

Beat: Vips

## Hollywood Celebrity KRISTEN BELL Wants You to Have -The Talk- With Your Children

### 2016 Choose Skin Health Campaign

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**USPA NEWS** - Millions of families headed to the beach this Memorial Day weekend, many without adequate sun protection. As part of a national effort to reduce the incidence of skin cancer, Neutrogena is kicking off the 2016 Choose Skin Health Campaign with a video featuring Brand Ambassador Kristen Bell...

Millions of families headed to the beach this Memorial Day weekend, many without adequate sun protection. As part of a national effort to reduce the incidence of skin cancer, Neutrogena is kicking off the 2016 Choose Skin Health Campaign with a video featuring Brand Ambassador Kristen Bell asking moms everywhere to get real with their kids about the importance of sunscreen, and a pledge to donate \$1 for every video share to the non-profit Children's Melanoma Prevention Foundation.

The fact that only 39% of women and 14% of men use sunscreen regularly is a health issue of national importance when you consider that just one to two severe sunburns can increase lifetime risk of developing melanoma by 40 %. This year the brand is developing in-school sun safety programs with the potential to reach 1.6 million students annually with a sun safe behavior curriculum, sponsoring 13,000 free skin cancer screenings annually with charitable partners, and working toward a goal of donating \$35 million worth of sunscreen to families in need by the end of 2016.

Research shows that when parents, and in particular mothers, model a positive habit such as daily sunscreen application for children at an early age, that behavior becomes a life-long healthy habit. Neutrogena, #1 dermatologist recommended skincare brand, has brought groundbreaking skin care solutions to consumers for more than 60 years.

Source : Neutrogena

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