



March 14, 2025

The Honorable Phil Murphy
Governor of New Jersey
The State House
125 W. State Street
Trenton, NJ 08625

Dear Governor Murphy:

As members of the SUNucate Coalition, including medical specialty associations, patient, public health, and other groups, we write to express our sincere gratitude for your proposal to exempt sunscreens from sales taxes in New Jersey. We believe this would be a significant step in promoting skin cancer prevention by increasing access to an essential skin protection measure, and thereby potentially reducing the long term financial burden associated with skin cancer treatment.

Sunscreens are an essential public health tool to help prevent skin cancer¹, the most common form of cancer in the U.S.² With nearly 130 miles of coastline, regular sunscreen use is a particularly important preventative measure for the over 120 million people who spend extended time outdoors enjoying New Jersey's beautiful beaches. Eliminating sales tax on sunscreen products will help advance greater access to this vital form of sun protection for residents and visitors alike.

In addition to being the most common form of cancer, skin cancer is also very costly to treat with annual medical costs of \$8.9 billion in the U.S.³ Medical expenses associated with the diagnosis and treatment of skin cancer impose a significant financial burden on individuals, families, and the state's healthcare system. At the same time, many skin cancer cases can be prevented with reduced overexposure to ultraviolet (UV) rays and increased sun protection.⁴ Exempting sunscreen from sales tax is a sound investment that will encourage more people to adopt sun-safe habits and save both lives and healthcare costs overall.

¹ Centers for Disease Control. Sun Safety Facts | Skin Cancer | CDC. July 2024

² US Centers for Disease Control and Prevention. Melanoma of the Skin Statistics. <https://www.cdc.gov/skin-cancer/statistics/>.

³ CDC, Health and Economic Benefits of Skin Cancer Interventions | National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) | CDC, July 2024

⁴ Office of the Surgeon General. Surgeon General Call to Action to Prevent Skin Cancer: Exec Summary. [Surgeon General Call to Action to Prevent Skin Cancer: Exec Summ | HHS.gov](https://www.hhs.gov/skin-cancer/prevention/surgeon-general-call-to-action-to-prevent-skin-cancer-exec-summary/)

The SUNucate model legislation is currently in the New Jersey Assembly, NJ S 1548 and NJ A 1028, which will allow children access to sunscreen while at school and camp when passed and signed by you⁵. All of us who are members of the SUNucate Coalition support skin cancer prevention and feel this is especially important in children. We commend your leadership and commitment to public health through this forward-thinking proposal. By making sunscreens more affordable and accessible, New Jersey would be setting an example for other states to follow in prioritizing preventative healthcare measures. We look forward to supporting your proposal and collaborating with you and your administration to promote sun safety across New Jersey.

Sincerely,

AIM at Melanoma Foundation
American Academy of Dermatology Association
American Society for Dermatologic Surgery Association
American Society of Plastic Surgeons
Arizona Dermatology Society
Consumer Healthcare Products Association
Dermatology Nurses' Association
Florida Academy of Dermatology
Kenvue
Melanoma Action Coalition
Melanoma Research Alliance
Melanoma Research Foundation
Personal Care Products Council
Public Access to Sunscreen Coalition
Skin Cancer Foundation
Society of Dermatology Physician Associates

⁵ ASDSA SUNucate Model Legislation. <https://www.asds.net/asdsa-advocacy/positions-model-legislation/model-legislation/sunucate>