

A TO Z OF SUMMER....



K is for ... kids in the sun

In today's world, teachers and playgroup leaders are generally discouraged from applying sun care to children. Therefore it's vital that children are taught to be SAFE in the sun from an early age.

Superdrug has devised this mini roll on SPF50+ which is easy for the smallest hands to apply to themselves and to each other. The green cream makes it easy to see where the cream's been applied and it's easy to rub in the skin (£4.24, buy one get one free).

Part of the Solait Kids range, the five star rated protection is as kind to a child's delicate skin as it is tough on the rays of the sun.

Since July 2006 Superdrug has been campaigning to see the VAT cut on children's sun care – and has been paying the VAT itself on the Solait range of kid's products since. Do you think that children's sun protection is a luxury item? If you would like to see the Government reduce the VAT payable on children's sun care sign your name to our petition at www.superdrug.com.

This summer Superdrug is partnering with The Institute of Cancer Research on the SAFE campaign (Skin Awareness For Everyone). Every bottle (SPF15+) of Solait sold at Superdrug this summer will see a donation to the SAFE campaign – and when you buy one you get one free!

Available from Superdrug stores across the country and online at www.superdrug.com