



R UV UGLY?

**USING SUNBEDS CAN DAMAGE YOUR SKIN
AND MAKE YOU LOOK OLD BEFORE YOUR TIME**

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Examples of campaign creative



Thank you for taking a R UV UGLY? skin scan today. As a sunbed user, we hope that any damage you can see will make you say NO to sunbeds in the future.

To find out more about Cancer Research UK's R UV UGLY? campaign, visit www.meph.com/rnugly

The R UV UGLY? skin scan reveals the hidden damage that is lurking beneath your skin's surface. The explanation from our specialist staff below will help you to understand what the spots and lines on the image mean.

• Dark spots on your R UV UGLY? scan highlight sun spots and pigmentation which are commonly a result of sun damage.

• Bold lines on the image highlight the presence of ageing lines and wrinkles, which can be a result of over exposure to UV rays.





Examples of campaign creative



