



# Your guide to being sun safe

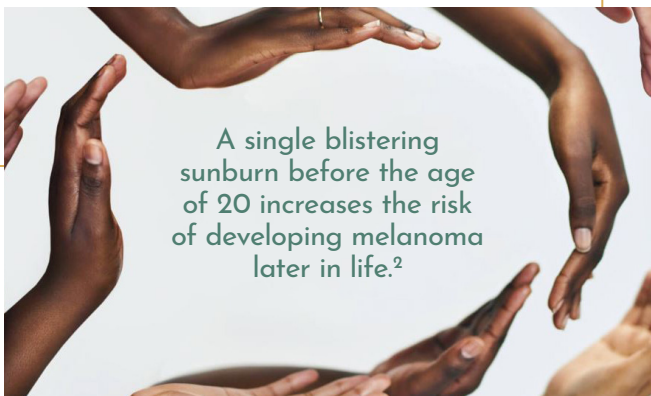
Learn about adding self-exams  
and sunscreens to your routine

**Neutrogena**<sup>®</sup>

Dermatologist recommended suncare brand

# Important facts about skin cancer

There are two types of skin cancer—melanoma and non-melanoma. Non-melanoma skin cancer is more common and develops slowly in the upper layers of skin. Melanoma, the more aggressive type, affects cells that give skin its color.



Skin cancers can affect anyone, no matter their ethnicity or skin color

Although the risk of skin cancer is lower for people of color, when found, it tends to be at a more advanced stage.

**Skin cancer can be a big deal. Checking for it isn't.**

The rate of skin cancer is rising in Canada. And it can affect people of any race, sex or age.

The survival rate of melanoma is high if it is detected early and unlike many cancers, melanoma is often clearly visible on the skin.



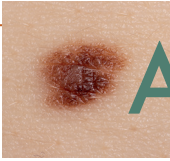
**When detected early**

Survival rates can be high

# Skin cancer: what to look for

- New or changing moles
- A clear, red, brown, or black growth that gets larger
- Any growth that bleeds or itches
- Open sores, scabs, or pimples that don't go away

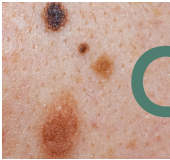
## ABCDEs of melanoma



**A** SYMMETRY (uneven shape)  
Two sides don't match



**B** ORDER (ragged edges)  
Borders are uneven



**C** OLOR  
Two or more colors



**D** IAMETER (size)  
Larger than ¼ inch



**E** VOLVING (changing)  
Changing in size, shape,  
color, or symptoms

# Self-exam preparation and tips



## What you will need:

- A full-length mirror and hand mirror
- A brightly lit room
- A smartphone or paper to take notes
- A blow dryer or a comb if you need help parting your hair

## Tips



Do your self-exam before or after a shower. Or while changing your clothes.



Take pictures of anything that looks unusual and keep a record of your spots.



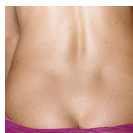
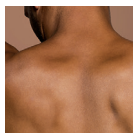
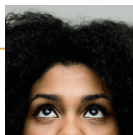
Stay on track with your self-exam routine.

# It's a full body check. Simple as that.

Pick a convenient time for your monthly check. It shouldn't take more than about 10 minutes.

- 1 Check your scalp.
- 2 Look at your nose, lips, cheeks, and ears with a mirror.
- 3 Look at your upper back. You'll need two mirrors.
- 4 Focus on your neck, chest, and torso with two mirrors.
- 5 Give your hands, fingers, forearms, upper arms, and armpits a good scan.
- 6 Check your lower back, buttocks, and genital area.
- 7 Closely look at your legs and feet. Don't forget to look between your toes and the soles of your feet.

**If something doesn't look right, please talk to your doctor.**



# Overexposure to the sun is bad news

The sun exposes you to two types of UV rays: UVB and UVA. Both can play a part in skin cancer formation, premature aging, and other forms of skin damage.

Look for broad spectrum sunscreens that offer both UVB and UVA protection. For the best protection against sunburn, use SPF 30 or higher.



**5+** sunburns can double  
the risk for melanoma\*



Melanoma  
Network  
of Canada

Neutrogena®

\*Statistics from Neutrogena® US research, 2021.

# Sun safe checklist

- The best sunscreen is the one you will use every day. Keep it where you'll remember to apply regularly, like near your toothbrush or keys.
- Apply a generous amount of your broad spectrum SPF 30 (or higher) sunscreen every day. Reapply every 2 hours or more frequently, especially after exercise.
- Wear a wide-brimmed hat, sunglasses, long sleeves, and pants for additional protection.



## Neutrogena®

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1. Melanoma Network of Canada – Sun Safety Council Skin Cancer Facts <https://www.melanomanetwork.ca/sunsafetycouncil/skincancerfacts/>
2. Melanoma Network of Canada – Melanoma Stats & Facts <https://www.melanomanetwork.ca/stats-and-facts/>

\*Neutrogena® research, 2021.