

BE MINDFUL OF EVERYTHING YOU PUT IN YOUR BODY INCLUDING THE SUN'S HARMFUL RAYS.

WEAR SUNSCREEN WHILE EXERCISING OUTDOORS, EVEN ON CLOUDY DAYS!

57

EVERY 57 MINUTES ANOTHER MELANOMA VICTIM DIES.



5

AVERAGE NUMBER OF SUNBURNS IT TAKES TO DOUBLE YOUR RISK OF DEVELOPING MELANOMA.

1 IN 5

NUMBER OF AMERICANS THAT WILL DEVELOP SKIN CANCER IN THE COURSE OF THEIR LIFETIME.

1 IN 50

NUMBER OF MEN AND WOMEN THAT WILL BE DIAGNOSED WITH MELANOMA OF THE SKIN DURING THEIR LIFETIME.

#1

MELANOMA IS THE MOST COMMON FORM OF CANCER IN YOUNG ADULTS AGE 20-29.



#3

MELANOMA IS THE 3RD MOST COMMON FORM OF CANCER IN TEENAGERS AGE 15-19.

86%

PERCENTAGE OF MELANOMAS THAT CAN BE ATTRIBUTED TO EXPOSURE TO ULTRAVIOLET RADIATION (UVR) FROM THE SUN. UVR IS A PROVEN CARCINOGEN.

50%

REDUCED RISK OF DEVELOPING MELANOMA WITH REGULAR DAILY USE OF SUNSCREEN WITH SPF 15.

80%

INCREASED RISK OF MELANOMA FOR SOMEONE WHO HAS SUSTAINED 5 SUNBURNS IN YOUTH.

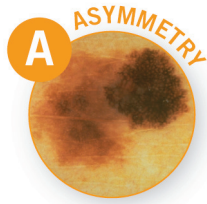


75%

INCREASED RISK OF MELANOMA FOR SOMEONE WHO HAS USED A TANNING BED BEFORE AGE 35.

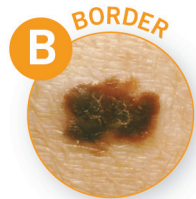
THE ABCDE'S OF MELANOMA

IT'S IMPORTANT TO CHECK YOUR OWN SKIN, PREFERABLY ONCE A MONTH. YOU SHOULD KNOW THE PATTERN OF MOLES, BLEMISHES, FRECKLES & OTHER MARKS ON YOUR SKIN SO THAT YOU'LL NOTICE ANY CHANGES.



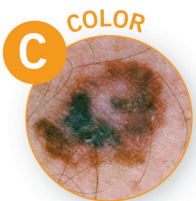
A - ASYMMETRY

ONE HALF IS UNLIKE THE OTHER HALF.



B - BORDER

AN IRREGULAR, SCALLOPED OR POORLY DEFINED BORDER.



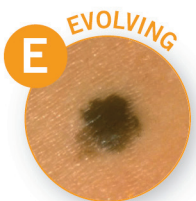
C - COLOR

IS VARIED FROM ONE AREA TO ANOTHER; HAS SHADES OF TAN, BROWN OR BLACK, OR IS SOMETIMES WHITE, RED OR BLUE.



D - DIAMETER

MELANOMAS ARE USUALLY GREATER THAN 6MM (THE SIZE OF A PENCIL ERASER) WHEN DIAGNOSED, BUT THEY CAN BE SMALLER.



E - EVOLVING

A MOLE OR SKIN LESION THAT LOOKS DIFFERENT FROM THE REST OR IS CHANGING IN SIZE, SHAPE OR COLOR.



SELF-EXAM IS BEST DONE IN A WELL-LIT ROOM IN FRONT OF A FULL-LENGTH MIRROR. USE A HAND-HELD MIRROR TO HELP LOOK AT AREAS THAT ARE HARD TO SEE, SUCH AS THE BACKS OF YOUR THIGHS. EXAMINE ALL AREAS, INCLUDING YOUR PALMS AND SOLES, SCALP, EARS, NAILS, AND YOUR BACK (IN MEN, ABOUT 1 OF EVERY 3 MELANOMAS OCCURS ON THE BACK). FRIENDS AND FAMILY MEMBERS CAN ALSO HELP YOU WITH THESE EXAMS, ESPECIALLY FOR THOSE HARD-TO-SEE AREAS.

VISIT THE DERMATOLOGIST AT LEAST ONCE A YEAR FOR A SKIN EXAM AND AVOID TANNING BEDS!