



## **Planting Trees in School to Keep Kids Cool!**

*Ombrelle is donating and planting trees in two school yards in the metropolitan area in order to mark the 10<sup>th</sup> anniversary of Mission UV, an awareness program for second and third graders, to educate them about sun protection*

Montreal (Quebec) – May 21, 2008 – When the recess bell rings today at the L’Aquarelle primary school in Laval and the Pierre-de-Coubertin school in Montreal, more than 700 students will find their school yard more hospitable and safe: three mature trees now proudly adorn their yard to protect them against the sun.

To mark the 10<sup>th</sup> year anniversary of Mission UV, a sun protection awareness program for school children, Ombrelle has donated and planted three *Prunus de Schubert* on the grounds of these two schools. “Education has always been a major concern for the Ombrelle brand. We want to educate children about the importance of protecting themselves from the sun to prevent the risk of associated skin diseases. The L’Aquarelle and Pierre-de-Coubertin schools have been taking part in Mission UV for six years now and partnerships like this with schools enable Mission UV to improve and safeguard the health of children throughout Quebec and across Canada,” says Mrs. Lynn Frigon, Ombrelle Brand Director. “By planting trees in the yards of several schools, Mission UV reinforces its social commitment and continues to promote its sun protection message by providing shade to children, while respecting the environment. This initiative will help put into practice one of the four sun protection habits promoted by Mission UV since 1998: take breaks in the shade.”

Through this initiative, Ombrelle supports the National Sun Awareness Week organized from May 26 to June 1<sup>st</sup> by the Canadian Dermatology Association.

### **Mission UV**

The alarming progression of skin cancer, the vulnerability of children’s skin to the sun’s rays, the irreversible and cumulative damages caused to the skin during childhood, the very high percentage (80%) of damage to the skin taking place before the age of 18: these are all factors which inspired Ombrelle to create the Mission UV program in 1998 in order to educate children about the dangers of overexposure to the sun’s ultraviolet rays.

The goal of the Canada-wide Mission UV sun awareness program is to educate children, specifically second and third graders, about the dangers of UV rays for the skin and to promote good sun protection habits. Since its creation, Mission UV has distributed thousands of free kits in classrooms.



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Through educational games, readings and suggested activities, the kit helps teachers educate students and inform parents about four effective sun protection habits:

1. Use a sunscreen with a sun protection factor of 30 or higher
2. Take breaks in the shade
3. Do not expose yourself to the sun from 11 a.m. to 4 p.m.
4. Wear sun glasses and a large brimmed hat

Throughout the years, this program has experienced increasing success in schools across the country. Today, **more than 1.5 million children are aware of the dangers of the sun, thanks to Mission UV.**

This year, 6,000 kits will be distributed and 180,000 children will be made aware of the importance of sun protection. A sun protection program designed especially for Quebec school nurses will also be launched. Mission UV has recently expanded to daycares with a specific program for toddlers.

Planting trees in the school environment confirms Ombrelle's desire to increase sun protection awareness in children and to concretely contribute to the present and future health and wellness of today's and tomorrow's students.

### **About Ombrelle**

Launched in 1990 with the assistance of Canadian Dermatologists, Ombrelle has dedicated itself to offer state-of-the-art sun protection technology. Ombrelle continually invests in research to maintain its leadership in sun protection; Ombrelle was the first brand to recognize the necessity of conceiving a protection against UVB and UVA rays. In fact, Ombrelle was the first brand to introduce Parsol® 1789 within its formulations.

Acquired by L'Oréal in 1997, Ombrelle perfected its formulations by incorporating a unique and patented filtering system which offers an effective and photostable protection against UV rays. Ombrelle is using the most technologically advanced UV filters, including Mexoryl® SX, Mexoryl® XL patented filters and Parsol® 1789. Ombrelle offers a complete lineup of hypoallergenic, fragrance-free, colorant-free products to minimize risk of skin irritation.

Ombrelle is the #1 recommended sun protection brand by Canadian Dermatologists and Pharmacists.

### Websites

[www.ombrelle.ca](http://www.ombrelle.ca), [www.missionuv.com](http://www.missionuv.com)

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Photo available on <http://photos.newswire.ca>



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