



**Press release for immediate release on Friday 2<sup>nd</sup> February 2018**

**World Cancer Day Celebration – 4<sup>th</sup> February 2018  
President Trump's Orange Hue Reducing Skin Cancer Risk in UK**

A whole year on since President Trump took office, and he's finally having a positive impact, right here in the UK. To mark World Cancer Day (4<sup>th</sup> Feb), a poll of 1000 UK-based adults undertaken by GP-on-demand service GPDQ has revealed that 73 percent of people who have previously used, or considered using, a UV tanning bed would never do so again, thanks to the 'panda eyes' and 'orange hue' sported by the American President.

The bright orange warning beacon that is President Trump has had a bigger effect on the older generations, with 81 percent of people aged 55-64 saying they would never go on a sunbed again, thanks to President Trump's unnatural orange hue. It seems the Trump-tan-effect is impacting the ladies more than the gents too, with 76 percent of females saying he turns them off UV tanning, compared to a smaller 69 percent of men.

The decline in the potentially life-threatening UV tanning trend is welcomed by GPs, who are the first port of call for patients with skin cancer symptoms. **Dr Kristy Lau, NHS GP and one of the founding GPs behind the doctor-on-demand service GPDQ** explains why President Trump's appearance could save thousands of lives:

*"Sunbeds emit high intensity ultraviolet radiation which activates premature skin aging, but importantly it damages the skin cells' structure leading to an increased risk of skin cancer, development of cataracts and suppression of the immune system. President Trump's white eye areas are evidence that he does wear goggles on the sunbed, which protect the eyes, but it's not enough.*

*"International Agency for Research on Cancer (IARC) found that first exposure to sunbeds before the age of 35 years increases the risk of melanoma by 75 per cent."*

According to Cancer Research UK, in 2015 15,906 cases were reported, and in the previous year there were 2,459 deaths as a result of skin cancer. Projected to rise by seven percent in the UK, the charity expects a massive 32 cases per 100,000 people by 2035. The charity claims that 86 percent of cases are preventable, through sensible behaviour. <sup>i</sup>

Ophelia Hohler, Head of Marketing at the UK's leading beauty booking service [www.treatwell.co.uk](http://www.treatwell.co.uk) comments on the shift from tanning beds, to healthier spray tans that moisturise, rather than dehydrate and damage the skin:

"At Treatwell we saw an increase of 20 percent in spray tan bookings in the UK last year, while the percentage of our bookings for sun beds decreased, showing that our customers are opting for safer tanning."

**GPDQ's Dr Lau shares her top 10 all-year-round tips for preventing skin cancer:**

1. Avoid tanning and never use UV tanning beds – fake it, or embrace your natural skin tone
2. Seek the shade, especially between 10 AM and 4 PM (all year round!)
3. Do not burn
4. Cover up with clothing, including a broad-brimmed hat and UV-blocking sunglasses
5. Use a broad spectrum (UVA/UVB) sunscreen with an SPF of 15 or higher every day
6. Apply sunscreen to your entire body 30 minutes before going outside. Reapply every two hours or immediately after swimming or excessive sweating.
7. Keep newborns out of the sun completely. Sunscreens should be used on babies over the age of six months.
8. Buy a sunscreen with a high ‘star’ rating and UVA high enough to protect you from the sun (see table below)
9. Examine your skin head-to-toe every month.
10. Book a professional skin examination to identify issues early – a GP can do this

People who are more prone to damage and should therefore avoid sunbeds include:

- Under 18 years of age
- Those with fair/freckly skin; red hair and blond hair that does not normally tan with sun exposure
- Those with large number of moles
- Those with a history of skin cancer
- Those with abnormal sensitivity to the sun either due to photosensitive skin diseases (sun allergies) or medication

<b>What you need</b>	<b>SPF to choose</b>
Low protection	6 to 14 (SPF 6 and 10)
Medium protection	15 to 29 (SPF 15, 20 and 25)
High protection	30 to 50 (SPF 30 and 50)
Very high protection	50 + (SPF 50+)

For more Trump-inspired beauty trends, check out actress Tess Paras’ ‘TRUMPING’ make-up tutorial: <https://www.youtube.com/watch?v=xDgy37kPOZ4>



**-ENDS-**

For more information, or to arrange an interview, please contact the GPDQ press office at [GPDQ@sensecommunications.co.uk](mailto:GPDQ@sensecommunications.co.uk) or call Lisa on 07525 204402.

#### **Notes to editor**

- Methodology – 2000 UK based adults were polled about their sunbed use and the deterrents for using sunbeds from 31<sup>st</sup> Jan – 1<sup>st</sup> Feb, 2018.

#### **About GPDQ**

- GPDQ is the UK's first and leading GP-on-demand service, that connects its users (patients) directly with a local NHS GP who will visit them within hours at a location of the patient's choice, be it their home, workplace or a hotel if they are travelling from abroad.
- Patients can request a GP and track their progress from their smartphone, via the GPDQ app (downloadable for [iOS](#) or [Android](#)) or alternatively, they can call GPDQ, or visit the website to book an appointment.
- GPDQ was the first 'in person' GP-on-demand app to launch in the UK, and was also the first to achieve CQC approval. GPDQ is the most popular GP-on-demand service in the UK, having responded to the most call outs since launch in October 2015, compared to other services.
- Patients receive a full 25-minute consultation with a GMC-registered NHS GP who has undergone GPDQ's rigorous screening process, and if successful, they then undergo GPDQ's intensive patient care training programme.
- Since GPDQ's launch in October 2015, its 60 fully-qualified and practicing NHS GPs have seen 5,000+ patients across London, Manchester and Birmingham.
- GPDQ was founded by third generation GP and NHS-evangelist [Dr Anshumen Bhagat](#).

- Follow GPDQ on social media: <https://twitter.com/GPDQUK/> / <https://www.facebook.com/adoctordeliveredquick/>.

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<sup>i</sup> <http://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/skin-cancer>