



Protect the Skin You're In



Skin cancer is the most common cancer in the United States and one of the most preventable

Every year, there are 63,000 new cases of melanoma resulting in 9,000 deaths. Melanoma is the deadliest form of skin cancer.

The Most Common Cause

Exposure to Ultraviolet (UV) radiation is the most common cause of skin cancer and is present in sunlight. A Centers for Disease Control (CDC) study shows that most Americans are not protecting themselves from the sun's harmful UV radiation.

Less than 15 percent of men and 30 percent of women use sunscreen regularly when outside for longer than one hour.

Sun Protection That Works:

- Use broad spectrum sunscreen with SPF 15+ to protect exposed skin.
- Stay in the shade especially during midday hours.
- Wear a hat, sunglasses and fully-covering clothes to protect skin.
- Sunscreen works best when used with shade or clothes, and re-apply every two hours especially after swimming, sweating and toweling off.

*Sources: U.S. Department of Health and Human Services;
Centers for Disease Control and Prevention*

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