

Boots warn sun-starved Brits to take care against the big bake



Released on: July 29, 2008, 7:15 am

Press Release Author: Carrie Eames

Industry: [Healthcare](#)

Press Release Summary: With the sun finally predicted to shine, Boots is urging sun-starved Brits to take care in the hotter weather

Press Release Body: Following the poor start to the summer, and now that sunshine and much warmer conditions are finally being predicted, **Boots** is urging people to take care whilst still in the UK in order to avoid getting sunburned. The warning comes in advance of the expected hot weather and in light of previous Boots research which revealed that whilst a staggering 60% of British sunburn cases occur on home turf, many Brits still believe that the UK sun is not dangerous, and never use sun protection except abroad.

After the washout summer of 2007 and the gloomy winter, **Boots** fear Brits will peel off the layers and in a bid to soak up some over-due rays, become increasingly 'slip, slap sloppy'. Despite the high incidence of sunburn whilst at home in the UK, half the population still thinks that skin cancer is only a worry in the UK if people regularly use sunbeds.

According to the figures from [Boots](#) an alarming one in eight (13%) never use [sun protection](#) in the UK. What's more, a startling 23% of Brits, while out and about in the UK, believe they can safely stay in the midday sun on a clear day without protection for a roasting two hours or more.

Furthermore, one in ten of those surveyed claimed that British sunlight is not strong enough to cause skin cancer in any case. According to Skin Cancer Research UK, however, 75,000 new cases of skin cancer are diagnosed in the UK every year, and the midday British summer sunlight is certainly strong enough to contribute to the cause.

Boots skincare expert Mike Brown commented: *"What's clear from our research is that people underestimate the strength of the UK sun and the damage it can do. We are worried the nation will throw care aside at the first sight of sun and we are calling on them to remember to apply [sun cream](#) before they head out."*

About

Boots

Boots is the UK's leading retailer of health and beauty products, including [sun lotion](#), as well as health information.

Boots Pharmacy Superintendent is responsible for healthcare advice provided in relation to Pharmacy medicines and other healthcare advice located within the Boots Pharmacy pages of Boots.com. Boots.com is the trading name of Boots.com Direct Limited (VAT no. 116 3001 29) an Alliance Boots company. All other information and advice on boots.com is the responsibility of Boots.com Direct Limited."

Web Site: <http://boots.com/>

Contact Details: Boots PR Contact:

Carrie Eames

PR Manager

Boots

Thane Road

Nottingham

NH90 1B S

0115 959 5995

boots.com