

SUN EXPOSURE AND ASSOCIATED RISKS IN 17 COUNTRIES: RESULTS FROM ASIA

L. Wei¹, A. Morita², C. L. Goh³, H. Y. Kang⁴, J. Krutmann⁵, H.W. Lim⁶, B. Dreno⁷, F. Ly⁸, S. Puig⁹, S. Schalka¹⁰, J. Ocampo Candiani¹¹, A. L. Demessant¹², C. Le Floc'h¹², D. Kerob¹² and T. Passeron¹³

1. Department of Dermatology, The General Hospital of Air Force PLA, Beijing, China
2. Department of Geriatric and Environmental Dermatology, Nagoya City University Graduate School of Medical Sciences, Nagoya, Japan
3. National Skin Centre, Singapore, Singapore
4. Department of Dermatology, Ajou University School of Medicine, Suwon, South Korea
5. IUF Leibniz Research Institute for Environmental Medicine, Germany Medical Faculty, Heinrich-Heine-University, Dusseldorf, Germany
6. Department of Dermatology, Henry Ford Health System, Detroit, MI, USA

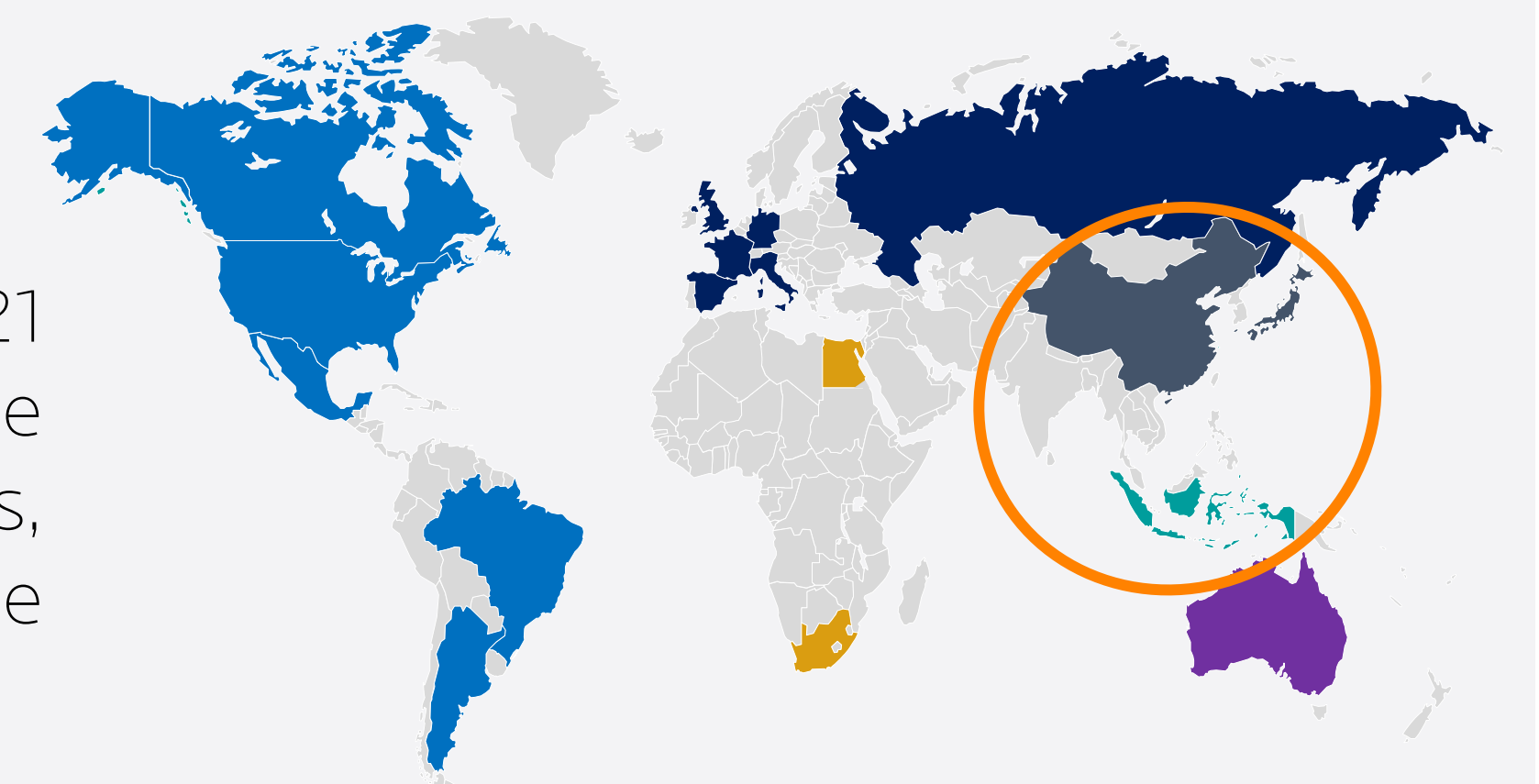
7. Department of Dermato-Oncology, CIC 1413, CRCINA, Nantes University Hospital Center, Nantes, France
8. Department of Dermatology, Cheikh Anta Diop Dakar University, EPS Institute of Social Hygiene, Dakar, Senegal
9. Melanoma Unit, Dermatology Department, Barcelona University Hospital Clinic, Barcelona, Spain
10. Meclin Skin Research Center and Biochemistry Department, Chemistry Institute of Sao Paulo University, Sao Paulo, Brazil
11. Department of Dermatology, Medical Faculty University Hospital of Nuevo Leon, Monterrey, Mexico
12. Laboratoire Dermatologique La Roche-Posay, Levallois-Perret, France
13. Department of Dermatology, Côte d'Azur University, Nice University Hospital Center, Nice, France

INTRODUCTION

Primary and secondary prevention of skin cancer vary considerably from one country to another. This survey investigates knowledge and behaviors regarding sun exposure in Asia.

MATERIAL & METHODS

This Asian survey among China, Indonesia and Japan (N= 3,001) was conducted online from 28 Sept. to 18 Oct. 2021 and was part of a worldwide survey (N=17,001) conducted in 17 countries (5 continents). Automated selection from the Ipsos Panel ensured samples of 1,000 in each country fit the quotas method based on gender, age, employment status, and country regions. Due to online method, Chinese and Indonesians were more urban and more educated than the general population. Data covered demographics, phototype, exposure habits, knowledge of risks.



RESULTS

The Asian population comprised 50% men, average age was 43.8 years (SD:16.1) and 58% were of phototype 2-3. Most of Indonesians perceived tanned skin as attractive (72%), which was the same perception worldwide, but Chinese and Japanese were less likely to agree, respectively 55% and 44% (Figure 1).

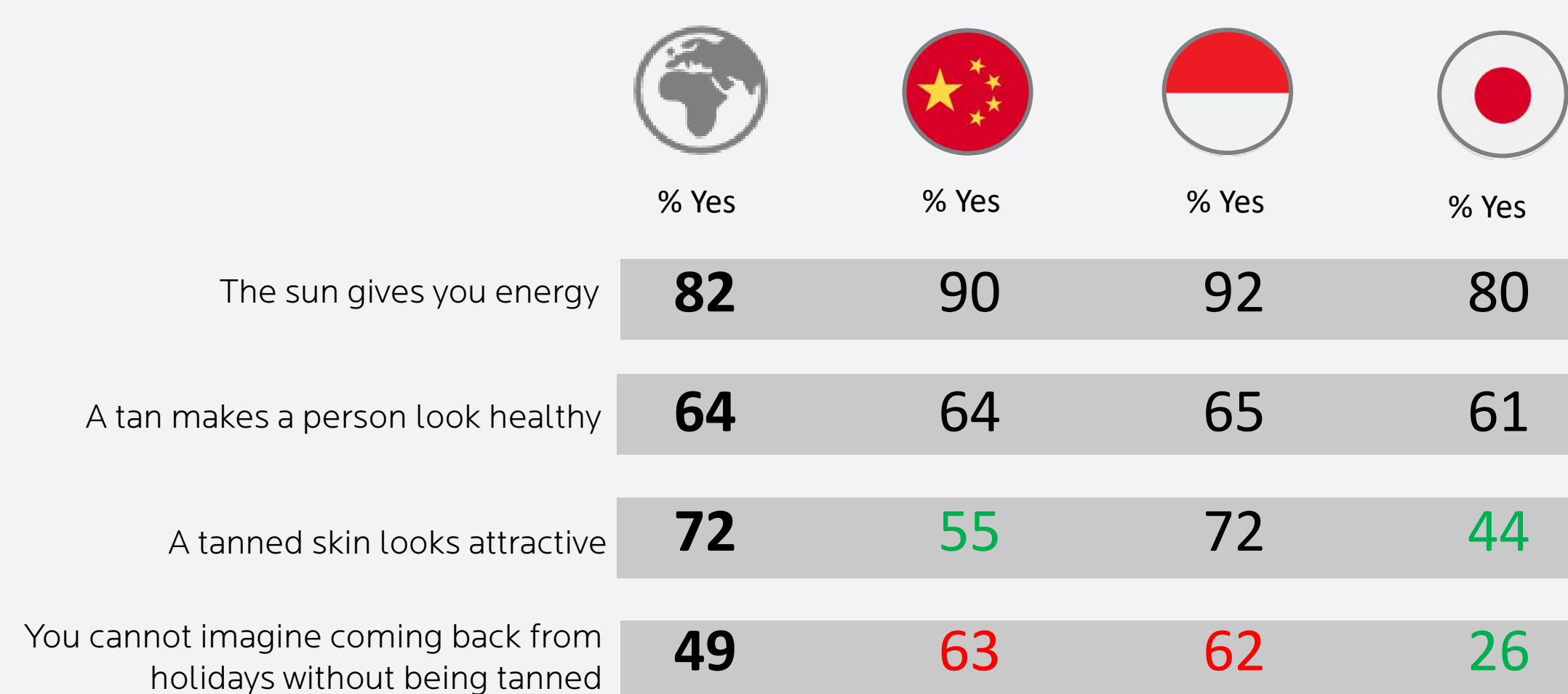


Figure 1 : How tanning is perceived

Although 88% of the worldwide population was aware of sun-related skin-health issues, the awareness in Asia was lower (72%). In terms of photoprotection habits 22% of Chinese systematically/often used all protection measures during exposure; this practice was better compared to worldwide (12%). But in Indonesia and in Japan, only 13% and 3% respectively used all protection measures (Figure 2).

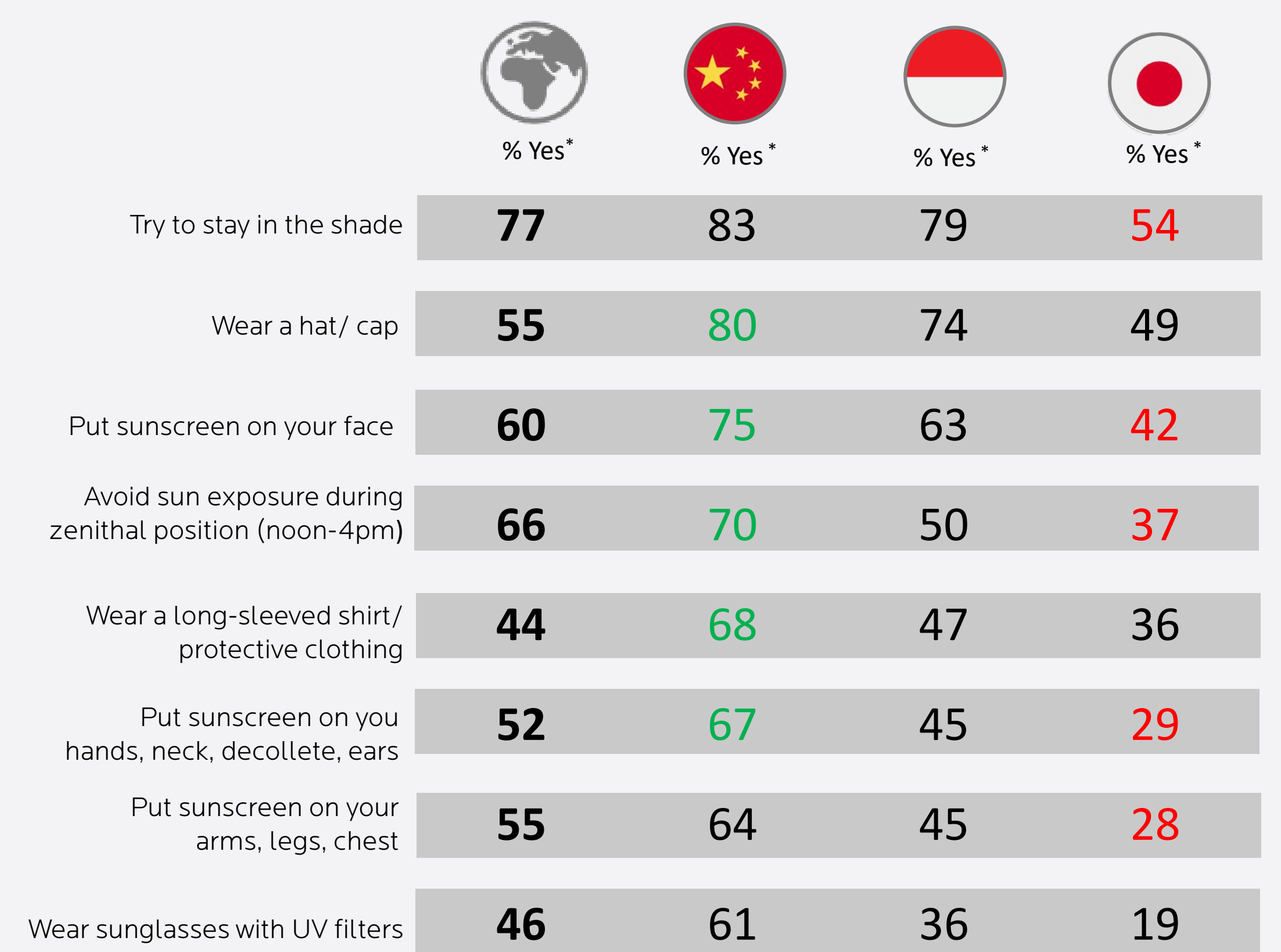


Figure 2 : Photoprotection habits during sun exposure
*% systematically/ Often

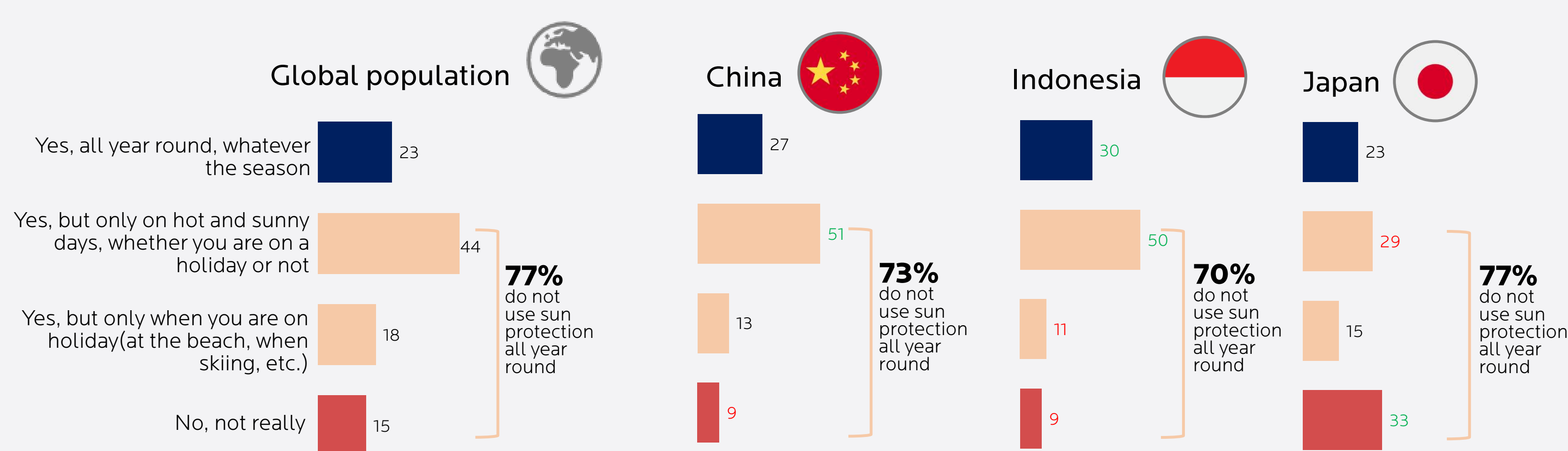


Figure 3 : Photoprotection habits.
In general, would you say that you protect yourself from the sun?

60% of Asians regretted not having previously used better protection vs 57% worldwide, but Japanese have expressed less regret (45%) and in China this regret reached 75% (Figure 4). Finally, 62% did not understand the difference between UVA and UVB (70% worldwide): 46% in Indonesia, 56% in China, reaching 86% in Japan.

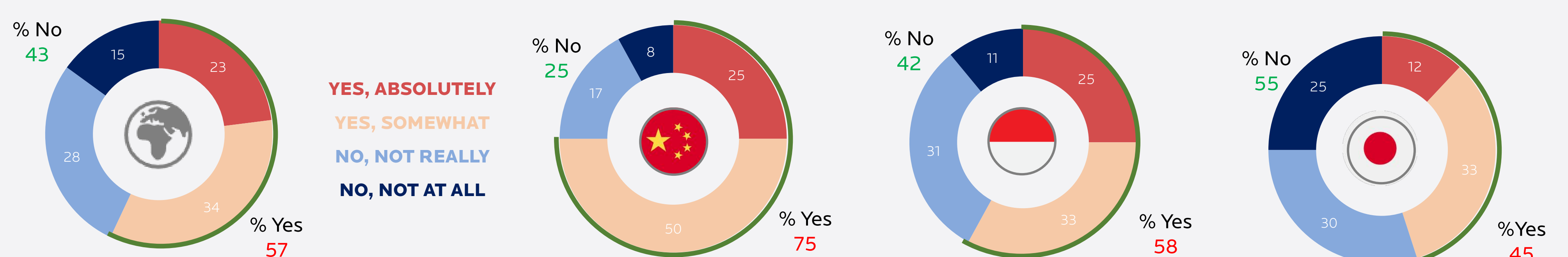


Figure 4 : How much do you regret not having better protected yourself from the sun in the past?

DISCUSSION

Although risks from sun exposure were recognized, sun-protection practice was inadequate. This survey provides insight into the need for additional photoprotection education in Asia.

Acknowledgements:

This survey was conducted by IPSOS and funded by La Roche Posay. The authors would like to thank Mariana Carranza, Inskin Consulting, France for editing and illustration support.



References:

D'Orazio J, Jarrett S, Amaro-Ortiz A, Scott T. UV radiation and the skin. Int J Mol Sci. 2013 Jun 7;14(6):12222-48