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GOOD WORKS: TIME TO HAVE “THE (SUN) TALK”

How do we adore the actress Kristen Bell? Let us count the ways: her down-to-earth, funny-girl attitude about Hollywood and its trappings is totally refreshing. The “Africa” **karaoke session** (literally in Africa) with husband Dax Shepard was meme-tastic. Her battle against the unethical practices of the paparazzi on behalf of celebrity kids is impassioned and powerful. And don’t get us started on the fact that she loves dogs and eats dessert after every meal (breakfast included).

So when **Neutrogena** decided to kick off its 2016 **Choose Skin Health® Campaign** with the mother of two as its brand ambassador, we took note. At the heart of the campaign is a very funny **video** featuring Bell imploring moms to get real with their kids and have “the talk” ... about the importance of sunscreen (sample: “It’s never too early to start the conversation about wearing protection.”). The PSA has become a rallying cry to moms everywhere to apply sunscreen on themselves so that kids **#mimicmommy** and create lifelong sun-safe behaviors. Created to change the future of skin health and reduce the risk of skin cancer through education, empowerment, and early detection, the campaign also pledges to donate \$1 for every video share to the nonprofit **Children’s Melanoma Prevention Foundation**. So we say, keep talking, Kristen Bell. We’re listening ... and applying sunscreen, too, of course. —Jennifer Henderson