

MEDIA RELEASE



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REVISED AUSTRALIAN STANDARD ON SUNSCREEN

- **SPF 50+ sunscreen becomes new benchmark**
- **World leading requirements on water resistance levels**
- **Labelling crackdown: 'Waterproof', 'sunblock', 'sweat-proof' banned**

A new Australian Standard announced today requires SPF 50-plus sunscreen, in a win for consumers and public health.

"Consumers will expect and demand SPF 50-plus sunscreen as a result of the revised standard," said Colin Blair, Chief Executive Officer, Standards Australia.

"In a country where sun radiation risks are high, this added level of protection is critical in addressing the prevalence of skin cancers and melanoma," Mr Blair said.

Mr Blair said raising the sun protection factor (SPF) limit was the decision of a panel of experts who deliberated its public health benefits and technical requirements.

The revised Australian/New Zealand Standard - *AS/NZS 2604:2012 Sunscreen products—Evaluation and classification* – also states:

- The term 'waterproof' is misleading and not permitted. The Standard acknowledges that sunscreens will wash off when immersed in water.
- The term 'sunblock' is misleading and not permitted because it may be interpreted to mean that 100% of the sunburning radiation is blocked.
- The term 'sweat proof' is misleading and not permitted. 'Sweat resistance' is not a substitute for 'water resistance'.

"These combined measures will result in a much better product on the shelves, which reflect Australian consumer needs," Mr Blair said.

Craig Sinclair from the Cancer Prevention Centre at Cancer Council Victoria – who is also chair of the relevant standards committee – welcomed the announcement as an important step forward for public health.

"There is now overwhelming global consensus that SPF 50-plus provides a greater level of protection, providing consumers continue to apply the same amount of sunscreen. This change is consistent with international standards," Mr Sinclair said.

"Given the Australian lifestyle, the standard sets very high requirements around water resistance, which are much higher than in equivalent standards in the United States and Europe," Mr Sinclair said.

Mr Sinclair said the committee charged with developing the standard included stakeholders from dermatology, medicine, industry, retailers, cosmetics, cancer councils and consumer groups, academia and government.

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