

Beat: Vips

## Hollywood Celebrity KRISTEN BELL Wants You to Have -The Talk- With Your Children

### 2016 Choose Skin Health Campaign

PARIS - LOS ANGELES, 29.05.2016, 06:59 Time

**USPA NEWS** - Millions of families headed to the beach this Memorial Day weekend, many without adequate sun protection. As part of a national effort to reduce the incidence of skin cancer, Neutrogena is kicking off the 2016 Choose Skin Health Campaign with a video featuring Brand Ambassador Kristen Bell...

Millions of families headed to the beach this Memorial Day weekend, many without adequate sun protection. As part of a national effort to reduce the incidence of skin cancer, Neutrogena is kicking off the 2016 Choose Skin Health Campaign with a video featuring Brand Ambassador Kristen Bell asking moms everywhere to get real with their kids about the importance of sunscreen, and a pledge to donate \$1 for every video share to the non-profit Children's Melanoma Prevention Foundation.

The fact that only 39% of women and 14% of men use sunscreen regularly is a health issue of national importance when you consider that just one to two severe sunburns can increase lifetime risk of developing melanoma by 40 %. This year the brand is developing in-school sun safety programs with the potential to reach 1.6 million students annually with a sun safe behavior curriculum, sponsoring 13,000 free skin cancer screenings annually with charitable partners, and working toward a goal of donating \$35 million worth of sunscreen to families in need by the end of 2016.

Research shows that when parents, and in particular mothers, model a positive habit such as daily sunscreen application for children at an early age, that behavior becomes a life-long healthy habit. Neutrogena, #1 dermatologist recommended skincare brand, has brought groundbreaking skin care solutions to consumers for more than 60 years.

Source : Neutrogena

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

#### Article online:

<https://www.uspa24.com/bericht-8119/hollywood-celebrity-kristen-bell-wants-you-to-have-the-talk-with-your-children.html>

#### Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSIV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

#### Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)