



SAVING PRIVATES FRYIN' (S.P.F)

October 11, 2019

It's not just the islanders laying it on factor 50 thick this summer, as new research* from Hotels.com® reveals that ditching the swimwear on your holiday is no longer taboo, as almost a third of Brits dare-to-bare for a cheeky skinny dip (29%) and even more admit to sunbathing 'au naturel' (31%).

It's the boys that are the boldest with 37% admitting to bronzing in the buff compared to just 26% of women, but almost half (46%) of women have sunbathed topless in a bid to avoid tan lines.

Prudish Brits aren't afraid to get out their bits, in their back garden anyway! The Hotels.com research reveals that not only do Brits enjoy a spot of "all over" sunbathing in their gardens (25%), but they also take the plunge and visit naturist beaches (22%) on holiday.

Naturist beaches are fast becoming the new travel hotspots, with one in five believing getting that "all over tan" is more popular than ever before. This trend looks set to continue with 27% of 18-24-year olds who are yet to get their kit off saying they are up for it in the future. And once you start, it seems it's easy to get hooked. Those that have sunbathed wearing only a smile, dare to go bare one in every five sunbathing session (21%).

Burning their bits is the biggest fear for would-be naturists (27%) but Brits are not clued up when it comes to protecting their skin from the sun. Almost two thirds (62%) admit they don't always use sun protection, 41% claim to find it easy to forget and shockingly, 7% never wear sun cream at all. What's more, almost two fifths of 18-24-year olds are not aware that it's even possible to get sunburnt down under (!) (38%), with many finding out the hard way: 6% have burnt their bits, 14% have caught the sun while sunbathing topless and one in five have come back from the beach red-cheeked, and we don't mean their face (19%).

To make sure your privates are properly protected this summer, Hotels.com has teamed up with Love Island's sunburn-prone Dr Alex George to remind everyone trying to get that all over tan this summer that they should be laying it on thick.

Dr Alex comments "Your skin is incredibly delicate, and it is easy to damage in the sun unless you take the right precautions - trust me, I learnt the hard way in the villa! However, this is

particularly true of skin that is not often exposed to sunlight. I personally can't think of anything worse than burning your bits, so make sure you slap on the factor 50 this summer!"

Dr Rachel Abbott, Consultant Dermatologist & British Skin Foundation spokesperson echoes Alex's advice: "Whilst it is not yet known whether naturists are at increased risk of skin cancer in places less often exposed to the sun, it is certainly possible to sun damage the skin on these sensitive areas - which we know has the potential to lead to skin cancer in later life."

"As ever, it is advised that those stripping off (particularly those who go red before they tan) take the usual sun protection measures when the UV index is 3 or above: seek shade between 11am-3pm, wear a broad brimmed hat, sunglasses, and apply high factor (>SPF30), broad spectrum (>4*) sunscreen on any skin that is exposed to the sun."

Simon Matthews, Senior PR Manager and factor 50 aficionado of Hotels.com brand, said: "There are many reasons Brits are increasingly baring all on beaches - from the feeling of freedom (51%), to the fact you can keep your tan on fleek, with no rogue tan-lines (41%). As Brits become more adventurous, travellers should get clued up on not only the best places to go around the world, but also how to protect themselves from the sun this summer - especially if you're going for that "all over tan."

[Hidden Beach Resort Au Naturel, Mexico](#)



Mesdames, Messieurs - If the birthday suit is your outfit of choice, then what better place to wear it than the [Hidden Beach Resort Au Naturel](#).

This five-star, adults-only nudist resort in Mexico is a boutique resort located on the white sand beaches of Tulum and comes with its own private beach. Guests can choose from a swim-up suite with direct pool access, a balcony suite with sweeping views across the turquoise sea, or even the Presidential Villa, each room guarantees luxurious comfort and privacy for your

(private) parts.

The [Hidden Beach Resort Au Naturel](#) is available from £579 per room per night*. For more information or to book visit [Hotels.com](#)**

Vera Playa Club Hotel - Naturista, Spain



For all those lovers of topless or trunkless tanning, the [Vera Playa Club Hotel](#) is the spot for you. This colourful, 4-star hotel is the only naturist resort in Spain, and it is conveniently located on one of the most popular nudist beaches on the coast of Almeria, so guests can truly be at one with nature.

The resort itself offers indoor and outdoor pools, a gym, and bright air-conditioned rooms with a balcony, free toiletries and free Wi-Fi.

The [Vera Playa Club Hotel](#) is available from £174 per room per night*. For more information or to book visit [Hotels.com](#)**

Oz'Inn Hotel, France



Protect both your bits and the environment at this contemporary, eco-friendly hotel in France, one of the newest hotels in the Naturist Village of Cap d'Agde. The atmosphere at the adult-only [Hotel Oz'Inn](#) invites guests to relax and unwind, from the luxurious décor of the 29 unique bedrooms and suites, to the outdoor spa tub and rooftop terrace.

The [Hotel Oz'Inn](#) is available to book from £396 per room per night*. For more information or to book visit [Hotels.com](#)**