

# DELPH SUN PROTECTION: TOUGH ON SUN DAMAGE, EASY ON THE POCKET

## [RUB IT IN]



Delph doesn't spend money on fancy pants packaging or glamorous advertising shoots on tropical beaches. Nor does it promise to make you look and feel like your favourite celebrity. What it does promise is the most advanced and comprehensive sun protection for all the family at affordable prices.

That's a mighty big promise but as Delph is one of the few sun lotions listed on the UK drugs tariff, it's one Delph is very proud to deliver. Originally developed for the medical profession to prescribe to people with really vulnerable skin, Delph sun lotions have passed strict medical tests that prove its efficacy.

Worryingly, most of the other sun lotions on the market have never been tested to such exacting standards. Considering sun lotion is our best defence against skin cancer, Delph thinks this is a disgrace and has founded the 'Rub It In' campaign to demand that all sun lotions are subject to stringent testing before reaching the shelves.

Designed to suit the whole family, Delph's range includes factors ranging from 8-50 with special formulas for children. All members of the Delph sun lotion family are water resistant and contain both UVA and UVB sunscreens.

Sun lotion shouldn't be dug out once a year for the holiday season. You can burn as easily sitting in your garden at home as you can while lounging on a beach in Barbados. In fact, UVA damage – responsible for 95% of skin aging – is higher during overcast cloudy days than it is on clear sunny days.

Delph is proud to make affordable sun protection that can be used all year round. Glamorous bottles that dangle designer price tags are all very well, but sun protection isn't a luxury – it's an everyday necessity that needs an everyday price. That's why Delph's pricing starts at just £1.99.

For more information, visuals, samples or interviews/quotes please contact Helen Drake, Stephanie Cuthbert or Anoinette Carey at Brandnation



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