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.

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

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.

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. Remember to reapply every two hours or after swimming or sweating.