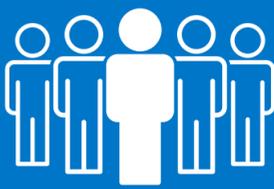


DO YOU USE PROTECTION?

.....
HERE'S WHY YOU SHOULD:



Current estimates are that **ONE** in **FIVE** Americans will develop skin cancer in their lifetime.



Skin cancer is the most **COMMON** cancer in the United States.



Approximately **9,500** people in the U.S. are diagnosed with skin cancer **DAILY**.

Even **ONE** blistering sunburn during childhood or adolescence can nearly **DOUBLE** a person's chance of developing melanoma, the deadliest form of skin cancer, later in life.

SADLY, NEARLY 20 AMERICANS DIE FROM MELANOMA EVERY DAY.



UV exposure is the most preventable risk factor for all skin cancers.



Water, snow and sand can reflect and intensify the sun's damaging rays.



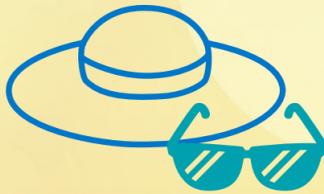
Even on cloudy days, up to **80%** of the sun's UV rays can reach your skin.

PRACTICE SAFE SUN

Everyone is at risk of skin cancer – regardless of age, gender or race. Your skin needs **PROTECTION** from the sun in order to **REDUCE** your risk of skin cancer. Follow these simple steps:



SEEK SHADE, especially from 10 a.m. to 2 p.m. when the sun's rays are the strongest.



DRESS TO PROTECT YOURSELF FROM THE SUN by wearing a long-sleeved shirt, pants, a wide-brimmed hat, and sunglasses.



APPLY A BROAD-SPECTRUM, WATER-RESISTANT SUNSCREEN with an SPF of 30 or higher to all skin not covered by clothing. Remember to reapply every two hours or after swimming or sweating.

To learn more about skin cancer prevention or detection, or to find a board-certified dermatologist in your area, visit

SpotSkinCancer.org.