

# SMOKING GUN



## **Sunscreen SOS: Two thirds of parents admit they don't understand sunscreen labels**

- *Luxury travel company [Destination2](#) teams up with Melanoma Focus to bust baffling sunscreen jargon*

Families need a helping hand to stay safe in the sun this summer after two thirds (68%) of parents admitted they don't understand the labels on sunscreen.

SPF factor, terms including UVA and UVB along with claims around water resistance are some of the elements that leave parents scratching their heads - with two out five (43%) fearing that as a result they won't be properly protected against the sun's harmful rays.

And it's not just confusion over product claims - a further two-thirds (67%) of parents also don't know how much sunscreen to apply, the new study\* by luxury travel provider Destination2, discovered.

As a result, [Destination2](#) have teamed up with the experts at Melanoma Focus to develop a tool that provides parents with simple, straightforward advice on how best to keep their family safe in the sun this summer.

The free Sunscreen Decoded tool is hosted on the Destination2 website and features a jargon-busting guide to sunscreen terms from Melanoma Focus experts - aiming to eliminate the confusion that so many parents face.

The biggest is around claims of water resistance (47%) followed by the term 'broad spectrum' (43%) followed by the difference between UVA and UVB (35%) and SPF (32%).

Melanoma Focus CEO Susanna Daniels said: "As hard-working families plan their well-deserved summers, it's more important than ever that they stay safe in the sun.

"But this new research from Destination2 demonstrates concerns many families share over being able to understand all the terminology around sunscreen.

"It's why we're so glad to partner with them on their Sunscreen Decoded tool.

“After all, one serious sunburn in childhood or adolescence more than doubles your risk of melanoma later in life.”

A Destination2 spokesperson, Kate Wadeson, said: “You shouldn’t need a science degree to keep your kids safe in the sun.

“That’s why we teamed up with Melanoma Focus to create a simple tool that does the hard work for you - so you can get back to what’s best about holidays - having fun.”

### **Staying Safe In The Sun: An Expert Guide by Melanoma Focus**

- Model good behaviour - if you don’t wear sunscreen then why would your kids?
- Sun protection should be fun - let kids apply their own roll-on and try coloured sun creams they can draw with
- Apply sunscreen liberally to exposed skin 15 to 30 minutes before going out into the sun.
- Don’t rub the sunscreen into your skin but spread it as uniformly as possible over the surface of the skin and allow to dry
- Re-apply every 2 hours or after an activity that could remove sun cream, such as swimming or excessive sweating
- Avoid the midday sun (between 11am to 3pm)
- Wear a wide-brimmed hat and protect the skin with clothing
- Protect your eyes with UV protected sunglasses

**Links to web content to be added here**

**Imagery**

**ENDS**

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#### **Notes to editors:**

\* Survey of 2,000 UK parents, who have been on holiday with at least one child under 16 during the last 12 months, or have booked a holiday during the next 12 months, with at least one child under 16 - between 17th July 2025 and 18th July 2025. Conducted by LMRMC.

#### **About Destination 2**

[www.destination2.co.uk](http://www.destination2.co.uk)

**Which? #2 best beach and resort package holiday provider for 2024**

Destination2.co.uk is a leading tour operator offering unbeatable deals on luxury holidays to top destinations like Dubai, the Maldives, Thailand, Mauritius, the Caribbean and more.

Specialising in affordable, tailor-made escapes, Destination2 offers luxurious getaways for couples, families and adventure seekers alike. Their expert travel specialists utilise their extensive experience and industry connections to secure the best rates, ensuring you enjoy exceptional holidays at incredible value.