

# Neutrogena®

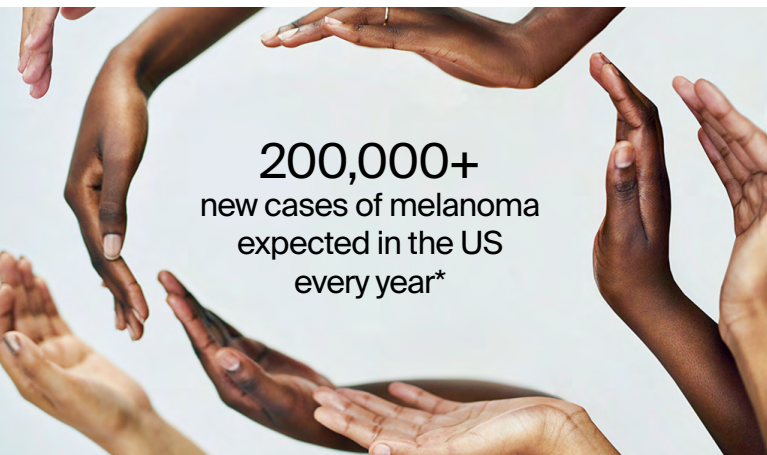
BEAUTY TO A SCIENCE

## Your guide to being sun safe



Learn about adding self-exams and  
Neutrogena® sunscreens to your routine  
to help reduce your risk of skin cancer.

# Important facts about skin cancer



## 2 types of skin cancer

### Non-melanoma

More common and develops slowly in the upper layers of skin.

### Melanoma

The more aggressive type, affects cells that give skin its color.

## Ethnicity & skin color

Skin cancers can affect anyone, no matter their ethnicity or skin color. Although the risk of skin cancer is lower for people of color, when found, it tends to be at a more advanced stage.

## The good news is...

You can take steps to protect yourself—including a monthly self-exam.

# 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 don't go away

## ABCDE's of melanoma

### Asymmetry

Uneven shape;  
Two sides don't match

A



### Border

Ragged edges;  
Borders are uneven

B



### Color

Two or more colors

C



### Diameter

Size is larger than ¼ inch

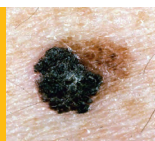
D



### Evolving

Changing in size, shape, color, or symptoms

E



# Self-exam

It's a full body check.  
Simple as that.



## Preparation



A full-length mirror and hand mirror



A brightly lit room



A smartphone or paper to take notes



A blow dryer or a comb if you need help parting your hair

## Tips



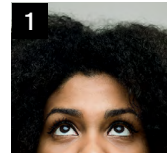
Do your self-exam before or after a shower, or while changing your clothes.



Take pictures of anything that looks unusual and keep a record of your spots.

## Steps

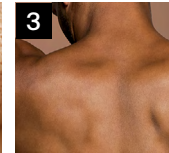
Pick a convenient time for your monthly check. It shouldn't take more than about 10 minutes.



Check your scalp.



Look at your nose, lips, cheeks, and ears with a mirror.



Look at your upper back. You'll need two mirrors.



Focus on your neck, chest, and torso with two mirrors.



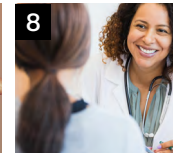
Give your hands, fingers, forearms, upper arms, and armpits a good scan.



Check your lower back, buttocks, and genital area.



Closely look at your legs & feet. Don't forget to look between your toes and the soles of your feet.



If something doesn't look right, please talk to your doctor.

**These self-exams are not meant to diagnose or replace visits with your doctor.**

## Self-exam video

Watch our self-exam video and learn more about skin cancer at [Neutrogena.com](https://www.Neutrogena.com).



# Overexposure to the sun is bad news



The sun exposes you to two types of UV rays: UVB and UVA. Both can play a part in skin cancer formation, premature skin aging, and other forms of skin damage.



Look for broad spectrum sunscreens that offer both UVB and UVA protection. For the best protection against sunburn, use SPF 30 or higher.

## Sun safe checklist



The best sunscreen is the one you will use every day. Keep it where you'll remember to apply regularly, like near your toothbrush or keys.



Apply a generous amount of your broad spectrum SPF 30 (or higher) sunscreen every day. Reapply every 2 hours or more frequently, especially after exercise, swimming or sweating.



Wear a wide-brimmed hat, sunglasses, long sleeves, and pants for additional protection.

## Melanoma Research



Find a Miles for  
Melanoma 5K  
near you!



Neutrogena® has donated over \$1,000,000 to the Melanoma Research Foundation (MRF), including its Miles for Melanoma 5K series, to help fight against melanoma. Learn more about the MRF by visiting [melanoma.org](https://melanoma.org).

## Neutrogena® portfolio

From chemical to mineral, Neutrogena® provides powerful sun protection suitable for all skin types and tones.

### Ultra Sheer®

Premium aesthetics with dry-touch technology.



### Mineral UV Tint

Tinted mineral sunscreen available in 4 shades for a radiant glow.



### Beach Defense®

Beach strength sun protection.



### Invisible Daily Defense

Superior protection enriched with antioxidants to help fight external aggressors.



### Sport

Formulated to stay on through sweat.



### Clear Face

Sunscreen for acne-prone skin.



### Age Shield®

Facial sunscreen for age protection.



### Pure & Free®

Mineral sunscreen for baby.



Use all products as directed.  
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Neutrogena®

# Mineral Facial Products

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**NEW**



## Neutrogena® Ultra Sheer® Mineral Face Liquid Sunscreen, SPF 70

Ultra lightweight mineral face liquid sunscreen combines Purescreen+® technology with skin caring ingredients, like Vitamin E, to reflect UVA and UVB rays with broad spectrum protection.

- Dermatologist – tested
- Hypoallergenic formula
- Fragrance Free
- Non-comedogenic  
(formulated not to clog pores)

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## Neutrogena® Purescreen+™

## Mineral UV-Tint Face Liquid Sunscreen SPF 30

Protects and smooths the look of skin to reduce visible imperfections. Available in 4 shades that accommodate every skin tone.

- Fragrance free
- No parabens
- Non-comedogenic  
(formulated not to clog pores)

