

3RD International UV and Skin Cancer Prevention Conference Abstract

E-poster from Cancer Council Australia Merchandise Licensing

TITLE:

Increasing UV protection while generation income

INTRODUCTION:

Cancer Council Australia has a unique opportunity to reinforce the slip slap slop seek and slide program through the sales of licensed sun protection product. As Australia has some of the highest rates of skin cancer in the world, it is important that we encourage the everyday Australian to protect themselves from the harsh rays in our sunburnt country. Cancer Council recognises that we have an opportunity to reach a broad demographic if we demonstrate that sun protection products can be appealing and can fit in to the Australian way of life and our love of the outdoors.

METHODS:

Updating and refreshing our product marketing materials at retail, to reflect a realistic, appealing environment. Talking to the Australian public via our products and the marketing of our products in an intentionally relaxed way, *inviting* consumers to embrace a sun smart lifestyle.

OUTCOMES:

Our branded products are sold across over 8000 outlets in Australia, meeting the dual objective of educating and protecting consumers from skin cancers, as well as raising funds from product sales to support cancer research and services.