

# Dd.

The  
Dermatology  
Digest

June 2024  
TheDermDigest.com

# Innovations. in Sun Protection



## FROM MINERAL TO CHEMICAL, OUR TECHNOLOGIES PROVIDE POWERFUL SUN PROTECTION WITHOUT COMPROMISING AESTHETICS



### MINERAL SUNSCREENS PURESCREEN+™ TECHNOLOGY

UP TO 30% LESS WHITENING THAN  
THE LEADING MINERAL SUNSCREEN

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- + Skin-caring ingredients<sup>1</sup>
  - Non-whitening, lightweight, clean feel
  - Suitable for sensitive skin

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PROVIDES PHOTOSTABLE BROAD-SPECTRUM  
PROTECTION AGAINST HARMFUL EFFECTS OF UV RAYS<sup>2</sup>



Helioplex® technology is stable under UV radiation and visibly combats free-radical generation



Maintains over 85% of UVA protection after 5 hours (simulated UV irradiation levels approximating 5 hours of midday sun exposure)<sup>1</sup>



## EXPLORE OUR SUNSCREEN PORTFOLIO

References: 1. Data on file, Johnson & Johnson Consumer Inc. 2. Cole C, et al. Poster presented at: the 64th Annual Meeting of the American Academy of Dermatologists; March 3-7, 2006; San Francisco, CA.



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**Featuring:**



**DORIS DAY, MD**  
Dermatologist  
New York City, NY

# Breaking Down Barriers to Regular Sunscreen Use



**HENRY LIM, MD**  
Former Chair  
Department of Dermatology  
Henry Ford Hospital  
Senior Vice President,  
Academic Affairs  
Henry Ford Health System  
Detroit, MI

Judicious use of broad-spectrum sunscreen is the cornerstone of any effective skin cancer protection strategy, yet many people still fail to follow this life-saving advice – despite decades of public health messaging.

Forgetfulness, time constraints, lack of motivation and interest, inconvenience of application, a desire to be tan, dislike of the feeling or appearance of sunscreen, cost, and the often-overwhelming amount of options top the list of reasons that people don't use sunscreen regularly.

Breaking down these barriers requires an individualized and multi-pronged approach to counseling.

The best sunscreen is the one your patients will use regularly, but some elements are non-negotiable. "We recommend a minimum standard of sun protection factor (SPF) 30 and broad-spectrum sunscreen in the U.S., but people with fairer skin can go even higher with SPF because of their increased risk for skin cancer," says Henry Lim, MD, former Chair of the Department of Dermatology at Henry Ford Hospital and Senior Vice President for Academic Affairs at Henry Ford Health in Detroit, MI.

SPF is a measure of how much UV radiation is required to produce sunburn on protected skin (relative to the amount of solar energy required to produce sunburn on unprotected skin). Broad spectrum means that the sunscreen offers effective protection against both ultraviolet A (UVA) and ultraviolet B (UVB) rays. Another measure, UVA protective factor (UVA-PF), is also used to evaluate the effec-

tiveness of sunscreen against UVA rays, which penetrate deeper and can cause pigmentary and photoaging changes.

## Decisions, decisions

Skin concerns can also help guide sunscreen choices, says Susan Taylor, MD, Vice Chair of Diversity, Equity and Inclusion in the Department of Dermatology and the Bennett L. Johnson, Jr., MD Professor at Penn Medicine in Philadelphia, PA.

Patients with sensitive skin should opt for physical or mineral blockers, such as titanium dioxide and zinc oxide, as these are less likely to irritate the skin than chemical sunscreens. For dry skin, sunscreens that hydrate and protect are optimal, and targeting dryness will increase adherence, she says. "Patients with oily or acne-prone skin should choose oil-free and noncomedogenic sunscreens."

Sunscreens come in sticks, powders, sprays, creams, gels, and lotions. "If you're on the dry side you might prefer a cream and if you're oily, try a lotion or gel," says Doris Day, MD, a dermatologist in New York City.

"It comes down to what the individual would be willing to use and use regularly, and that is usually a non-greasy, cosmetically elegant sunscreen that does not cause a white cast on the skin and is easy to apply," Dr. Lim says. Today's mineral-based sunscreens use tiny nanoparticles to minimize the chalky, white appearance.

Many people also fall short when it comes to reapplying sunscreen or applying enough to cover all sun-exposed areas. "SPF testing



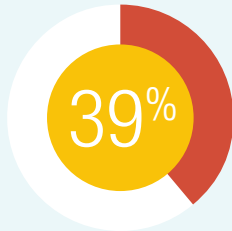
**COREY L. HARTMAN, MD**  
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## People don't wear sunscreen for many reasons\*:

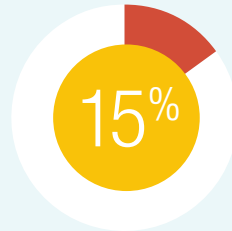
Regardless of ethnicity, people with lighter skin tones (Types I-III) are more prone to sunburn and skin cancer risk.<sup>1</sup>



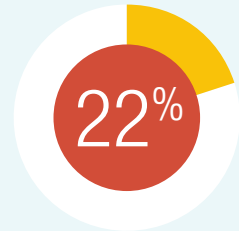
Less than half of US households bought sunscreen in 2022<sup>2</sup>



Over 50% believe they aren't exposed to the sun enough to need sunscreen<sup>3\*</sup>



15% don't like how sunscreen feels on their skin<sup>3\*</sup>



22% believe their skin type doesn't burn easily<sup>3\*</sup>

\* American consumers surveyed on behalf of RealSelf from March 13-19, 2020, among 1,997 U.S. women and men aged 18 and older.

**REFERENCES:** 1. Pichon LC, Landrine H, Corral I, Hao Y, Mayer JA, Hoerster KD. Measuring skin cancer risk in African Americans: is the Fitzpatrick Skin Type Classification Scale culturally sensitive? *Ethn Dis.* 2010;20(2):174-179. PMID: 20503899. 2. NielsenIQ Homescan | 2022 vs. py. 3. 2020 RealSelf Sun Safety Report. RealSelf website. <https://www.realself.com/news/2020-realself-sun-safety-report>. Published May 1, 2020. Accessed February 16, 2023.

of sunscreens is performed at a standardized density of two milligrams of sunscreen per square centimeter of skin – which is roughly one ounce to cover the entire body surface,” Dr. Lim says. “If a person is outdoors all day, apply sunscreen every two hours, but if they are just grocery shopping and spending most of the day indoors, applying it only in the AM is likely sufficient.”

### Meet your patients where they are

Skin cancer prevention may not resonate with all patients, but there are other ways to get everyone on board with regular sunscreen use. Many patients who seek cosmetic treatments are concerned about premature aging. To these patients, Dr. Day points out that “nothing looks more beautiful in your 50s than sun protection in your 20s.”

When counseling patients with darker skin about sunscreen use, the messaging should be about hyperpigmentation, adds Corey L. Hartman, MD, the Founder and Medical Director of Skin Wellness Dermatology in Birmingham, AL. “Any inflammatory skin condition like acne or eczema increases

risk for pigmentation issues, and that is what drives these patients in for treatment,” Dr. Hartman says. “They are more likely to be concerned about dark spots after acne or dark or light spots after eczema or seborrheic dermatitis,” he says. “Regular use of sunscreen can help prevent hyper- or hypopigmentation in these populations.” People with darker skin don't see the same collagen degradation in the mid-face from UV exposure, so photoaging is also less likely to encourage sun protection in this population.

The key to compliance with daily sunscreen use is to link it to an existing habit. “Put it next to your toothpaste because we all brush our teeth every morning,” Dr. Day says. This simple hack works. One study showed that people whose sunscreen was in a box with their toothpaste used 20% more sunscreen.<sup>1</sup>

**“Nothing looks more beautiful in your 50s than sun protection in your 20s.”**

Doris Day, MD

### REFERENCE

1. Wang SQ, Xu H, Dusza SW, et al. Improving compliance of daily sunscreen application by changing accessibility. *Photodermatol Photoimmunol Photomed.* 2017;33(2):112-113. <https://pubmed.ncbi.nlm.nih.gov/28039899/>

## Debunking Myths About Sunburn and Skin Cancer in People with Darker Skin Tones



Many myths prevail about how, when, or even if people with darker skin tones sustain sunburns or develop skin cancer, and these myths can affect adherence to sun safety measures.

Here, our experts debunk the top myths that may be affecting skin-of-color patients' attitudes and behaviors regarding sun protection.

**MYTH:**  
DARKER SKIN  
DOESN'T BURN

**REALITY:**  
Darker skin does burn, Dr. Taylor warns. "The burns may look different than they do on fairer skin because you do not see bright erythema in certain skin hues, but if you touch the sun-exposed skin, and it is sore, tender, and irritated, it's a sunburn."

**MYTH:**  
DARKER-SKINNED  
INDIVIDUALS DON'T  
NEED SUN PROTECTION

**REALITY:**  
Not true, says Dr. Hartman, the Founder and Medical Director of Skin Wellness Dermatology in Birmingham, AL. Everyone needs to use sunscreen, regardless of their skin tone. "Yes, melanin offers some inherent protection from the sun, but it's not 100%," he says. Darker skin has an inherent SPF of 8 to 18, and SPF needs to be at least 30 for adequate protection. "The end goal is an SPF of 30, so if you have an inherent 10 and find a sunscreen with an SPF of 25, that's great."

**MYTH:**  
PEOPLE WITH DARK  
SKIN TONES DON'T  
GET SKIN CANCER

**REALITY:**  
Darker-skinned people are less likely to develop skin cancer, but they still can develop it, and when they do, it is often more advanced. Skin cancers in people with darker skin tones often appear in areas that are not regularly exposed to sun, such as underneath toenails and fingernails or on the palms or soles of feet.

**MYTH:**  
MINERAL SUNSCREENS  
AREN'T MADE FOR  
DARKER SKIN TONES

**REALITY:**  
Zinc oxide and titanium dioxide contain mineral (ultraviolet) filters combined with added pigments to better match skin tones, Dr. Hartman explains.

# Meeting Highlights

Each year, the American Academy of Dermatology (AAD) meeting brings researchers, physicians, and members of industry together to share information and learn about the latest advances in dermatology, including breakthroughs in sun protection strategies and efforts to reduce risk of skin cancer and photoaging.

Summaries of key abstracts are included here.

## Photoprotection of Personal Handheld Umbrellas

Personal umbrellas are thought to play a role in sun protection, but are they really up to the task?

To find out, researchers compared handheld umbrellas made of oiled paper, silk, cotton, cotton lace, and synthetics with different diameters for their ability to protect against reddening of the skin and sunburn from ultraviolet (UV) radiation.

The ultraviolet protection factor (UPF) of the umbrella material was measured using absorbance spectroscopy, and body surface measurements were taken by electronic UV meters on the upper parts of the body and leg. These measurements were obtained while walking in different directions with three different umbrella-carrying positions (horizontally oriented, directed towards the sun, or shouldered).

Larger-diameter umbrellas made from synthetic fabric offered the best protection, while smaller-diameter paper, cotton, or lace-type umbrellas offered very low protection across use patterns, the study showed.

Protection at the forehead and back of neck varied depending on human and umbrella orientation toward the sun, while other body sites, like the chin and chest, were only minimally protected by any umbrella geometry or orientation.

The bottom line? Umbrellas should only be

used as supplemental protection. They cannot replace clothing and higher SPF, broad-spectrum sunscreen protection.

Access abstract here:

<https://eposters.aad.org/abstracts/51387>

## Demonstrating the Clinical Effectiveness of Mineral Sunscreens in Protecting the Skin Against Ultraviolet A (UVA) Radiation-Induced Pigmentation

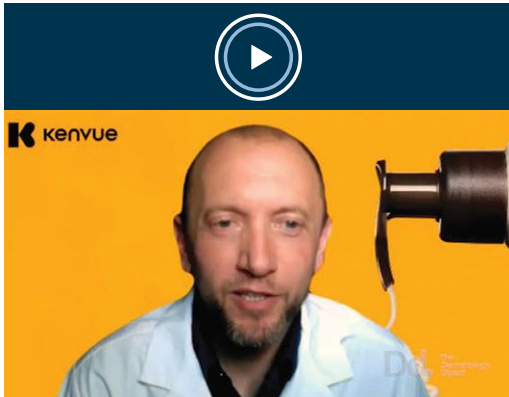
Widely recognized as an index of protection against ultraviolet B (UVB), sun protection factor (SPF) doesn't provide explicit information on the magnitude of protection against ultraviolet A (UVA), which penetrates deeper into the skin and can cause pigmentary, photoaging, photocarcinogenic, and immunomodulatory changes.

In a single-center, randomized clinical study, researchers evaluated the UVA protection factor (UVAPF) of eight broad-spectrum mineral sunscreens containing between 0% and 21.6% zinc oxide (ZnO) using the method described by the International Organization for Standardization (ISO). They also used imaging to capture UVA-induced pigmentation response.

Mineral sunscreens formulated with ZnO offered stronger UVA protection against UVA-induced pigmentation by increasing the minimum UVA dose to induce pigmentation

**Larger-diameter umbrellas made from synthetic fabric offered the best protection, while smaller-diameter paper, cotton, or lace-type umbrellas offered very low protection across use patterns, the study showed.**

## PART 1—WATCH NOW



**Not all mineral sunscreens are created equally when it comes to UVA protection. Kenvue's Joshua D. Williams, PhD, explains why UVA protective factor (UVA-PF) matters.**



by up to 18.3x, which is 2.08x greater than the SPF 50 product without ZnO.

Additionally, consistent pigmentation was induced at the minimal persistent pigment darkening dose (MPPDD) site across phototypes, which suggests the UVAPF result is applicable to all phototypes.

Not all broad-spectrum mineral sunscreens provide the same level of UVA protection compared to their SPF. The UVAPF:SPF ratio for the SPF 50 product was as low as 0.18, the study showed.

Sunscreens with higher levels of ZnO resulted in significantly better protection against UVA-induced pigmentation and had a significantly better UVAPF to SPF ratio too, the study showed.

Access abstract here:  
<https://eposters.aad.org/abstracts/50811>

### **In Vivo Evaluation of the Enhanced Protective Effects of Tinted Mineral Sunscreens Against UVA Induced Pigmentation and High Energy Visible Light-induced Cutaneous Oxidative Stress**

Varying levels of iron oxides or antioxidant ingredients positively affect in-vivo UVAPF and high-energy-visible (HEV)-light-induced oxidative stress, providing skin health benefits beyond sunburn protection, new research shows.

HEV light, particularly blue light, in combination with UVA can induce cutaneous oxidative stress. Broad-spectrum mineral sunscreens protect from UVA; however, the added

benefit that iron-oxide-tinted sunscreens provide against UVA and HEV-induced pigmentation and oxidative stress has been unknown until now.

When researchers quantified UVA protection factor using an in-vivo method for four different iron-oxide-containing mineral sunscreens with equivalent active ingredient concentrations but progressively darker shades of tint, they found that increasing iron oxide levels provided an incremental UVAPF increase of 20% from lightest to deepest shade.

In a second part of this trial, researchers assessed protection from HEV exposure-induced oxidative stress in 22 healthy subjects aged 18-60 with Fitzpatrick Skin Types II-III. Individuals applied two tinted mineral sunscreens and an antioxidant serum (15% ascorbic acid, gluconolactone [PHA], feverfew) prior to HEV exposure (80 J/cm<sup>2</sup>).

Catalase activity (CA), a marker for oxidative stress, was evaluated from cutaneous swabbing of the test sites 24 hours after irradiation.

The light and deep-tinted mineral sunscreens offered a 16% and 45% change in CA compared to non-treated HEV-exposed skin, respectively, the study showed. The antioxidant serum showed a 47% change in CA, similar to the deep-tinted/higher-iron-oxide sunscreen. In addition, application of the serum after HEV exposure showed a 23% change in CA, demonstrating curative antioxidant effects.

Access abstract here:  
<https://eposters.aad.org/abstracts/50643>

### **Demonstrating the Whitening Effect of Mineral Sunscreens Across Multi-Cultural Skin Tones**

Some consumers dislike the white cast of mineral sunscreens, which negatively affects compliance. In fact, a Google search that took place over a 2-year period showed an increase in online searches for “sunscreen that doesn't leave a white cast.”



The whitening effect of sunscreen is highly variable and depends on the formulation, the amount applied, the way it is applied, and skin tone.

Researchers evaluated six sunscreens (five mineral and one chemical as a control) with different levels of whitening in 96 participants across a spectrum of multi-cultural skin tones. Researchers collected instrumentation, imaging, and consumer perception data under both controlled (2mg/cm<sup>2</sup>) and uncontrolled self-application.

Regardless of skin tone, all participants chose the least whitening sunscreen to use on their face. All sunscreens appeared three times whiter on dark skin tones than light skin tones with controlled application. Whitening appearance of the sunscreen was reduced by up to seven times by applying it at lower density during uncontrolled self-application on the face compared to controlled application on the arm.

“There is significant disparity between sunscreen whitening across multi-cultural skin tones,” the researchers conclude. “It is important to recognize this gap, as there is an indication that consumers are compensating the negative aesthetics with less application, which may compromise their ability to achieve their sun protection needs.”

Access abstract here:

[https://www.jaad.org/article/S0190-9622\(23\)01493-7/abstract](https://www.jaad.org/article/S0190-9622(23)01493-7/abstract)

## The Effect of Parental Status on Sunburn Prevalence and Associated Sun-exposure Activity Type in Females

Moms of young children experienced significantly more sunburns than other women, according to new data.

The likelihood of experiencing a sunburn was significantly higher for Caucasian, Hispanic, and Black mothers of young children compared to other females of the same race.

Females were more likely to experience sun-

burn during water-related activity than were males. Males were more likely to experience a sunburn during outdoor sports/exercise and outdoor work compared to females.

Researchers surveyed 3,409 participants, including 1,365 female parents of young children (under 12).

Caucasian moms of young children experienced sunburns nearly twice as often as other Caucasian females. Similarly, Black mothers of young kids self-reported sunburns about three times as often as other Black females, and Hispanic mothers of young children self-reported suffering sunburns about twice as often as other Hispanic females.

Activities in or near water were linked to most sunburns for all ethnic/racial groups across sex and parenting status. Caucasian mothers of young children were most likely to self-report sunburn during a water-related activity.

“The elevated sunburn prevalence among mothers, particularly in high-risk settings, emphasizes the importance of tailored educational messaging to increase photoprotection awareness for this subpopulation towards the eradication of preventable skin cancer,” the researchers conclude.

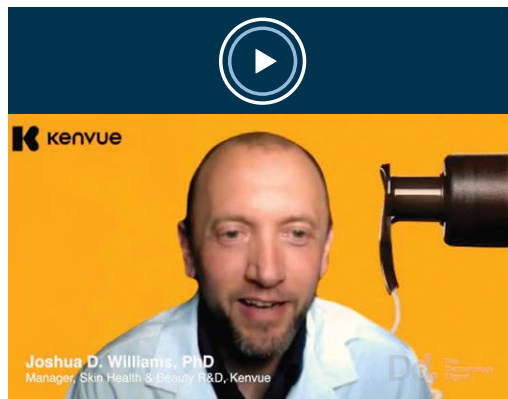
Access abstract here:

[https://www.jaad.org/article/S0190-9622\(23\)02280-6/abstract](https://www.jaad.org/article/S0190-9622(23)02280-6/abstract)

## Legislative Update: Sunscreen Use in Schools

Up to 47% of a child’s daily UV exposure occurs during the school day, but over-the-counter sunscreen is prohibited for use by students at schools in certain states as it falls under “medication bans.”

## PART 2—WATCH NOW



**Kenvue’s Joshua D. Williams, PhD, discusses innovations in mineral sunscreens that complement the spectrum of skin tones.**





UP TO

47%

**OF A CHILD'S  
DAILY UV  
EXPOSURE**

occurs during the school day, but over-the-counter sunscreen is prohibited for use by students at schools in certain states as it falls under “medication bans.”

To date, 25 states allow the possession of sunscreen in schools with varying restrictions, and one state has legislation pending.

However, several remaining states and the federal government have not been able to pass laws related to sunscreen use and sun-safe behavior in schools, despite evidence that sunscreen can reduce the risk of sunburn, photoaging, and skin cancer later in life.

Additionally, only two states explicitly allow students to protect themselves from UV radiation with sun-protective apparel, with many school districts outside of these states banning such items, researchers report.

“Currently, the United States is lacking legislation making sunscreen and protective apparel easily accessible at school, an avenue that could quell the rise in skin cancer incidence,” the researchers concluded.

*Access abstract here:*

<https://eposters.aad.org/abstracts/51174>

## Where does your state stand?

The American Society for Dermatologic Surgery (ASDS) provides updated information on state legislation and regulation of sunscreen use in school.



## Who’s Talking Sun? A Cross-Sectional Analysis of Sun Protection Content on TikTok

TikTok is one of the most popular social media platforms. Many people get their news and information via the site’s short videos, and this includes sun protection advice.

This can be dangerous. Videos on “tanning” or at-home mole removal pose risks, increasing the likelihood of skin cancer and direct tissue.

For this study, a researcher input the following hashtags into the TikTok search bar: #sunscreen, #sunprotection, #spf, #skincancer, and #skinprotection and analyzed the top 100 videos in each category based on content creator: dermatologist, dermatology resident, non-dermatologist physician, physician assistant, nurse practitioner, registered nurse, esthetician, patient/consumer, beauty blogger/blogger, skincare/sun protection company, and other. Additionally, the study assessed whether videos explicitly addressed skin of color.

Only 12.5% of TikTok videos originated from board-certified dermatologists. Beauty bloggers/bloggers were the most prevalent creators in this category, followed by patients/consumers. The most common hashtag used by board-certified dermatologists was #skincancer, and the second most common hashtag was #spf. In terms of viewership, #sunscreen was the most popular with 322 million views, followed by #spf with 277 million views. Finally, only 2.8% of the videos pertained to skin of color (SOC) patients.

“This highlights a gap in the type of educational content generated by dermatologists on TikTok, with sun safety being a potential subject to target within social media,” the study authors conclude. “Additionally, the small representation of videos addressing SOC patients underscores the need for more diverse and inclusive educational skincare content on TikTok.”

*Access abstract here:*

<https://eposters.aad.org/abstracts/53131>

# Journal Review

## Highlights of recently published research on sun protection and skin cancer risk.

### Sun-seeking Behaviors Linked With Indoor Tanning

Despite decades of public awareness campaigns highlighting the dangers of tanning beds, many teens still engage in indoor tanning, and those who spent more time outdoors in a swimsuit or direct sunlight or got more sunburns tended to use indoor tanning more frequently than their counterparts who didn't.

These are the main takeaways from a large study using data from the Nurses' Health Study II.

The study, which is published in *BMC Public Health*, included 81,746 white females who were asked about the frequency of indoor tanning during their high school/college years.

Specifically, teenagers who spent time outside in a swimsuit seven times a week were more likely to use indoor tanning beds 12 or more times per year. Teenagers with 10 or more sunburns were more likely to use indoor tanning beds 12 or more times per year. Also, teenagers/undergraduates who spent five or more hours per week outdoors in direct sunlight were more likely to use indoor tanning 12 or more times per year, the study showed. There was not a significant association between the average use of sunscreen at the pool/beach and the average usage of indoor tanning beds.

"The findings reveal the associations between outdoor sun-seeking behaviors and indoor tanning behavior, which could increase awareness of ultraviolet (UV)-seeking behaviors and underscore appropriate interventions directed at adolescent and young adult females with such behaviors," the researchers conclude.

#### TO READ MORE:

Seo B, Yang S, Cho E, Qureshi AA, Han J. Association of sun-seeking behaviors with indoor tanning behavior in US white females during high school/college in Nurses' Health Study II. *BMC Public Health*. 2024; 24(1):162. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10785486/>

### Many Americans Still Get Sunburns

An increasing number of Americans are reporting sunburns despite knowing how to protect themselves from the sun's rays, according to a new survey by the AAD.

Nearly two-thirds of Americans surveyed reported getting a tan in 2023, a 13-percentage-point increase over 2022.

More than one in three adults got a sunburn in 2023, the highest number reported since 2020. What's more, a third of those people who got sunburned reported a sunburn severe enough that their clothes were uncomfortable, and this was especially true among men, the survey showed.

While Americans overwhelmingly believe sun protection is important, two out of three are unaware of all the risks associated with burning and tanning, and nearly 25% incorrectly believe that a base tan will prevent sunburns. One in five people believe tanning is safe if you don't burn.

While roughly half of the survey respondents reported using sunscreen regularly when they are in the sun, they were unlikely to use sunscreen for activities they may not associate with UV exposure, like eating at outdoor cafes and shopping at farmer's markets.

"It's extremely concerning to see so many people unnecessarily putting themselves at risk

**"Data shows a staggering truth: one in five Americans will be diagnosed with some form of skin cancer in their lifetime. Everyone is at risk"**

Seemal R. Desai, MD

# SKIN CANCER: WHAT TO LOOK FOR

1. New or changing moles
2. Any growth that bleeds or itches
3. A clear, red, brown, or black growth that gets larger
4. Open sores, scabs, or pimples that won't go away

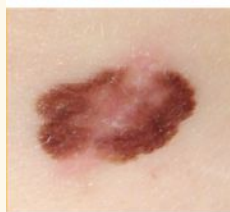
## ABCDEs of Melanoma



**A**symmetry  
Uneven shape; Two sides don't match



**B**order  
Ragged edges; Borders are uneven



**C**olor  
Two or more colors



**D**iameter  
Size is larger than ¼ inch



**E**volving  
Changing in size, shape, color, or symptoms

Melanoma images provided by Darrell S. Rigel, MD, MS

of developing skin cancer, the most common type of cancer in the United States,” says Seemal R. Desai, MD, Founder of Innovative Dermatology in Dallas, TX, in a news release. “Data shows a staggering truth: one in five Americans will be diagnosed with some form of skin cancer in their lifetime. Everyone is at risk of developing skin cancer, especially if they don't take the necessary precautions.”

### About the Survey

Versta Research conducted a national survey of 1,054 U.S. adults on behalf of the American Academy of Dermatology. Sampling was stratified by age, gender, region, race/ethnicity, income, and education, and it was weighted to match current population estimates from the United States Census Bureau. The survey was conducted online from Jan. 29 to Feb. 8, 2024. Assuming no sample bias, the maximum margin of error for full-sample estimates is ±3%.

### TO READ MORE:

AAD. New American Academy of Dermatology Survey: Increasing Number of Americans at Risk of Skin Cancer Despite Knowing How to Protect Themselves. [HTTPS://WWW.AAD.ORG/NEWS/INCREASING-RISK-SKIN-CANCER](https://www.aad.org/news/increasing-risk-skin-cancer)

## Sun Tanning Myths Still Prevail

Nearly one-third of Americans still believe that a tan makes them look better and healthier, according to a national survey out of the Orlando Health Cancer Institute.

“There is no such thing as a healthy tan, as it's really just a visual manifestation of damage to the skin,” says Rajesh Nair, MD, oncology surgeon at the Orlando Health Cancer Institute in Orlando, FL, in a news release. “But we're fighting against a perceived positive image and health benefits of something that actually has a totally opposite reality, which is that suntanned skin represents an increased risk of a deadly disease.”

The survey also found that young adults are likely to believe myths and misinformation on sun protection that may lead them away from proven methods of skin cancer prevention.

About one in seven adults under 35 think daily sunscreen use is more harmful to the skin than direct sun exposure, and nearly a quarter believe drinking water and staying hydrated prevents a sunburn.

“No scientific data is suggesting that drinking water provides any protection from the sun,” Dr. Nair says. “As for sunscreens, the protective benefits far outweigh any known risks, but if you’re concerned about chemicals or ingredients in a sunscreen, mineral sunscreens like zinc oxide that offer a physical barrier to the sun are proven to be safe, as well as clothing with SPF protection.”

### Survey Methodology

This survey was conducted online within the United States by Ipsos March 22-24, 2024, and included 1,021 U.S. adults ages 18 and older. This poll is based on a nationally representative probability sample and has a margin of sampling error of  $\pm 3.3$  percentage points at the 95% confidence level, for results based on the entire sample of adults.

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#### TO READ MORE:

Orlando Health Cancer Institute. Survey Finds Young Adults More Likely to Believe Myths About Sun Protection and Skin Cancer Prevention. <https://oh.multimedia-newsroom.com/index.php/2024/05/01/survey-finds-young-adults-more-likely-to-believe-myths-about-sun-protection-and-skin-cancer-prevention/> May 1, 2024.

## Grandparents, Parents Off the Mark When It Comes to Protecting Kids from the Sun

When taking care of kids, grandparents adopt more cautious sun protection behaviors than parents, but gaps exist in both groups.

For the study, a total of 6,190 adult participants responded to a web-based online survey about attitudes and protective behavior concerning ultraviolet radiation (UVR) exposure: 5,104 parents and 1,086 grandparents in five countries (France, Germany, Spain, Italy, and the U.S.). Both sets of caregivers watched their children/grandchildren for at least 2 weeks during the summer of 2021. Multiple corre-



spondence analysis (MCA) was used to explore the possible relationships among all the variables and to identify specific profiles.

Almost one-third of parents and grandparents reported a sunburn in their child/grandchild over the summer of 2021, and this rate was highest in the U.S., reaching 45.9% of surveyed caregivers.

Parents engaged in more unprotected sun exposure habits than grandparents, had indoor UV tanning sessions in the past year, reported not using any means to protect their child from the sun, used sunscreens with lower SPF (<25), and applied sunscreen to allow the child to spend more time in the sun.

By contrast, grandparents adopted more cautious behaviors than parents, but still exposed the grandchild to the sun when it tended to be strongest and did not use umbrellas or sunglasses.

“This is alarming and highlights the need to continue raising awareness about sun exposure hazards, aiming at reducing the UVR dose received particularly by children,” the researchers concluded.

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#### TO READ MORE:

Ezzedine K, Bergqvist C, Baissac C, et al. Use of multiple correspondence analysis to explore associations between caregivers and sun-protective habits during summer vacations. *Clinical and Experimental Dermatology*. 2024;49(1):26–34. <https://academic.oup.com/ced/article/49/1/26/7236959>

ALMOST

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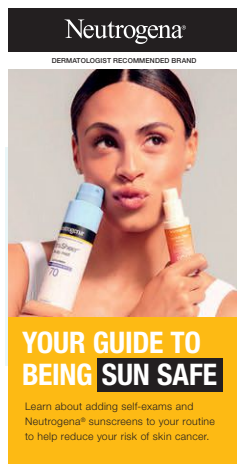
OF PARENTS AND GRANDPARENTS

reported a sunburn in their child/grandchild over the summer of 2021.

## When It Comes to Sun Protection Knowledge, Gen Z Adults Are More Likely to Receive Ds or Fs

Generation Z adults are at risk for skin cancer due to increasing rates of tanning and burning, finds a new survey from the AAD.

Fully 52% of Gen Z adults, ages 18-25, were unaware of one or more sunburn risks, such as increased risk of developing skin cancer or premature skin aging, according to the national survey of more than 1,000 U.S. adults. In fact, while more than 50% of Americans get a grade of A or B for sun protection knowledge, 32% of Gen Z adults receive a failing grade of D or F.



### HELP YOUR PATIENTS PROTECT THEMSELVES FROM THE SUN

Download Neutrogena's "Your Guide to Being Sun Safe," from Neutrogena now.



Despite a generational enthusiasm for skincare, one in four Gen Z adults are already reporting skin damage from the sun. More than one in four (27%) of Americans say they use sunscreen only when nagged by other people, however that percentage increases in the Gen Z crowd to 37%.

These new statistics are not a surprise to Seattle-based dermatologist Heather D. Rogers, MD, who sees the damaging effects of sun exposure every day in her patients.

"Gen Z is obsessed with and avidly consumes skincare," Dr. Rogers notes in a news release. "Despite sunscreen being in this category, it hasn't been embraced with the same fervor. We've seen tremendous advancement in sunscreen options over the past 10 years that can and should be easily incorporated into a routine. However, we are not seeing its use at the level we would expect considering the evidence

showing regular use of sunscreen slows the aging process and decreases risk of skin cancer."

Another area of concern? Tanning. Twenty-eight percent of Gen Z survey respondents said getting a tan was more important to them than preventing skin cancer.

"Image is so important to this age group," says Dr. Rogers. "This is a generation incredibly focused on beauty with a significant fear of aging. Tanned skin seems to have visual appeal, and projects the image of good times, however what people don't realize is that tan skin is a sign your skin has been injured."

Encourage all patients to protect their skin from the sun's harmful ultraviolet rays and to reduce their risk of skin cancer and damage. Dr. Rogers and the AAD recommend the following tips:

- Seek shade when appropriate. Remember, the sun's rays are strongest between 10 a.m. and 2 p.m.
- Wear sun-protective clothing, such as a lightweight and long-sleeved shirt, pants, a wide-brimmed hat, and sunglasses with UV protection, when possible.
- Apply a broad-spectrum, water-resistant sunscreen with an SPF of 30 or higher, even on cloudy days.
- When outdoors, reapply sunscreen every two hours, or after swimming or sweating.
- Use extra caution near water and sand, as they reflect the damaging rays of the sun, which can increase your chance of sunburn.
- Avoid tanning beds. Ultraviolet light from tanning beds can cause skin cancer and premature skin aging.

Don't forget to perform regular skin self-exams to detect skin cancer early, when it's most treatable, and see a board-certified dermatologist if you notice new or suspicious spots on your skin, or anything changing, itching, or bleeding.

# TikTok Tanning Trend Watch

with Joshua Zeichner, MD

**F**or better or worse, many people get their skin health and beauty advice from TikTok, an uber-popular social media platform that serves up short, snappy videos.

Skincare is one of the hottest topics on TikTok. There are more than 42 million posts on “Skincare Trends 2024” alone.

Here, Joshua Zeichner, MD, Director of Cosmetic and Clinical Research in Dermatology and an Associate Professor of Dermatology at the Mount Sinai Hospital in New York City, weighs in on two recent TikTok trends related to tanning.

“These are particularly worrisome because even a single blistering sunburn can increase your risk of developing skin cancer later in life,” says Dr. Zeichner. “The only safe way to get a tan is when it comes from a bottle.”

## **TIKTOK TREND: TANTOURING OR SUNSCREEN CONTOURING**

**WHAT IT IS:** Sunscreen or tan contouring is the selective use of sunscreen in some areas of the body but not others to create a contoured appearance on the face or body by allowing certain areas to darken from the sun.

### **MD VERDICT: DON'T DO IT.**

“This is extremely dangerous because it means that major areas of the skin are left

unprotected,” warns Dr. Zeichner. “Not only will this increase the likelihood of getting a burn, but your contour will look streaky and artificial, as there is no way of creating a smooth transition between the protected and unprotected skin.”

## **TIKTOK TREND: BEER TANNING**

**WHAT IT IS:** Much like it sounds, beer tanning involves covering the body in beer before sunbathing. TikTok proponents say the hops in beer activate melanin for a better tan.

### **MD VERDICT: JUST SAY NO.**

“There is no data showing that beer or the hops that it contains stimulates pigment production,” Dr. Zeichner says. “Applying it to the skin, especially without sunscreen, will increase the likelihood of a sunburn.” That’s not the only risk associated with beer tanning, he says. “I do not recommend combining alcohol with the beach in any form as drinking alcohol can impair your judgment and will also increase the likelihood of a sunburn, because it likely means that you’re not being as diligent at applying sunscreen as you should be.”



**JOSHUA ZEICHNER, MD**

Director of Cosmetic and Clinical Research in Dermatology and an Associate Professor of Dermatology at the Mount Sinai Hospital in New York City.

## **AT A GLANCE: THE MELANOMA RESEARCH FOUNDATION**

The Melanoma Research Foundation (MRF) works with federal, state, and local legislators to advocate for increased melanoma research funding, improved access to quality care, Centers for Disease Control (CDC) skin cancer prevention activities, preserving the indoor tanning tax, improving access to sunscreen in schools, and more. One initiative, Miles for Melanoma, is a nationwide series of 5K run/walks that allow participants to support and raise funds for the MRF.



Learn more about this program at **Miles for Melanoma.**

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