

the sun protection guide



a lifetime of healthy skin starts today

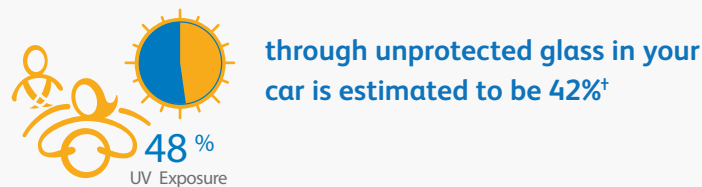
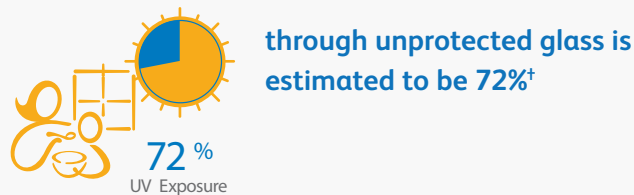
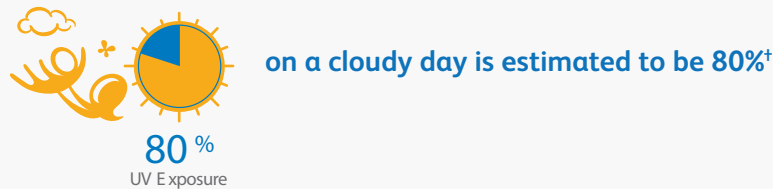
You can tell whenever you touch her: your baby's soft, smooth skin is special. And you're right.

Infants have more fragile skin than adults, so it takes a watchful eye and plenty of care to protect her from daily UV exposure. Establishing a proper sun routine can help protect those precious little arms, cheeks and toes*—to help give your baby healthy skin for life.

shining some light on sun exposure

When it comes to your baby's skin health, sunscreen isn't only meant for a day at the beach. That's because even on a cloudy day or under the shade of a tree, the mildest UV exposure can still have long-term effects on your baby's delicate skin. This phenomenon is called **incidental sun exposure**, and it's the kind of exposure that happens every day.

Did you know that the UV exposure that occurs...



[†]of the exposure that would occur in direct sun.



your baby's different, delicate skin:

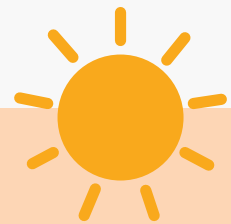
- An infant's skin is more vulnerable to UV rays.
- Damage from UV exposure grows over time—leading to wrinkling, toughening of skin, and freckling.
- Harm from sun exposure can be associated with skin cancer later in life.
- Some UV effects are partially irreversible, starting with a baby's very first year.

establishing a proper sun routine

Just the way that adults wear sunscreen lotion with SPF protection every day, your baby should have a specially designed sunscreen lotion, too.

The NO MORE TEARS® formula sunscreen lotion of **JOHNSON'S® Baby Daily Face & Body Lotion SPF 40** helps offer broad spectrum UVA / UVB protection from incidental sun exposure.*

*As part of a total prevention routine that includes avoiding direct sun and peak hours, seeking shade and wearing clothing, hat and sunglasses. Use a broad-spectrum sunscreen that is formulated especially for babies.



sun safety guidelines

- Keep infants under 6 months out of direct sunlight.
- Stay out of the sun from 10am to 4pm, when UV rays are at their peak.
- Always use a sunscreen made for children with an SPF of at least 15.
- Keep her covered with lightweight cotton sleeves and pants, a brimmed hat, an umbrella, and sunglasses.
- Don't forget about incidental sun exposure. UV rays reflect off sidewalks and other surfaces. They can do harm on cloudy days too.