THE COPPERTONE STANDARD

THE STEPS

for Product Quality, Safety and Efficacy

1 RELY on science and clinically relevant data

2 MEET FDA efficacy testing requirements

Two types of testing, including:

- **Water Resistant Sun Protection Factor (SPF):** Measuring SPF after 80 minutes of water exposure
- **Critical Wavelength:** Measures how well sunscreens protect against UVA rays after they're exposed to UV light

Coppertone SOLAR RESEARCH CENTER

SPF and UVA protection

3 EXCEED FDA safety testing requirements

Real-world use studies for certain formulations involve:

- Outdoor recreational activity, including swimming in a pool
- Replicating summer conditions, including high heat and humidity

4 COMPLY with numerous global standards for SPF and UVA protection

5 ENGAGE independent investigators, dermatologists, pediatricians and scientists to evaluate safety and efficacy

6 SAFETY evaluated through three types of testing:

Patch Test: Determines whether a new formula or ingredients may irritate skin

Phototoxicity: Examines whether skin becomes more vulnerable to the sun's rays after using sunscreen

Photoallergy: Tests whether skin reacts negatively to UV rays after applying sunscreen

7 PERFORMANCE TESTING to evaluate whether:

Sport: Formulas stay on skin when sweating

Tear-free: Select baby and kid formulas won't cause tearing or stinging if accidentally rubbed into eyes

Spray Safety: Particle size reduces possibility of inhalation