in empowering consumers.”

-- David J. Leffell, M.D., Symposium moderator