

What to do if your customers get sunburnt

Beyond the pain of sunburn, too much sun exposure can result in skin blistering, headaches, nausea, vomiting, or dizziness. In such cases your customers should be encouraged to see a doctor. If the situation is not severe, the following steps are recommended

- Strongly encourage your customers to **protect their skin from further direct sun exposure** until the redness, peeling and pain have disappeared.
- Suggest they **drink plenty of water** to replenish their fluid levels. Dehydration is another potentially dangerous side effect of too much sun exposure.
- Suggest they **visit a pharmacist** to get some professional advice.
- As soon as it becomes comfortable to do so, suggest they **apply a moisturising cream** to the burnt area to keep it moist and supple. Even though it will not prevent peeling, moisturising will help prevent the new skin below from drying out.

For more information visit www.sunsmart.org.uk



The SunSmart campaign is funded by the UK Health Departments

Cancer Research UK would like to acknowledge the World Health Organization in the production of this information.
2007 Cancer Research UK reg. charity no. 1089464