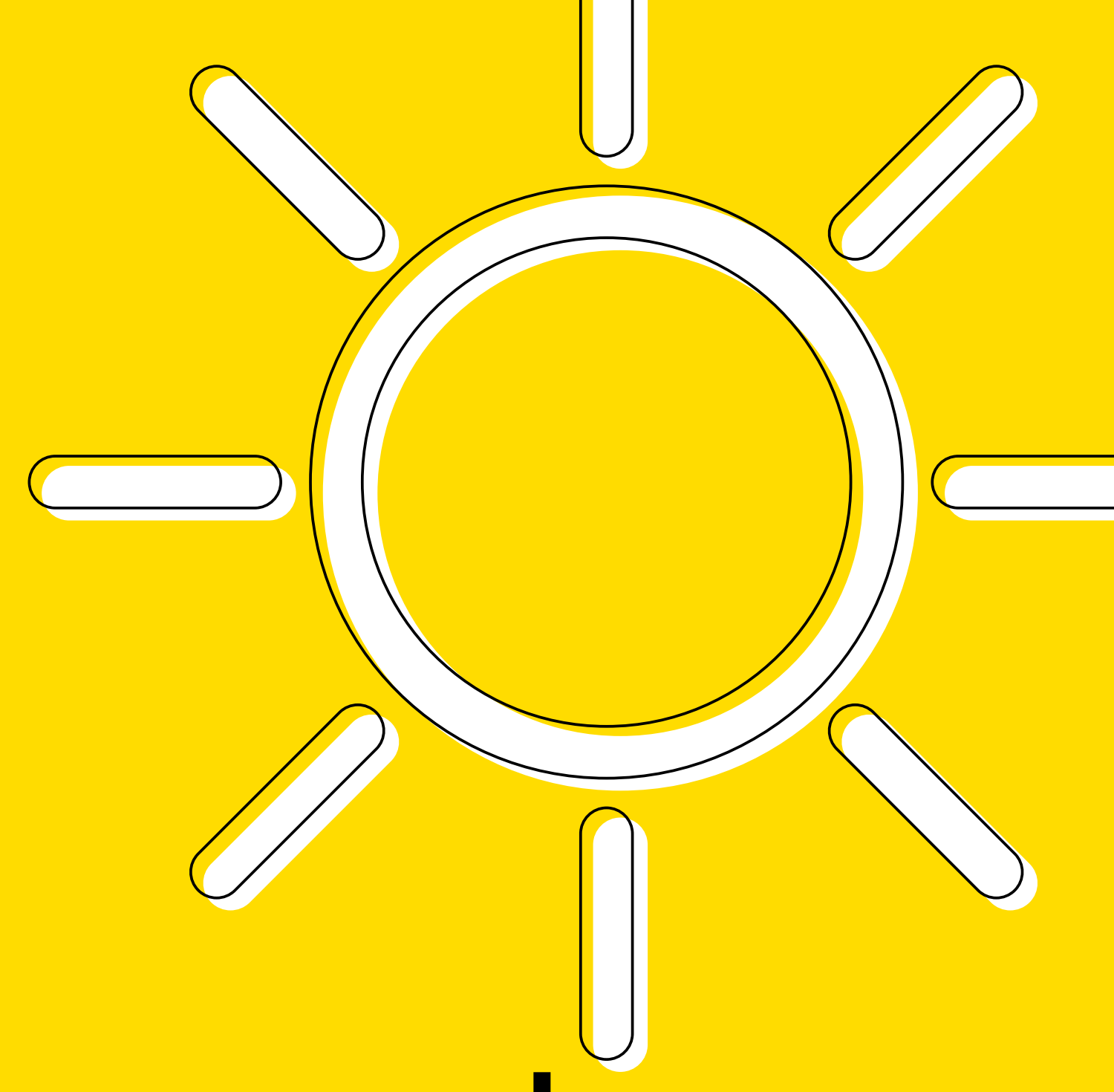


9,500+

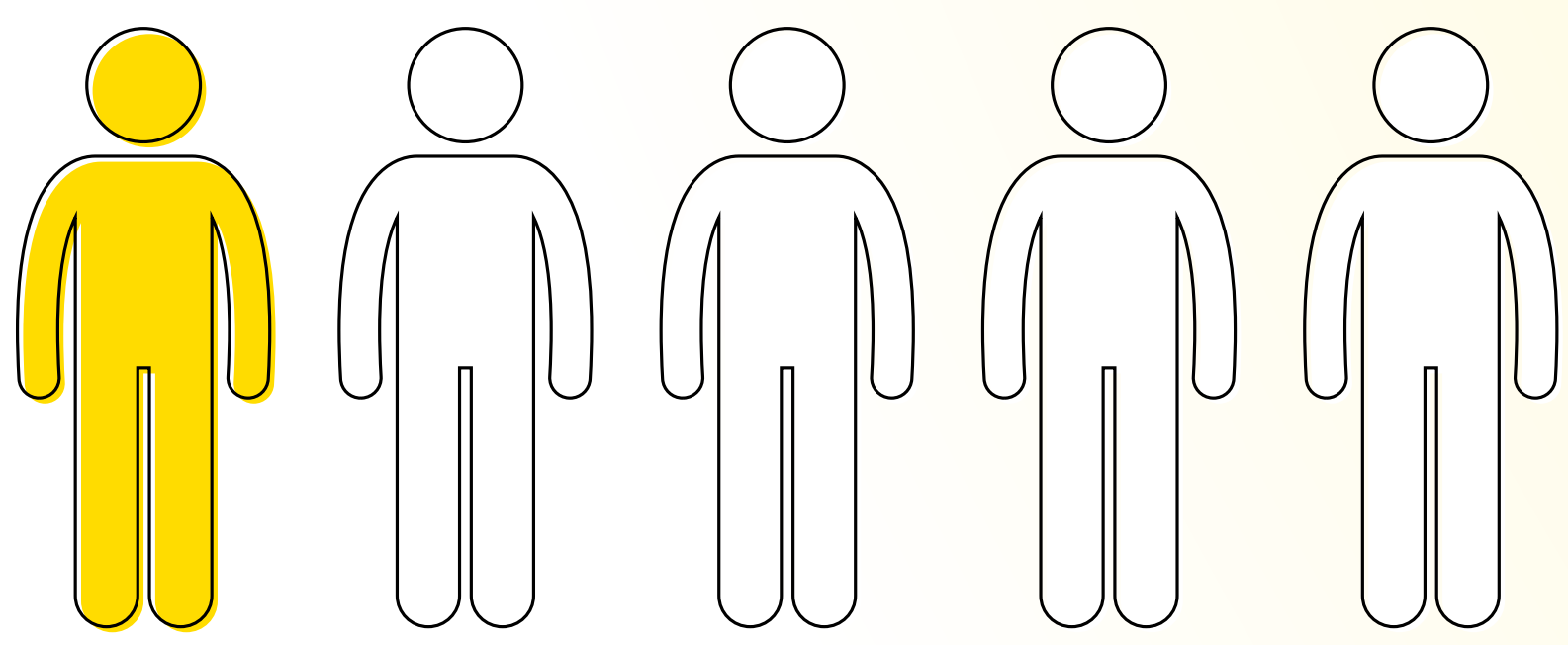
people

will be diagnosed with skin cancer **today.**¹

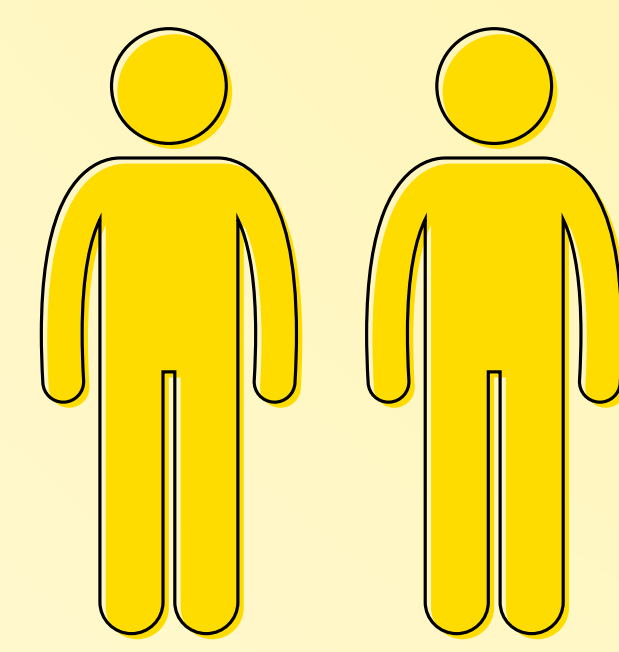
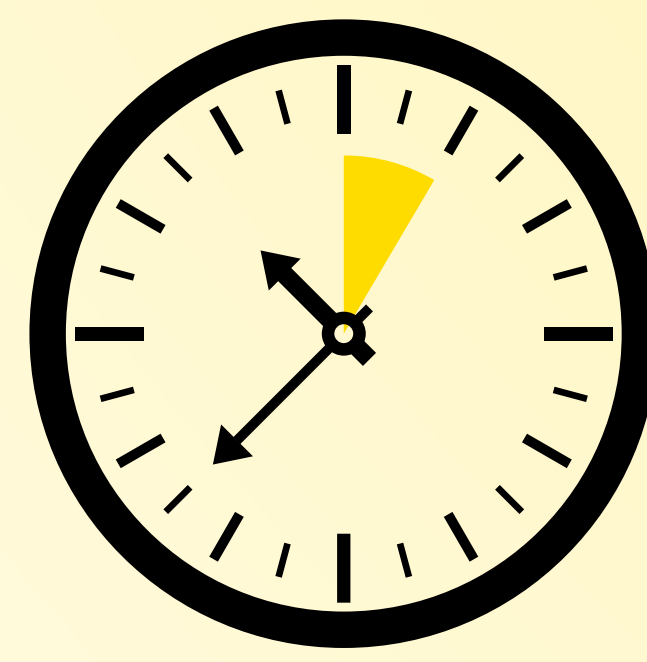


Skin cancer is the most common form of cancer in the U.S. and worldwide.¹

More people are diagnosed with skin cancer each year in the U.S. than all other cancers combined.¹



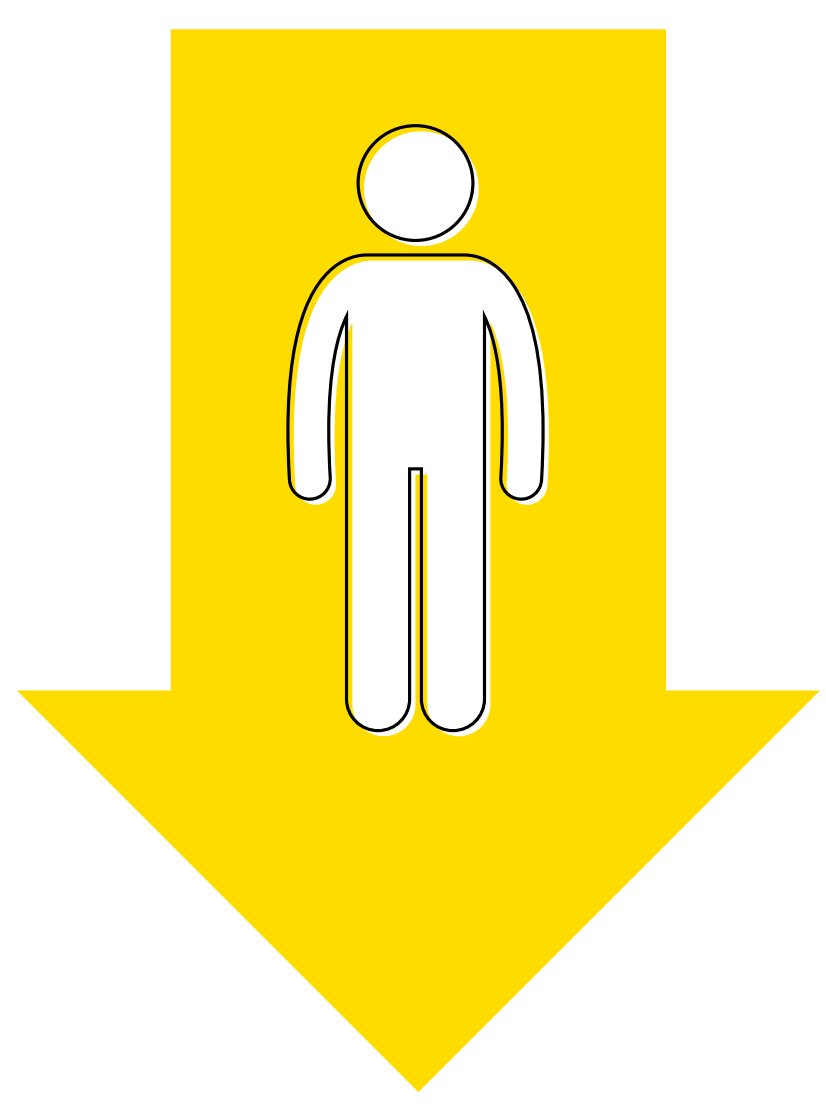
1 in 5 Americans will develop skin cancer by the age of 70.¹



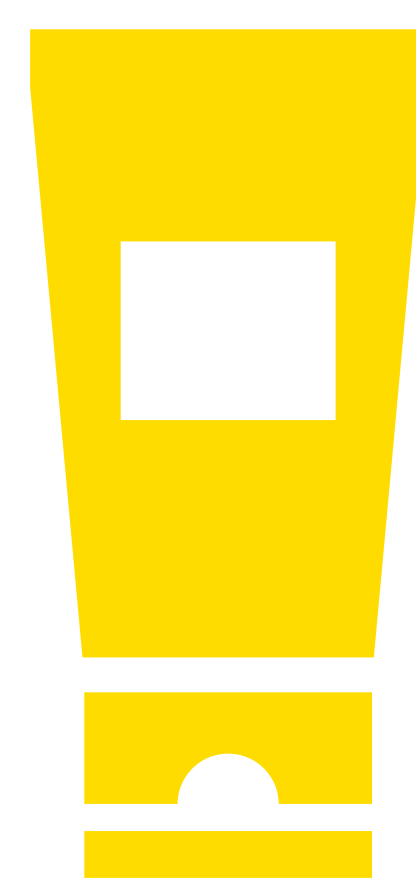
2 people die of skin cancer **every hour.**¹

Cases of melanoma have **increased 44% in the last 5 years.**¹

When detected early, the 5-year survival rate for melanoma is 99%.¹



Melanoma rates in young adults **are declining.**¹



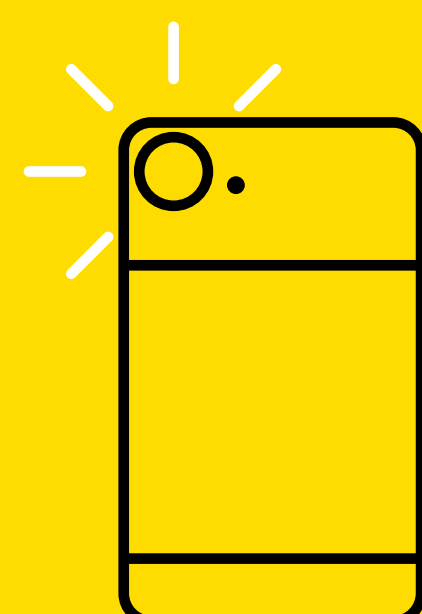
Regular daily use of an SPF 15 or higher sunscreen **may reduce melanoma risk by 50%.**¹

Self-Exam Tips

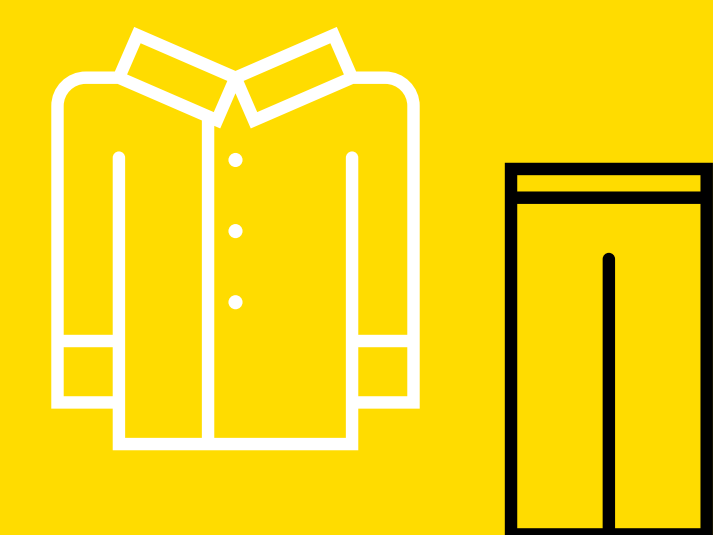
About half of melanomas are self-detected.²
The American Academy of Dermatology encourages everyone to perform regular skin self-exams to check for signs of skin cancer.²



Keep a record of your spots



Take pictures of anything that looks unusual



Do your self exam before or after a shower
Or when changing your clothes.

Call your doctor if you find anything unusual.

