

DERMASWING®

SUNSCREEN FOR GOLFERS



DERMASWING®

KARINE ICHER

N°1 French Professional Lady Golfer
DERMASWING® Ambassador

Golfer's are among the sportsmen most exposed to sun hazards.

Sun protection of golfers has become an important public health issue, with significant media coverage, in the USA, Australia, South Africa and Asia in the recent years. In the USA, information campaigns on sun hazards have the support of PGA golfers as Brian Davis and of the Skin Cancer Awareness Foundation.
2018, Karine Icher, the N°1 French Professional Golfer, partners with DERMASWING® for sun prevention awareness among Golfers.

INTERVIEW OF KARINE ICHER

European and World Champion,
France Amateur Team

More than 40 Top 10 on the LPGA

French N ° 1 on the LPGA Tour for more than 10 years

4 selections in Solheim cup

Participation to the 2016 Olympics Games, Rio de Janeiro, Brasil

Karine, how did you decide to partner with DERMASWING® to promote Sun Protection Awareness for Golfers ?

I have been a professional golfer for many years and I learned what it is, to be exposed to UV daily and what it means for my skin. However, the majority of golfers are not aware that the sun is a real danger for their skin and that applying sunscreen on the course is mandatory. An 18-hole game exposes the golfer to a very significant dose of UV light. Solar exposure is indeed both intense and long. Golfers often play in the middle of the day, when the sun is highest in the sky and the UV radiation most intense. They cumulate exposure because they spend several hours a day on the course, many days in the year, for many years.

Medical specialists are unanimous : the rate of skin cancer among golfers is on the rise. In France, nearly 500 new skin cancers are detected among golfers each year. A precise medical study was conducted at the exit of 6 golf courses of Marbella in Spain. This study found that of 351 golfers examined by dermatologists, 10.7% had undetected skin cancer and 40% had precancerous conditions.

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My advice to everyone, whether you are a casual golfer or a golf addict: remember to protect yourself, because 4 hours under the sun can damage your skin permanently.

Can you share with us your personal « routine » regarding your sun protection on the course?



I have been golfing since I was a kid and sunscreen is actually part of my daily routine.

I apply my sunscreen methodically on my face, the back of my right hand, my arms, my neck and throat, not forgetting my ears, with special attention to the back part of the lobes. Indeed, it is one of the areas where dermatologists find most cancerous lesions in golfers.

You live in Orlando Florida, is that why you are particularly aware of the risks of the sun ?

The sun is actually very intense here. The dangers of the sun on the course are well recognized in the USA where many players on the PGA Tour are getting involved in the communication on sun prevention. During my travels on the pro-women's circuit, I found that in countries such as South Africa, Australia or in Asia, players are much more aware of the necessity to protect themselves than in Europe. We see more and more Pros or amateur players wearing long sleeves and wide visors.

You have a little girl, did you teach her early on why and how to protect herself ?

Yes of course, as a mother, I am extra cautious, especially because the sun here is quite strong. Our children will probably live longer lives than we do and they deserve to stay as young and healthy as possible. I believe that we must teach our little golfers as early as possible to protect themselves from the sun and preserve the health of their skin.

Children do not like to put greasy stuff on their face, but with the Dermaswing® applicator brush, applying sunscreen becomes very easy and practical for little ones. A child's play !



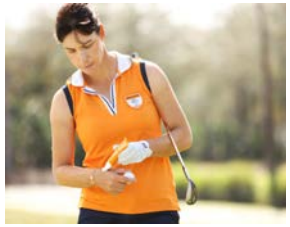
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What are your relevant tips for a good sun protection on the course?

These are common sense tips that everyone should follow :









1. Wear a cap or a hat, and well fitting wrap around sunglasses.

2. Apply sunscreen before playing and again after the 9th hole or after 2 hours of play.

3. Definitely avoid getting a sunburn. If you do not protect yourself properly, you won't feel anything coming until it is too late, because UV rays will burn without heating first. The sunburn induces irreversible deep lesions of the skin that accumulate over time.

4. Do not forget to protect yourself even when the sky is cloudy. UV rays can cross the clouds. In France, there are more melanomas in cloudy Brittany than on the sunny Côte d'Azur..

5. Select a protection with the highest SFP index (50 +). There is no such thing as "total" sunblock. With a maximum SPF you are better protected, and more importantly, much longer. The tan will be brighter and will fade away less rapidly. If you take a lower SPF, you will have to apply it more often for the same level of protection and in the end, it will cost you more ...

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You have decided to be an ambassador for DERMASWING®. Why do you like this particular product ?

I had quite an immediate crush on DERMASWING® because it is the first product designed specifically for golfers, which meets all the requirements of our sport.

It's the only sunscreen that leaves my grip clean. With its smart brush, I can apply it and reapply it without ever having cream on my hands. It is so easy that I can even apply it when walking and carrying my bag. The cream, which is formulated and manufactured in France, is not greasy or sticky, and does not leave my skin white. Its fairly neutral scent is very subtle and pleasant. It is composed of very safe ingredients, selected by a team of golf addicted doctors and pharmacists. It is very resistant to sweat (tests prove that the protection remains the same after going to the steam room!). There is not a chance that the cream may run into my eyes at a critical point of the game. Protecting myself from the sun becomes very easy and effective, so I can focus even more on my game.

A French ambassador for a French start-up, was it the natural thing to do ?



There is a real cosmetic know-how in France, whose excellence is internationally acclaimed. French cosmetics are very popular in the US for their quality and performance. There is no equivalent sunscreen to DERMASWING® in North America.

No doubt I am very proud to contribute to the success of this very innovative French product on the international market.



DERMASWING®

The First «Hands Free» Sunscreen to meet Specific Expectations from Golfers

1.
«HANDS FREE» APPLICATION CLEAN GRIP

√ «CLEAN GRIP» : OPTIMUM PERFORMANCE
The applicator brush allows for an application without the hands. The grip stays clean.

√ HOMOGENEOUS APPLICATION
The brush applies a very thin and homogeneous layer of sunscreen, even on tricky areas such as the ears, the skull, the nose tip and wings, the back of the hand not protected by the glove, the arms. You get a far better protection with much less cream.

√ PACKAGING INNOVATION
makes sun protection easier and pleasant. No more hassle to reapply your sunscreen in the middle of the game, at the 9th hole or while walking.

√ GOOD VALUE FOR MONEY
No loss on the hands , the grip or on the towel means more sunscreen for you own skin !





DERMASWING®

2.
HIGH PERFORMANCE





√ VERY HIGH PROTECTION : SPF 50 +
DERMASWING® benefits from the highest sun protection index (tested according to European standards, internationally trusted, COLIPA norm).

√ BROAD SPECTRUM UVA UVB
DERMASWING® protects from both UVA and UVB.

√ SWEAT RESISTANT
DERMASWING® is independently tested and certified for sweat-resistance, which guarantees that it will not run down into your eyes on hot days.

√ NON-GREASY, NON STICKY, NON SHINY
DERMASWING® spreads easily, is not sticky and looks nicely transparent with a matt effect on the skin.

√ ANTI-OXIDIZING VITAMIN E
DERMASWING® formula benefits from vitamin E to inactivate oxidative free radicals induced by sun light.



3.
HIGH SECURITY

Created by a team of golf addicted pharmacists and doctors,
Formulated by internationally renowned R&D labs and manufactured in France,
DERMASWING® contains ingredients selected for outstanding performance and safety.





√ PROVEN INGREDIENTS with a flawless track record of safety, stability and tolerance.

√ PURE FORMULAS stripped of any unnecessary chemical ingredients.

√ HIGH TOLERANCE
Each formula is tested as non-irritating for the eyes and skin (specific tests performed by independent labs).

√ LIGHT, ALLERGEN-FREE FRAGRANCE

DERMASWING®



Ingredients we trust

- Efficient sunscreens with high tolerance & photo-stability
- Sunscreen which are easy & pleasant to apply
- Vitamin E anti-oxidant
- Fragrances without allergen



Ingredients you will not find in our products

- Paraben preservatives
- Chemical sunscreen PABA & oxybenzone
- Mineral oil
- Sodium laureth sulfate
- Synthetic dyes or pigments
- Phtalates
- Animal-derived raw materials
- Fragrances with allergens
- Nanoparticules



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Golfing has an overall positive impact on individual health and life expectancy !
However, too much sun is not good for your skin.

Dermaswing® is pleased to provide this free "Sun Protection Awareness Poster" to every Golf Club-house and Proshop to promote skin cancer prevention among golf players.

DERMASWING®

SUNSCREEN FOR GOLFERS

NEW IN
2018

DERMASWING®
COMPACT



PRESENTATION :
40 ml brush tube
Suggested Retail Price : 21 euros

Available on
www.dermaswing.com
and from your Proshop.

DERMASWING® also available
in 50 ml format for avid players.

CONTACT PRESSE
Laurence ROBERTY - TEL : + 33 (0)7 60 07 76 11- contact@dermaswing.com

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WHERE TO FIND DERMASWING® ?

IN FRANCE : Golf National, Golf de Divonne, Golf International de Pont Royal, Golf de la Vaucouleurs, Golf d'Aix- les-Bains, Aa Golf de Saint-Omer Club, Evian Masters Golf Club, Golf International Barrière La Baule, Joyenval Golf Club, Frégate Golf Club, Golf du Médoc Resort, Golf de Saint-Nom-la-Bretèche, Golfhôtel de Saint- Samson, Golf d'Hossegor, Golf Club Thumeries Moncheaux, Golf de Bondues, Golf de Chantilly, Garden Golf Forêt de Chantilly, Golf de Saint-Cloud, Golf de Royan, Golf de la Valdaine, Golf des Graves et du Sauternais, Golf Vittel Ermitage, Golf du Rochat, Golf de Téoula, Golf de Chiberta, U Golf Nantes Carquefou, Saint Malo Golf Resort, Golf du Kempferhof, Golf de Toulouse Seith, Golf de Marivaux, Golf de Feucherolles, Golf d'Etretat, Golf de Mont Griffon, Golf Blue Green Dunkerque, Golf de Lille metropole, Golf d'Houlgate, Golf de Caen, Golf de l'Odet, Golf de Baden, Golf de Rhuys-Kerver, Golf de Ploemeur Océan, Golf Saint-Laurent, Golf duLac au Duc Ploërmel, Golf de Val Quéven, Golf Blue Green Rennes Saint-Jacques, Golf Pleneuf- Val-Andre, Golf Les Fontenelles, Golf Nantes-Erdre, Golf de la Domangère, Golf Blue Green Pornic, Golf Port Bourgenay, Golf Savenay, Golf Le Croisic, Golf Avrillé, Golf Guerville, Golf Rueil Malmaison, Golf Marolles-en-Brie, Golf Bellefontaine, Golf Saint- Aubin, Golf de Saint-Quentin-en-Yvelines, Golf Villennes-sur-Seine, Golf Villeray, Golf Tours-Ardrée, Golf Blue Green Mazières-en-Gâtine, Golf Domaine des Forges, Golf Club de Niort , Golf Mignaloux Beauvoir, Golf Blue Green Grand Lyon Chassieu, Golf Quétigny Grand Dijon, Golf Public du Val d'Amour, Golf de Saint- Étienne, Golf Grenoble-Seyssins, Golf du Grand Rodez, Golf Bordeaux-Lac, Golf de Gujan, Golf Blue Green Pau Artiguelouve, Golf de Pessac, Golf de Seignosse, Golf de la Marterie, Golf de l'Estérel, Golf de Sainte-Maxime, Golf du château de Vigiers, Golf Club de Toulouse, Golf des Poursaudes, Golf Spirit, Golf de L'isle Adam, Golf du Domaine de Manville, Golf de Morfontaine, Golf de Courchevel, Exclusive golf du château de Cely, Golf de Fontainebleau, Golf de Bussy Saint George, Golf de Boutigny, Exclusive Golf de Lacanau, Golf de Villarceaux, Golf de la Carte, Golf de Chalon sur Saône, Golf de l'Ile d'Or, Golf d'Omaha Beach, Golf de Meribel, Golf de Rougemont le Château, Golf des Etangs de Fiac, Golf du Château de Cherisey, Golf d'Avignon Château Blanc, Golf de Rochefort, Golf de la Ramée, Golf de Dieppe, Golf de Metz Technopole, La Route du Golf Rennes, Golf de Nancy Pulnoy, Golf de Saint Francois Guadeloupe ...

DERMASWING® has been choosen by Le Club **and Blue Green** BLUEGREEN

AND IN LUXEMBOURG, BELGIUM, SWITZERLAND, SPAIN, MAURITIUS ISLAND...

ANNEXE

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ACTAS
Dermo-Sifiliográficas

Full English text available at
www.actasdermo.org



ORIGINAL ARTICLE

Skin Cancer Prevention and Detection Campaign at Golf Courses on Spain's Costa del Sol☆

J. del Boz,* T. Fernández-Morano, L. Padilla-España, M. Aguilar-Bernier, F. Rivas-Ruiz, M. de Troya-Martín

Servicios de Dermatología y Unidad de Apoyo a la Investigación, Hospital Costa del Sol, Marbella, Spain

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Skin cancer;
Cancer prevention

Abstract
Background and objectives: Skin cancer prevention and detection campaigns targeting specific groups are necessary and have proven to be more effective than those aimed at the general population. Interventions in outdoor tourist spots have proven successful, although none have specifically targeted golf courses. The aims of this study were to describe the risk profile of golfers and golf course workers and evaluate the impact of a skin cancer prevention and early detection intervention.
Material and methods: This was a cross-sectional descriptive study conducted at 6 golf courses. The intervention included a skin examination and completion of a questionnaire about demographic details, risk factors, and sun exposure and sun protection habits. Participants were also given advice on sun protection measures, self-examination, and use of sunscreens, and were asked about their satisfaction with the intervention and their intention to change their current behaviors. The effect was measured in terms of the diagnoses made, satisfaction with the intervention, reported intention to change, and potential effect in terms of existing risk factors.
Results: Of the 351 participants (57% golfers and 43% golf course workers), 70.4% had fair skin, 11.7% had a family history of skin cancer, and 8.5% had a personal history of skin cancer. Skin cancer and actinic keratoses were diagnosed in 10.7% and 40% of the golfers, respectively. The session was rated positively by 99.4% of the participants; 93.9% stated that they intended to improve their sun exposure habits and 93.4% said that they planned to examine their skin more frequently.
Conclusions: Our findings confirm that golf course workers and, in particular, golfers are an important target for skin cancer prevention campaigns. This is the first intervention to specifically target golf courses, and it proved to be both feasible and useful. Its success appears to be attributable to numerous factors: it was conducted at golf courses, had multiple components, and was preceded by a motivational campaign.
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