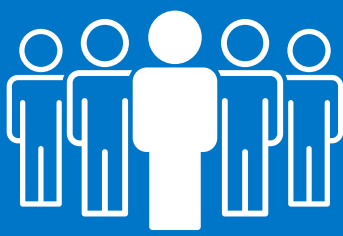


# DO YOU USE PROTECTION?

.....  
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.



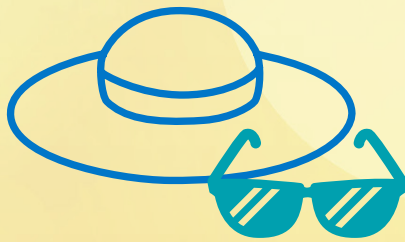
Even on cloudy days, up to **80%** of the sun's UV rays can reach your skin.

## 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. 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](http://SpotSkinCancer.org)**.