

CLOUDY WITH A CHANCE OF DAMAGE

BECAUSE UV LOVES A DISGUISE

The myth that cloudy days offer protection from UV radiation is not only widespread but also potentially life-threatening. While clouds may block some sunlight, they do not provide a reliable barrier against ultraviolet (UV) rays. In fact, up to 80% of UV radiation can penetrate through cloud cover, meaning your skin is still at risk of damage even when the sun is not visible. This invisible exposure can result in sunburn, premature aging, and a heightened risk of skin cancer, including melanoma, basal cell carcinoma, and squamous cell carcinoma.

UV radiation is present whenever there is daylight, not just during clear, sunny conditions. Clouds may scatter or reduce the intensity of UV rays, but they do not eliminate them. UV exposure on cloudy days is particularly dangerous because people are less likely to take protective measures, such as applying sunscreen or wearing protective clothing, under the false assumption that they are safe. This lack of protection allows UV rays to cause cumulative, long-term damage to the skin,



increasing the risk of health issues that may not become apparent for years.

The risk is further exacerbated by the fact that UV radiation can reflect off surfaces such as water, snow, and concrete, increasing exposure even on overcast days. Activities like walking, gardening, playing sports, or simply being outdoors for extended periods can result in significant UV exposure, especially during peak hours between 10 a.m. and 4 p.m..



To truly protect yourself, always use broad-spectrum sunscreen with SPF 30 or higher, wear protective clothing, seek shade, and avoid prolonged sun exposure, regardless of the weather. UV rays do not take a day off—even when the clouds do. Consistent sun protection is essential for maintaining healthy skin and reducing the risk of skin cancer, no matter the forecast.