

# Newborn Skin & Sun Protection

There's nothing quite as wonderful and amazing as healthy, soft newborn skin. Protect your baby's sensitive skin from the sun's ultraviolet rays on your outdoor adventures and in your daily routine. Dress your baby in sun-protective clothing on your ride to the beach or to childcare. Model the importance of caring for your skin in the sun and take plenty of photos as your baby wears their favorite sunglasses!



## Protecting Baby's Skin from Sun

Most parents immediately think of bathing and diapering first when it comes to caring for their little one's skin. But all babies need protection from the sun from birth regardless of their age, race or skin color. To protect baby's skin:



Avoid direct sun exposure during baby's first 6 months by covering baby with clothing and hats with brims shading the head and neck to prevent sun exposure and potential sunburn.



From 6 months on, prevent sunburn with a small amount of an infant-safe sunscreen with a Sunscreen Protection Factor (SPF) of at least 15.



Check the label of the infant-safe sunscreen to ensure it protects against ultraviolet rays A and B; also, choose a sunscreen specifically for infant skin and that won't sting baby's eyes.