

Spend Time in the Sun? Protect Your Skin Against Skin Cancer and Sunburn with the SmartSun Wristband

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£1 Wristband that could help to prevent skin cancer launches in UK

Disposable wristband measures UV radiation and changes colour when you have had enough sun. Ideal for anyone who spends time outside - from babies to grandparents!

With skin cancer now the most common cancer in the UK and statistics from the British Association of Dermatologists showing that more than three quarters of Britons would not recognise the signs of skin cancer, it is more important than ever to make sure you take care of your skin. Whether you are on holiday, taking part in outdoor sports or spending a day outside this £1 wristband from SmartSun gives you an easy to read indicator of when to reapply sun lotion and when to stay out of the sun for the rest of the day.

The risk of developing skin cancer is dependent on many factors including age and genetics; however UV radiation is the main risk factor for skin cancer cases, with 86% of diagnosed cases linked back to this. Though a certain amount of sunshine is healthy to help your body and skin produce certain vitamins, too much can lead to malignant melanoma or non-melanoma skin cancer. Statistics from Cancer Research show death rates for malignant melanoma in the UK in people aged 75 and over have more than quadrupled in the last 40 years and around 6 people a day died from malignant melanoma in 2012.

The Smartsun wristband works by measuring the amount of UV radiation you have been exposed to and will change colour accordingly. The wristbands themselves are waterproof, discreet and reliable and will alert you before you notice any damage to your skin.

Each band is one wear only, and starts out as yellow, changing to beige and pink to alert you when it is time to top up on sun lotion, or when it is time to avoid the sun for the rest of the day.

Smartsun wristbands can be worn by anyone – from babies to grandparents and give you an easy to read indicator for UV exposure, which could help lead to the avoidance of skin cancer but not stop you from enjoying the sun.

Perfect for holidays, outdoor sports or if you are out and about on a sunny day.

Smartsun UK are working with leading skin cancer charity, **Skcin**

<http://www.skcin.org/>

Smartsun UK is supporting Purple House Cancer Support

<http://www.braycancersupport.ie/>

Price & Availability:

The Smartsun wristbands are available in packs of 5 priced at £4.99 from www.smartsunuk.co.uk

About Smartsun:

Proudly hailing from Sweden, Smartsun is a brand dedicated to helping you have fun in the sun. The Smartsun wristband is a UV indicator, which changes colour when it's time to reapply sunscreen or stay out of the sun for the day.

The idea for the wristband was born when the Smartsun team became tired of getting sunburn. When you're having fun on holiday - sunbathing, swimming, hiking – it can be impossible to remember when you last put on sun cream. There's nothing like a painful, red burn to ruin a good holiday, and we found there wasn't a product on the market which could accurately tell us the optimum time to top up on sun protection.

Developed by researchers at the University of Strathclyde and manufactured and tested in Sweden, you can rely on the safety and accuracy of the Smartsun wristband.

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