**Teaser question:  
  
“What do abundant fish, year-round sunshine, and 1,350 miles of coastline have in common?”**

➡️ They all attract sharks—and people—to Florida’s waters.

**1️⃣ Warm waters year-round**

* Florida has a **tropical and subtropical climate**, meaning its waters stay warm almost all year.
* Sharks and humans are both more active in warm water → higher chance of encounters.

**2️⃣ Lots of people in the water**

* Florida has some of the **busiest beaches in the world** (surfing, swimming, diving).
* More people = higher probability of accidental shark encounters.

**3️⃣ Geography and shark migration**

* Florida’s long coastline and location between the **Atlantic Ocean and the Gulf of Mexico** create a perfect corridor for many shark species.
* Migrating sharks often pass close to shore.

**4️⃣ Abundant prey**

* Waters are rich in fish, turtles, and other marine life, attracting sharks closer to shore.
* Sometimes sharks mistake swimmers or surfers for prey in murky water.

**5️⃣ Most attacks are bites of curiosity**

* Sharks often “test bite” when investigating something unfamiliar (like a surfboard).
* Florida’s waters are full of surfers and swimmers, making these encounters more likely.

**Slide title:**

**“Where do sharks bite most often?”**

**Main points (visual + text):**

1. **Legs & feet are the #1 target (≈ 60% of attacks)**
   * Because they are the **closest to the shark in shallow water**.
2. **Hands & arms are the #2 most affected**
   * Often happen when swimmers or surfers try to push the shark away.
3. **Torso injuries are rare**
   * Sharks usually make a single bite and let go.

**Key reassuring fact:**

**“Luckily, most bites are not fatal.”**

* Most attacks are “test bites” or cases of mistaken identity.
* Victims usually get medical help quickly.

**Visual idea:**

* Use a simple **human silhouette** with percentages on each body part.
* Add a **big green checkmark / fact box**:

“Over 85% of shark bites are **non-fatal**.”

**Slide title:**

**“When do shark attacks happen?”**

**Main points:**

1. **Mostly when people are in the water**
   * Swimming, surfing, snorkeling, and wading are the riskiest activities.
   * Sharks often mistake splashing for struggling prey.
2. **Fishing can attract sharks**
   * Bait, chum, and caught fish in the water draw sharks closer to humans.
3. **Attacks often happen in shallow waters**
   * Many occur close to shore, where both people and sharks hunt fish.

**Key fact:**

**“Sharks aren’t hunting people—they’re curious or mistake us for prey.”**

**Visual idea:**

* Split the slide in **2 halves**:
  + Left: illustration of swimmers/surfers in shallow water
  + Right: illustration of a fishing boat with bait in water
* Add a simple stat (from dataset if available):

*“Swimming & surfing account for ~60% of attacks”*

**Step 1: Ask the audience**

Start with a **question and wrong answers** (humorous/obvious flaws):

* 🪖 **Metal plates?** – *Too heavy to swim with*
* 🦈 **Shark repellent gadgets?** – *Expensive and not always reliable*
* 🐬 **Swimming with dolphins?** – *Sounds nice, but they can’t be your bodyguards*

➡️ This builds curiosity and humor.

**Step 2: Present the real solution**

**“There’s a smarter way.”**

**Your sunscreen reveal:**

* **Our Anti-Shark Sunscreen** 🧴
  + Protects your skin *and* deters sharks
  + Uses a **special marine-safe scent formula** that sharks dislike
  + Invisible, lightweight, and lasts for hours in the water

**Scientific explanation (simple):**

* Sharks rely on **electro-sensory and scent cues** to locate prey.
* The sunscreen releases a **non-toxic compound** that **masks human scent** and disrupts the sensory signals sharks use to detect targets.

**Key tagline:**

**“Stay protected from the sun. Stay off the shark’s menu.”**

**Visual idea:**

* Show a **bottle of sunscreen** glowing in the middle
* Faded-out images of sharks “turning away”
* A light checkmark vs red crosses (showing why other solutions don’t work)