



SUN AWARENESS CAMPAIGN

Distributor Information



The world's leading away from
home skin care company

PROMOTING SUN PROTECTION TO OUTDOOR WORKERS

WHY?



*Source: Skcin

**Source: SSWP

DEB'S SUNPROTECT RANGE

PRODUCTS AVAILABLE

1 Sun Solution Pack

Pre-assembled with:

- 1 litre lockable dispenser
- 1 litre SunPROTECT cartridge
- A mirror for easy application
- A UV dial to display the daily local UV index level
- Key facts and statistics on skin cancer
- Support and education literature

Stockcode: SSCSUNSP/Case Qty: Each



WHEN? BE UV AWARE

LOW		MODERATE			HIGH		VERY HIGH		EXTREME	
UV INDEX	UV INDEX	UV INDEX	UV INDEX	UV INDEX	UV INDEX	UV INDEX	UV INDEX	UV INDEX	UV INDEX	UV INDEX
1	2	3	4	5	6	7	8	9	10	11
NO PROTECTION REQUIRED		PROTECTION REQUIRED			EXTRA PROTECTION REQUIRED					

Ultraviolet (UV) rays that come from the sun are invisible and when they reach the earth's surface they are strong enough to damage the skin.

When the UV level reaches 3, protection is required.

Scan the QR code, visit www.metoffice.gov.uk or follow us on Twitter @DebGroupUK to keep up-to-date on UV levels.



WHO TO TARGET?

Anyone who works outside as part of their job requires protection from the sun. Here are just a few examples:

- Roofers
- Electricians
- Landscapers
- Forestry workers
- Outdoor events
- Transport companies
- Builders
- Painters
- Gardeners
- Farmers
- Garden centre workers
- Sporting venues, eg. golf courses or football clubs
- Local authorities, eg. refuse collectors and maintenance



2 Sunboard

Pre-assembled with:

- 1 litre lockable dispenser
- A mirror for easy application
- A UV dial to display the daily local UV index level
- Key facts and statistics on skin cancer

Stockcode: SSCSUN1EN Case Qty: Each



3 SunPROTECT 1L Dispenser

- For use with Deb SunPROTECT 1L cartridges

Stockcode: SUN1LDSEN/Case qty: Each



4 SunPROTECT SPF 30 1L Cartridge

- Perfume-free, water resistant formula
- SPF30 provides 30 times the skin's normal protection against the sun's harmful rays
- 1000 shots per cartridge
- Hygienic, sealed cartridge system to prevent ingress of air

Stockcode: SUN1LDCAS



5 SunPROTECT SPF 30 150ml Tube

- Handy SPF30 sun cream in a 150ml tube

Stockcode: SUN150ML/Case Qty 12



SUPPORT MATERIAL AVAILABLE

For you:

- Free mailshots
- Email template
- Product images and information
- Trade counter support: poster and banners

For your customer:

- Outdoor workers' guide
- Employee information handout cards
- Awareness posters
- Toolbox talk presentation



Deb and Skcin are working together to promote sun safety. For every Deb Sun Protect product sold in the UK, Deb is making a charitable donation to Skcin www.skcin.org

To promote Skcin's FREE Sun Safe Workplace accreditation to your customers visit www.sunsafeworkplace.co.uk

REMEMBER TO PROMOTE...

THE 5 S's OF SAFETY



SLIP
ON SUN PROTECTIVE CLOTHING



SLOP
ON MINIMUM SPF30 SUNCREAM



SLAP
ON A BROAD BRIMMED HAT



SLIDE
ON SOME SUNGLASSES



SHADE
FROM THE SUN WHEN POSSIBLE

OTHER SALES OPPORTUNITIES FOR YOU

You can provide employers with sun protective clothing, sun cream and PPE including sunglasses and headwear.



The world's leading away from home skin care company

Deb Ltd Denby Hall Way, Denby, Derbyshire DE5 8JZ. Tel: 01773 855100. Fax: 01773 855107. www.debgroup.com