

Year-round skin care
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Broadcast Script

INTRO

SUNBURNS AND SKIN CANCER DON'T HAVE AN EXCLUSIVE PARTNERSHIP WITH HOT MONTHS AT THE BEACH.
ULTRAVIOLET RAYS ARE STILL PRESENT... EVEN IN THE MIDDLE OF WINTER.

TAKE VO

YOU'VE PROBABLY BEEN TOLD THAT THE SUN REFLECTS OFF THE SAND OR WATER AND CAN INCREASE YOUR HANCES OF SUNBURN. IT'S THE SAME FOR SNOW.
THAT'S ONE REASON KAREN BOYD... AN ONCOLOGY NURSE NAVIGATOR WITH OSF HEALTHCARE... SAYS SUNSCREEN IS AN IMPORTANT PART OF SKIN SAFETY 365 DAYS A YEAR.

TAKE SOT

"There are SPF {sun protection factor} sunscreens, we recommend 30 or above that you need to apply to your face, your neck and your ears if they are exposed," Boyd says. "Don't forget about your lips; lip balm is so important."

VO TAG

BOYD ALSO RECOMMENDS U-V PROTECTIVE SUNGLASSES TO PROTECT YOUR EYES FROM THE SUN. SHE SAYS SUN DAMAGE TO THE EYES CAN LEAD TO CATARACTS... ACUTE MACULAR DEGENERATION... AND EVEN CANCERS OF THE EYE.

VO/SOT # 2

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TAKE VO

AFTER A COLD AND WINDY DAY OF SHOVELING SNOW OUTSIDE - YOU MAY HEAD INSIDE FOR A MUG OF HOT COCOA AND NOTICE YOUR FACE IS EXTRA RED. PEOPLE USUALLY CHALK THIS UP TO WIND BURN OR JUST THE COLD. KAREN BOYD... AN ONCOLOGY NURSE NAVIGATOR WITH OSF HEALTHCARE... SAYS THAT ISN'T ALWAYS THE CASE.

TAKE SOT

"How do we know for a fact that that's not the UV rays?" Boyd asks. "It may be from the reflection off the snow, and it could be sunburn as well."

VO TAG

ONE WAY TO KEEP YOUR SKIN HEALTHY IN THE WINTER... ALONG WITH ANY OTHER MONTH... IS HYDRATION.

Additional information below:

The ABCDEs of melanoma skin cancer are important things to keep in mind when it comes to your skin health.

- **A:** Asymmetry. "Is it unevenly shaped or notched. Does it look different?" she asks.
- **B:** Border irregularity. "The edges of the mole; has it changed? Is it not clearly defined? Is it not a perfect circle?" she asks.
- **C:** Color. "Was it a light brown pigmentation but now it's turning darker? If it looks crusty and it peels off, that's another key point," she says.
- **D:** Diameter. "Has it changed in size or grown?" Boyd asks.
- **E:** Evolution. "Has it evolved or changed? Does it look different?" Boyd asks.