

# Prevent. Detect. Live.™

## Prevent.

### How can I prevent skin cancer?

The American Academy of Dermatology encourages you to have fun outdoors and follow these quick tips to decrease your risk of skin cancer:

- **SEEK SHADE BETWEEN 10 A.M. AND 2 P.M.** If your shadow appears shorter than you, seek shade.
- **WEAR PROTECTIVE CLOTHING**, such as a long-sleeved shirt, pants, a wide-brimmed hat and sunglasses, where possible.
- **GENEROUSLY APPLY A BROAD-SPECTRUM, WATER-RESISTANT SUNSCREEN** with a Sun Protection Factor (SPF) of 30 or higher to all exposed skin. Reapply approximately every two hours, even on cloudy days and after swimming or sweating.
- **USE EXTRA CAUTION NEAR WATER, SNOW AND SAND** because they reflect and intensify the damaging rays of the sun, which can increase your chances of sunburn.
- **AVOID TANNING BEDS.** Ultraviolet light from the sun and tanning beds can cause skin cancer and wrinkling. If you want to look tan, consider using a self-tanning product, but continue to use sunscreen with it.

1 in 5

Americans will develop skin cancer in their lifetime.



**ANYONE**  
CAN GET SKIN CANCER,  
REGARDLESS OF SKIN COLOR



**ONE OUNCE OF SUNSCREEN**, enough to fill a shot glass, is considered the amount needed to cover the exposed areas of the body.

[spotme.org](http://spotme.org)

FOUNDING SUPPORTER:



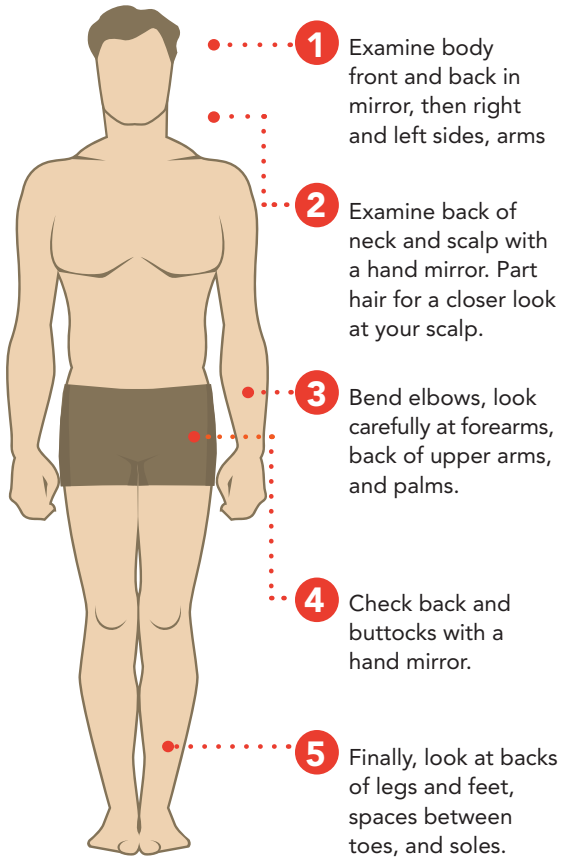
**Bristol-Myers Squibb**

# Detect.

## How to check your spots

### SKIN CANCER SELF-EXAMINATION

Checking your skin means taking note of all the spots on your body, from moles to freckles to age spots. Ask someone for help when checking your skin, especially in hard to see places.

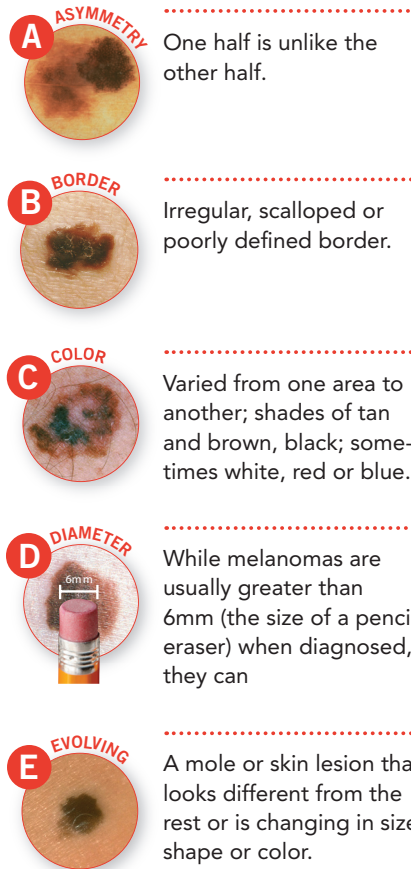


Download the Academy's Body Mole Map at [spotme.org](http://spotme.org) to record your spots during your next skin self-exam.

## What you're looking for on your skin

### THE ABCDEs OF MELANOMA

Melanoma is the deadliest form of skin cancer. However, when detected early, melanoma can be effectively treated. You can identify the warning signs of melanoma by looking for the following:



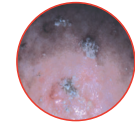
#### Example:



### OTHER TYPES OF SKIN CANCER

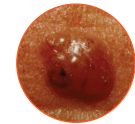
When checking your skin, please look for signs of these other suspicious spots.

#### Precancerous Growth

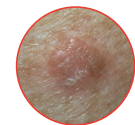


**Actinic Keratosis (AK):**  
Dry, scaly patch or spots.

#### Skin Cancer



**Basal Cell Carcinoma (BCC):**  
Flesh-colored, pearl-like bumps or a pinkish patch of skin.



**Squamous Cell Carcinoma (SCC):**  
Red firm bumps, scaly patches or sores that heal and then return.

If you find any spots on your skin that are changing, itching, or bleeding, make an appointment to see a board-certified dermatologist.

# Live.

Visit [spotme.org](http://spotme.org) to:

- Learn more about skin cancer
- Find a dermatologist in your area

WHEN CAUGHT EARLY, SKIN CANCER  
**IS HIGHLY TREATABLE**

