

July 10, 2017

Banana Boat Canada's number one priority is the safety of the millions of Canadians who use our sun protection products each year. It is worrying whenever a child or adult has an unpleasant product experience and we have been working, along with Health Canada, since early May to understand the recent complaints shared by some consumers.

To date, Health Canada has not made any link between our product and the consumer complaints. As of July 5th, Health Canada has said that it has reviewed our certificates of analysis and test results available and has not seen any issues.

We take every consumer complaint very seriously and we will continue to work with Health Canada. We take a number of steps to ensure that our products meet all Health Canada requirements. We have a formal in-house quality review, which includes testing samples from every lot during manufacturing to ensure quality before distribution. We also have qualified independent laboratories conduct claims and safety tests for all our product formulas. Plus, our children's sun care products are tested under the supervision of Board-certified pediatricians to ensure they are appropriate for use with children.

Banana Boat sunscreens fall within a neutral pH range, which means they are safe for human skin, topical use and cannot cause chemical burns, which are sometimes mistakenly linked to personal care products or confused with sunburns. We encourage people who have concerns to visit a dermatologist who can determine the differences among a chemical burn, a sunburn, a reaction to the sunscreen itself or a photoallergic reaction and advise on appropriate treatment.

For some people, their sensitivity to an ingredient can be triggered or exacerbated by the sun. This type of photoallergic reaction can result in an exaggerated skin rash or sunburn. In more severe cases, blistering may also develop. We suggest consumers carefully test the product before use or consult their physician in advance if concerned about the possibility of sensitivity to certain ingredients.

We recognize that sun protection education is an important issue for all Canadians. Our research indicates that complaints about ineffective sunscreen can often be the result of inaccurate application and not using enough sunscreen. The recommended average application is at least 7 teaspoons or 35ml per adult. In addition to this, it's important to understand that no sunscreen can ever provide full protection, hence we recommend that sunscreen is only one part of an important combination of steps Canadians should take to protect themselves in the sun. We recommend wearing sun-protective clothing, including hats and sunglasses and seeking shade especially between 10am-2pm. It's also important to follow our product label instructions: always store sunscreen in accordance with its labels, use only as directed and reapply frequently as directed.

The ingredients in our products are disclosed on the labels using ingredient names assigned by experts and recognized by governments around the world. Our formulas do not contain common food allergens such as tree nuts, peanuts, eggs, soy, wheat, fish, dairy, or gluten. We recommend that consumers always read the label and check the list of ingredients before use. It is also important to follow product label instructions: use only as directed and reapply frequently, at least every 80 minutes after swimming or sweating and always after toweling. Do not use on damaged or broken skin, discontinue if a rash occurs and consult a health care practitioner before using on children less than six months of age.

As everyone's skin is different, we strongly recommend doing a personal patch test on sensitive skin, or on children, if this is the first time using the product. To patch test a product, place a tiny amount on a small part of the body, such as the inside of the elbow or inner arm, to see if there is a reaction. Ideally wait 24 hours and if the product causes a reaction, wash it off as quickly as possible.

We encourage anyone with any questions or concerns to contact us at 1-888-786-8477.

