Media Release

Accord Australasia to launch new Sunscreen Hub ahead of summer

30 October 2026, Sydney, Australia. Accord Australasia, the peak industry body for cosmetic and personal care products, including sunscreens, will be launching its new Sunscreen Hub on Monday 2 November 2026.

The Hub will provide one reliable place to be informed with clear, evidence-based answers on choosing and using sunscreen.

'Our members make and supply the sunscreens Australians rely on, so we have a responsibility to make sure consumers receive accurate information about them,' said Damian Mitsch, Executive Director of Accord Australasia. 'Australia has one of the highest skin cancer rates in the world. When information puts people off using sunscreen correctly, industry should be leading education.'

From what the SPF number means to how often to reapply, the new site answers the questions people ask most often. Users can learn the difference between SPF 50 and SPF 50+, what broad spectrum and water-resistant mean, how much sunscreen to apply, with common myths clarified with evidence-based information.

Accord's expert team has thoroughly reviewed the information, drawing on Australian regulatory requirements and published science.

Accord's members include sunscreen manufacturers and suppliers, including those using organic and mineral filters, and we say so openly.

The Sunscreen Hub will be available at https://accord.asn.au/sunscreens.

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About Accord Australasia

Accord Australasia is the peak body for the cosmetic, personal care, home care, and industrial and institutional cleaning products industry in Australia. Accord has represented the sunscreen industry for 20+ years. Our role is to unite the industry, build consensus and give it a strong voice with regulators, government and the community. That means advocating for testing, labelling and regulation that is robust, workable and backed by science, and supporting policies that encourage innovation, safety and consumer confidence.

Accord is the business owner of, and may trade under, other business names, including: Australian Sunscreen Council and Australian Sunscreen Association. We are aware of another organisation claiming to be the Australian Sunscreen Council and Accord has no affiliation with them.