



Sun Awareness in Schools & Nurseries

Be Sun Aware and along the way earn money for your school!

At Pure and Gentle SkinCare we want to encourage schools, nurseries and pupils of all ages to be aware of the dangers of too much sun exposure and to teach children how to protect themselves from over-exposure in the sun. We aim to encourage classroom discussions, and can even help teachers set projects such as painting competitions. We can provide Fact Sheets (see samples on page 2) and quiz's to help start discussion and help generate awareness about how to protect yourself in the sun. We are going to launch a competition for all school children to enter, where they can submit a drawing of their interpretation of sun protection (clues will be provided on the competition entry form) and then these will be judged. A winner from each area will receive a prize and we will also notify the local press in the hope they will run the story.

We have put an e-pack together which includes everything you will need to get started. This includes:

- Fact Sheets
- Quizzes
- Material for painting competitions
- Leaflets and Order Forms

10% Offer

Should parents purchase products during the months May through to September from the Pure and Gentle SkinCare web site (www.pureandgentle.com), 10% of all proceeds from sales will be given to your school or nursery to spend as you wish. All parents need to do is write the name of their participating school or nursery in the comments box when ordering in the space provided. Or they can use the order form to purchase products, including UV protection clothing again 10% commission of all orders will go back to your school or nursery.

We are aiming to do this campaign to help raise awareness about sun exposure and Sun Awareness week each year. By partnering with local schools and nurseries, we hope to spread the word and educate more people about safe sun exposure.

For further information and to get your PTA or School Association involved please do not hesitate to contact us at marketing@pureandgentleskincare.com or telephone us Monday to Friday 0870 0422302.

Young Skin is delicate and vulnerable to damage, so protecting our skin when you're young can make a big difference to our health later on in life. So it is crucial to be SunSmart. All children and teenagers, no matter whether they tan easily or not, should be protected from the sun.

Ten tips for protecting children in the sun:

- Set good habits for the future - Teaching children safe sun habits while they are young sets a good pattern for later life.
- Remember you can burn in the UK - The Great British sun is quite capable of burning your child! Take extra care at home as well as abroad.
- Use shade - Keep babies in complete shade: under trees, umbrellas, canopies or indoors. Provide shade for prams and buggies, if possible.
- Cover them up - When outdoors, protect a baby's skin with loose-fitting clothes, and a wide-brimmed hat that shades their face, neck and ears.
- Wear sunglasses - Buy good quality, wraparound sunglasses for children, as soon as they can wear them. Sunglasses don't have to be expensive brands.
- Find hats they like - Encourage children to wear hats with brims, especially if they are not wearing sunglasses. The wider the brim, the more skin will be shaded from the sun.
- Use sunscreen wisely - Use at least a factor 15 sunscreen and choose a "broad-spectrum" brand that has a four or five-star rating. Apply to areas that cannot be protected by clothing, such as the face, ears, feet and backs of hands. Choose sunscreens that are formulated for children and babies' skin.
- Apply sunscreen regularly - Put some on before children go outdoors, then reapply often to be sure of good coverage.
- Don't forget school times - Remember play times and lunch breaks on summer school days too. Give children a hat to wear and, if they can't apply sunscreen at school, cover their exposed skin before they go.



Examples of fact sheets for nurseries, infant and junior schools for seniors designing a sun awareness campaign and more indepth literature about being careful in the sun

Also have a look at our awareness in natural skincare for children and teenagers 10% of all sales also will go to your school - this is runs all year.

Taking care of your skin needn't be as challenging as you think!