

Sun Protection on Boats

stay protected from the sun to minimize the risks

use at least
SPF 30

it takes
30 mins

for sunscreen to soak into skin and work effectively

sunscreen
EXPIRES
within
2-3 years

1oz

amount of sunscreen that should be applied to your entire body - enough to fill a shot glass

water-resistant sunscreen needs to be reapplied after
80 minutes in the water

Sunscreen is only **1 level** of protection add wide-brimmed hats, protective clothing and 100% UV sunglasses for more coverage

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seek shade



Seek **shade** or avoid the sun when it is strongest between hours of **10 am and 4 pm**

always use **UPF 50+** fabric for boat canvas

80% of the sun's rays can still pass through clouds and fog



Stay Focused on Sun Safety.... an important part of recreational boating!

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SOURCES:

The Skin Cancer Foundation
The American Cancer Society
National Safe Boating Council - 2014 sun safety member poll
2012 USCG National Recreational Boating Survey

BROUGHT TO YOU BY:

SureShade® - The Shady Side of Boating®

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BROUGHT TO YOU BY:

SureShade® - The Shady Side of Boating®

SureShade is committed to improving sun safety on boats by offering shade systems that give boaters more sun protection... where and when they need it.

Since the invention of our marine retractable sunshade system, SureShade® has been a vocal advocate for the importance of sun safety and its contribution to safer recreational boating.

By providing boat manufacturers and private boat owners with the ability to add shade where once not possible, combined with the use of UPF 50+ Sunbrella® fabrics, the SureShade sunshade system can significantly improve sun protection in an open cockpit, bridge or forward bow of a boat.

The growing demand for our shades is a testament to the changing views of sun safety in boating as the industry and boaters recognize how improved sun protection is critical to their safety and enjoyment on the water.



Learn more at
www.SureShade.com/sun-safety
or call us 877-333-8323

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Sun Safety in Boating



83% of boaters think SUN SAFETY is extremely or very important to their overall boating safety

50% of boaters feel they have just adequate or less than adequate shade coverage for sun protection on a boat

in 2012 there were **3.6 billion** person hours on board recreational boats

46.8% of boaters enjoy **SUNBATHING** as a recreational boating activity

average boater spends **5.7 hours** on a boat per outing

Power vs. Sail
 60% (2.04 billion) person hours aboard boats in 2012
 4% (154 million)



Sun Risks

more than 3.1 million people contract skin cancer every year in the U.S.

More than **1 in 5** Americans will develop skin cancer

approximately **90%** of non-melanoma skin cancers are associated with exposure to the SUN

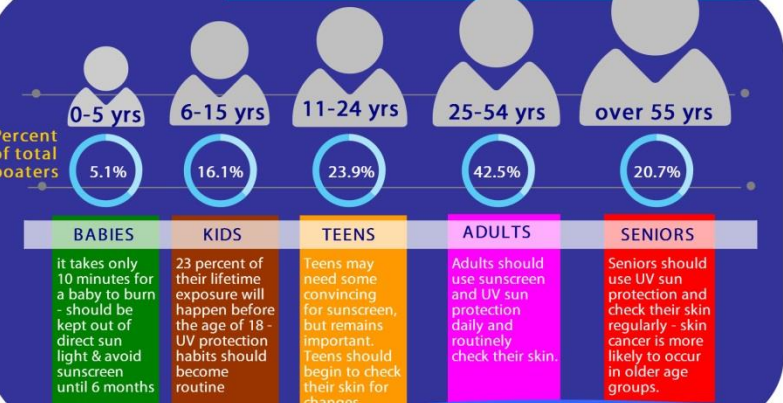
40-50% of Americans who live to age 65 will contract skin cancer at least once

young women under the age of **39** have a higher probability of developing melanoma than any other cancer except breast cancer

an extra 10% of UV exposure is reflected from your boat

another **10%** reflected by the water

Sun Safety by Age



One or more blistering sunburns in childhood or adolescence more than **DOUBLES** a person's chances of developing melanoma later in life

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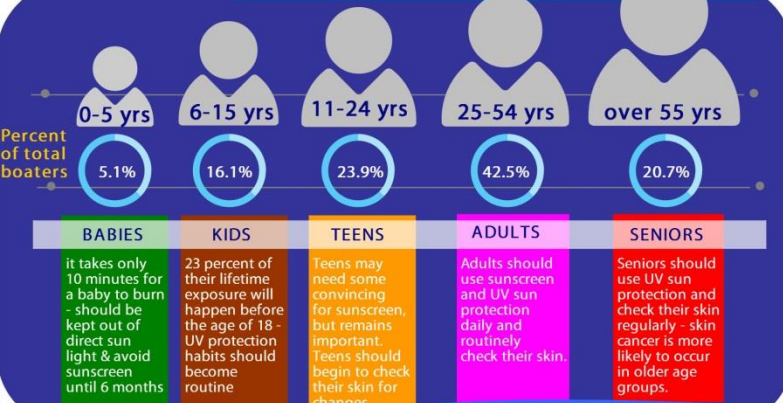
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