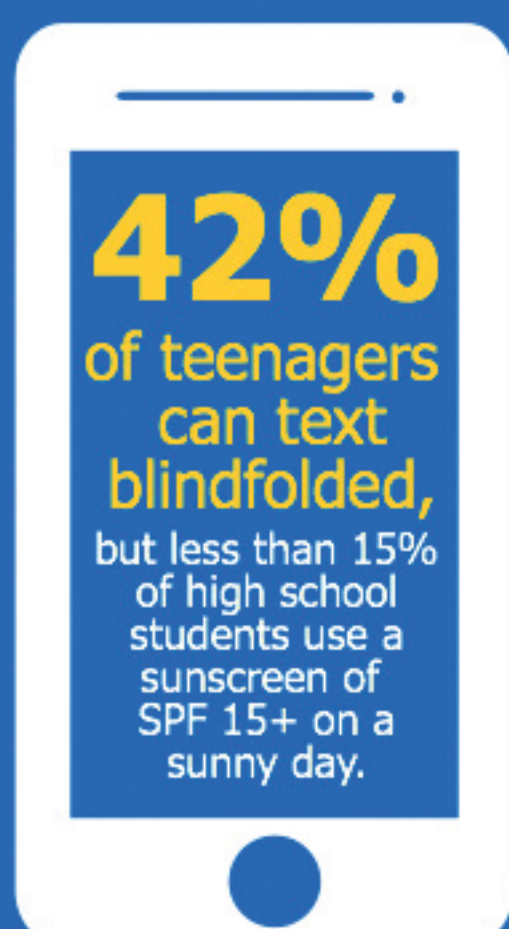


The Scorching Truth About SKIN CANCER

Excellus  

A nonprofit independent licensee of the Blue Cross Blue Shield Association



Friends



Jane Doe



Jane Doe



John Smith



John Smith



John Smith

1 in 5 Americans will develop skin cancer in his/her lifetime

for the average 18- to 24-year-old, 100 of their current Facebook friends will develop skin cancer sometime in their lives.



Only 1 in 3 adults usually uses sunscreen

1 in every **3** cancers diagnosed is a skin cancer.



One person dies from

MELANOMA,

the deadliest form of skin cancer, every hour.

↑ 800%

The percent increase in melanoma rates among young women in the last 40 years.



One or more blistering sunburns in childhood or adolescence more than doubles a person's chance of developing melanoma later in life.

The prevention answer is easy:
protect your skin.

The CDC recommends:

- ☀ Seek shade, especially during midday.
- ☀ Cover exposed skin and wear a wide-brimmed hat to shade the face, head, ears and neck.
- ☀ Wear sunglasses that block close to 100% of UVA and UVB rays.
- ☀ Use sunscreen with SPF 15 or higher and UVA and UVB protection.
- ☀ Reapply sunscreen after swimming, sweating or two hours of sun exposure.
- ☀ Avoid indoor tanning.

Excellus   | National strength.
Local focus.
Individual care.™

Sources:

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