

KILLER SUNSHINE



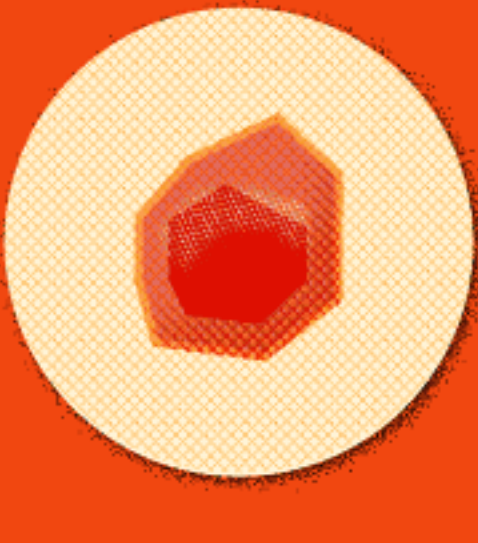
Soaking up the sun is a favorite pastime for many, but too much exposure leads to deadly results, and in a bronze-obsessed nation, the effects of too much tanning are more prevalent than ever.

SKIN CANCER RATES OUTNUMBER BREAST, COLON, LUNG, OVARIAN AND PANCREATIC CANCERS COMBINED



1 in 5 Americans will develop skin cancer at some point

There are 3 main types of skin cancer:



BASAL CELL CARCINOMA:
2,800,000 cases diagnosed annually (US)



SQUAMOUS CELL CARCINOMA:
700,000 cases diagnosed annually (US)



Melanoma:
30,000 cases diagnosed annually (US)

Least common, but most deadly:
Causes more than 75% of skin cancer deaths.

90% of skin cancers are the product of UV exposure

IN A SURVEY OF 18 TO 29 YEAR OLDS:



71% believe that tanning is healthy



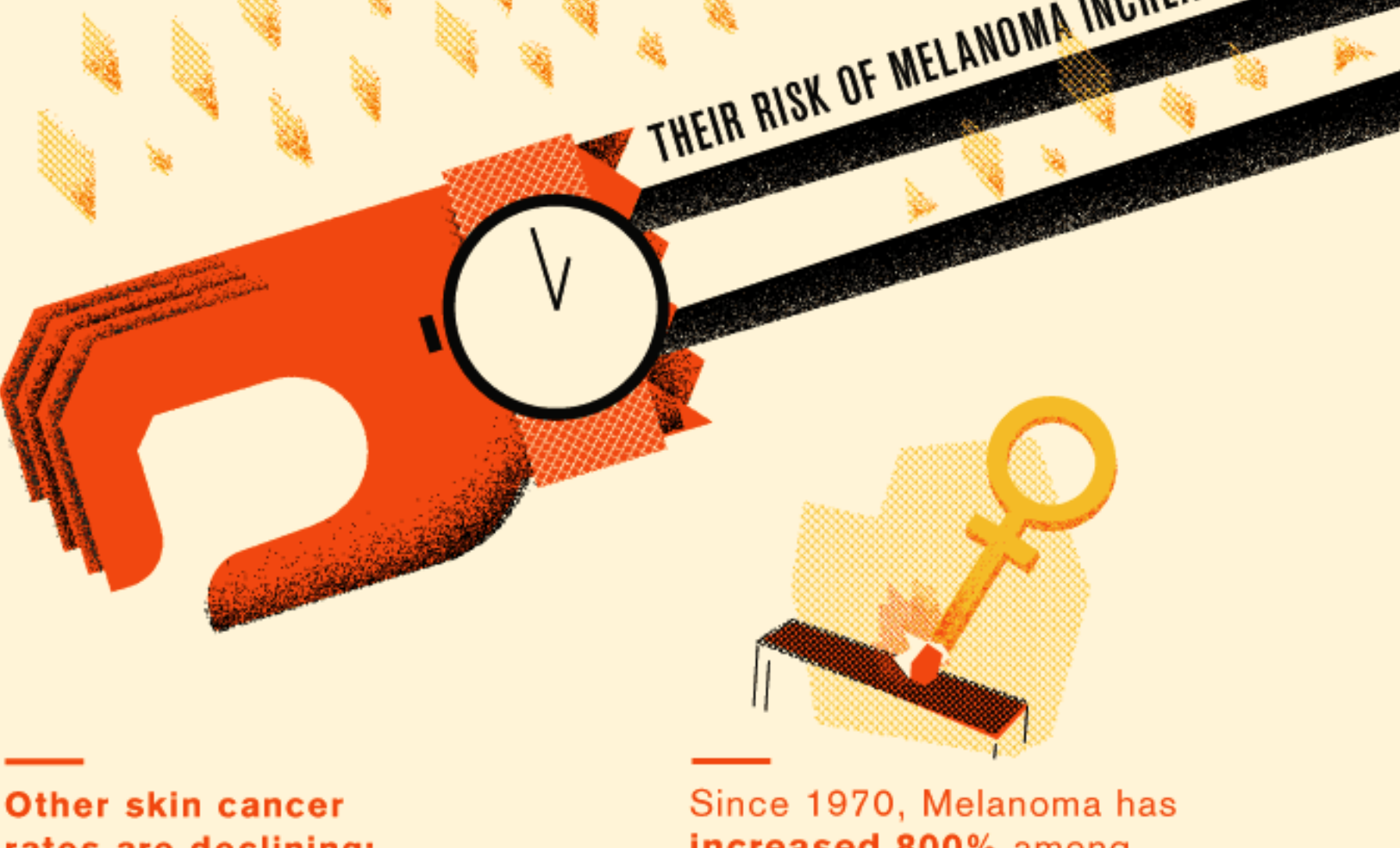
1 in 4 did not know that the sun causes wrinkles

Just one blistering sunburn in childhood doubles a person's risk of Melanoma

And more than five sunburns at any age doubles Melanoma risk



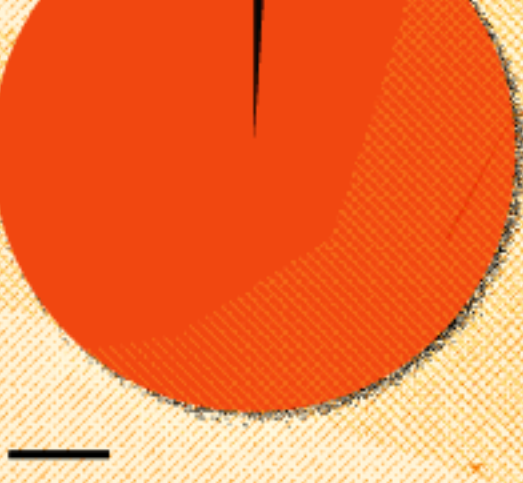
Even if you bronze and don't burn...
When people under 30 regularly spend more than 1 unprotected hour at a time in the sun:



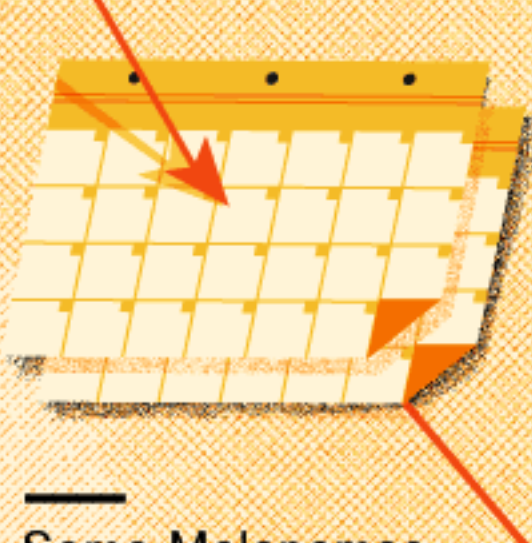
Other skin cancer rates are declining:
But melanoma rates have more than doubled since 1990

Since 1970, Melanoma has increased 800% among young women

NOW, MELANOMA IS THE MOST COMMON FORM OF CANCER FOR PEOPLE 25-29 YEARS OLD



Survival rate when Melanoma is detected early: About 99%



Some Melanomas can advance within a month or two



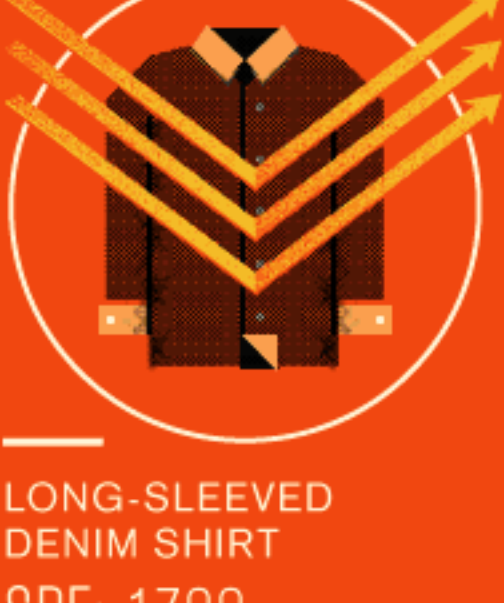
And when it advances: Survival rate falls to 15%

Protect your skin to preserve your future:

WEAR FULL CLOTHING WHEN POSSIBLE:



WHITE COTTON T-SHIRT
SPF: 7

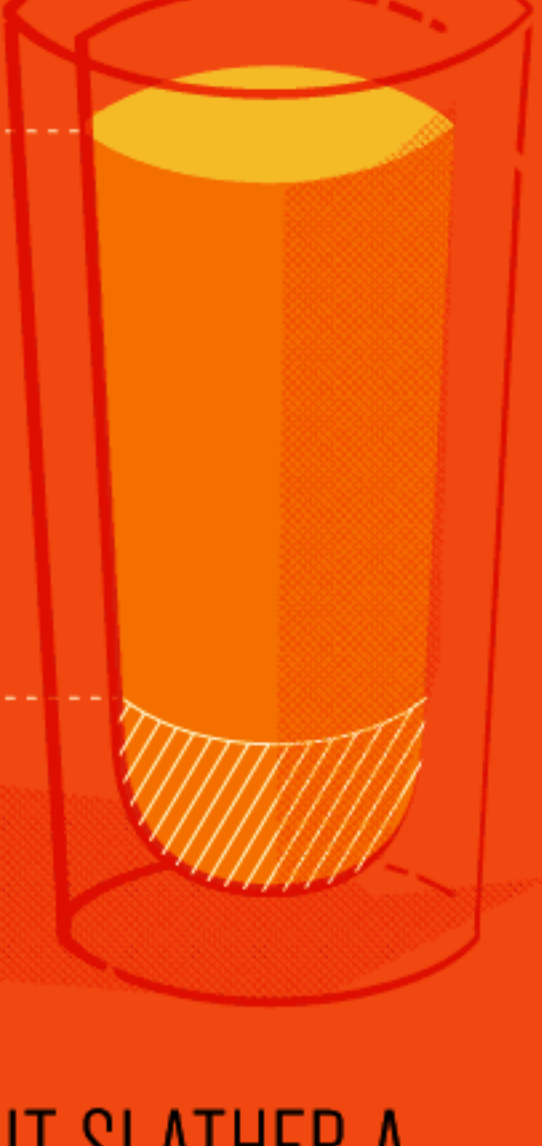


LONG-SLEEVED DENIM SHIRT
SPF: 1700

APPLY SUNSCREEN EARLY AND OFTEN:

What you should use:
A shot glass' worth (1 oz)

The average American uses a quarter ounce of sunscreen, reducing SPF by 75%



ENJOY THE SUN, BUT SLATHER A GOOD SPF ON FIRST; YOUR SKIN WILL LOVE YOU FOR IT.

[1] <http://www.thesundaily.my/news/406086>
[2] http://www.cdc.gov/cancer/skin/basic_info/indoor_tanning.htm
[3] http://www.pwrnewmedia.com/2008/aad050508/downloads/IndoorTanning_Fact_Sheet.pdf
[4] <http://www.skincancer.org/prevention/sun-protection/sunscreen/sunscreens-explained>
[5] http://todayhealth.today.msnbc.msn.com/_news/2012/05/17/11737052-skin-cancer-on-the-rise-in-young-women-how-to-prevent-it?lite
[6] <http://www.livescience.com/8308-skin-cancer-rise.html>