



The Canadian Dermatology Association: Your source for reliable information on skin, hair and nails

Ottawa, May 30, 2018 – The Canadian Dermatology Association (CDA) is promoting sun safety as part of Sun Awareness Week (May 28 to June 3) but Canadians should remember that the CDA is **the** year-round source for authoritative information for maintaining a lifetime of healthier skin, hair and nails.

“It can be difficult to know where to look and what to trust, given the amount of health information available online,” says Dr. Julie Powell, CDA President. “Information from Canada’s certified dermatologists is based on years of training, research, and expertise, so Canadians can rely on their guidance and advice.”

Established in 1925, the CDA is the national voice of Canada’s certified dermatologists. The CDA provides information on a variety of skin, hair, and nail conditions, including causes, symptoms, and treatment. The CDA also has tools to help Canadians locate a certified dermatologist in their area.

To further support the public, the CDA introduced product recognition programs to identify skin care, sunscreen, and eye protection products that meet the standards of dermatological experts. Started in 1989, the Sun Protection Program (SPP) is designed to provide Canadians with reliable choices for effective sun protection. “Buying sunscreen or skin products can be daunting when faced with shelves full of products” said Dr. Jennifer Beecker, National Chair of the CDA Sun Awareness Working Group. Today, the SPP counts 104 products from 14 different brands: Aveeno, Avène, Biomedic, Biotherm, Coppertone, Hawaiian Tropic, Jean Coutu, La Roche-Posay, Life Brand, Marcelle, Neutrogena, Ombrelle, President’s Choice, and Vichy. The full list of recognized products is available at dermatology.ca/recognized-sunscreen.

However, the value of the SPP extends beyond giving consumers confidence when using recognized products. Thanks to the participation of these companies, the proceeds from the SPP are reinvested into leading public education campaigns, developing sun safety and skin health resources, and funding sun awareness events and skin screenings organized and led by CDA members.

This year, the CDA is proud to release three new sun safety posters that reinforce key sun safety messages in a visual, consumer-friendly format.

Find these posters and other information at dermatology.ca

- **Posters & Fact Sheets**
New resources on how to protect yourself from the sun, tips to protect children and babies, sunscreen 101, and more
<https://dermatology.ca/public-patients/sun-protection/posters-fact-sheets/>
- **Sun Safety for Everyday**
Information on sun protective clothing, recommended sun protection tips, ways to protect your family, and more
<https://dermatology.ca/public-patients/sun-protection/sun-safety-everyday/>
- **Sunscreen FAQs**
Everything you need to know about sunscreen can be found here
<https://dermatology.ca/public-patients/sun-protection/sunscreen-faq/>
- **Videos & PSAs**
Debunking common misconceptions about tanning, skin cancer, laser procedures, and more
<https://dermatology.ca/resources/videos-psas/>
- **Indoor Tanning**
Information on the risks involved with tanning, tanning laws, and stats on skin cancer
<https://dermatology.ca/public-patients/sun-protection/indoor-tanning-is-out/>

Sun Awareness Week

The Canadian Dermatology Association has organized the nation-wide Sun Awareness Week since 1989. The aim is to educate Canadians about the dangers of too much sun and to help stop the rising incidence of skin cancer in Canada. This year's Sun Awareness Week is Monday, May 28 to Sunday, June 3, 2018.

About the CDA

The Canadian Dermatology Association, founded in 1925, represents Canadian certified dermatologists. The association provides easy access to a reliable source of medical knowledge on dermatology. CDA exists to advance the science and art of medicine and surgery related to the care of the skin, hair and nails; provide continuing professional development for its members; support and advance patient care; provide public education on sun protection and other aspects of skin health; and promote a lifetime of healthier skin, hair and nails. By doing so, CDA informs and empowers both medical professionals and the Canadian public. To learn more about what the work CDA does visit dermatology.ca or join the conversation on twitter.com/CdnDermatology, facebook.com/CdnDermatology, or instagram.com/canadiandermatologyassociation/.

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