



HELP US END #SUNPOVERTY

80%

of sun damage happens before the age of 18.*

86%

of melanoma cases are preventable.*

ESSENTUAL IS HELPING BY:



Calling on the Government to abolish VAT on children's sunscreen, as it's not discretionary, it's a necessity.



Creating a safe broad-spectrum sunscreen for children (see overleaf).



Educating children about the importance of sunscreen.



Donating one sunscreen for every one sold.*

We need your help to donate tens of thousands of sunscreens to children in the UK.

*We will donate one Escentual Sunscreen SPF50+ for every one bought, as well as for every Clarins, Bioderma or Eucerin sunscreen bought at Escentual.com.

YOU CAN HELP BY:



Sharing the **#SunPoverty** message.



Encouraging people to buy Escentual Sunscreen SPF50+ or Clarins, Eucerin, Bioderma sun care.*



Being an advocate for sun safety.

@Escentual



ESCENTUAL SUNSCREEN SPF50+

£6.95 RRP

Dermatologically tested

Suitable for sensitive skin

Water-resistant for
four hours

Broad-spectrum
protection against
UVA and UVB rays



Handy clip to attach
the sunscreen to
school bags

SPF50+

Space to personalise
our sunscreen with
your name

Secure flip cap that
won't get lost

JOIN THE CONVERSATION:

SCAN ME



Help us raise awareness
by using #SunPoverty
and tag us.

@Escentual

