GET THE FACTS
1 in 5 Americans will be diagnosed with skin cancer according to the American Academy of Dermatology. Over 90 percent of cases are caused by the sun’s ultraviolet rays (UV).

There are two forms - Ultraviolet A and Ultraviolet B:
• UVA rays are often related to Aging
• UVB rays are related to Burning

We now know that both types of UV can cause skin cancer. Some like melanoma, are life-threatening, and early detection is essential.

JOIN THE CAUSE
Skin cancer is the only one form of cancer that can be seen with the naked eye. We all have a role to play. You can look out for those you care about by learning to check for suspicious moles so you can keep an eye not only on your spots, but also on theirs. Become a skin checker and spread the word through your own network.

90% OF SKIN CANCERS ARE CURABLE IF DETECTED IN TIME.

If you care for somebody, BECOME A SKIN CHECKER keep an eye on their beauty spots.

Visit www.laroche-posay.us/skinchecker to become a skinchecker and spread the word!

If any mole shows signs of one of the following, it should be examined promptly:

**Asymmetry:** if one half of the mole is unlike the other half

**Border:** if the mole’s border is irregular, jagged or poorly defined

**Color:** if the mole’s color is varied from one area to another or has multiple shades including tan, brown, black or even white, red or blue

**Diameter:** if the mole grows wider than the size of a pencil eraser

**Evolving:** if the mole bleeds, hurts, itches, or stands out as different from the rest

Examine your skin once a month or have your skin thoroughly examined by a dermatologist at least once a year, or as recommended by your dermatologist.

Any area on your skin that crusts, bleeds, or does not heal after two weeks requires immediate attention from a dermatologist. If caught early, most skin cancers can be cured.

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**Know the ABCDE’s of Melanoma**

Make sun safety a way of life!

10 Sun Safety Tips for Outdoor Enthusiasts

Make sun safety a way of life!

- 30 minutes before going outdoors, apply a **broad spectrum (UVA and UVB) sunscreen** with an SPF of 30 or higher.

- **Use a ping-pong ball sized amount** of sunscreen (one ounce) to cover your entire body.

- **Re-apply every two hours** – even on a cloudy, overcast or cool day. If you are going to be swimming, make sure to re-apply as soon as you get out of the water.

- **Completely coat** all exposed areas of your face and body. Don’t forget the ears, neck, nose, shoulders, and the backs of your hands, arms, and legs.

- **Cover your lips** with a sun protective lip balm that contains an SPF of 30 or higher.

- **Check expiration date** on your sunscreen and remember that if you are using sunscreen properly, it should not last more than one season.

- **Seek shade** whenever possible.

- **Wear a broad-brimmed hat** (preferably at least two inches with a back flap) instead of a baseball cap to help protect your face, ears and neck.

- **Protect your eyes** with UV-protective sunglasses.

- **Wear sun protective clothing** (for example, tightly woven cotton) including long pants and long-sleeved shirts as often as possible.