



## **Moms have the power to help prevent skin cancer!!**

**Moms should teach and model safer fun in the sun & MDSolarSciences is committed to helping through**

- **Education**
- **Detection**
- **Protection**

**Here are just a few important skin cancer facts**

**Substantially more than 1 million cases of skin cancer are diagnosed in the United States every year. (American Cancer Society, 2009 Cancer Facts and Figures)**

**Melanoma is the most common form of cancer for young adults 25-29 years old and the second most common form of cancer for adolescents and young adults 15-29 years old. (*Cancer Epidemiology in Older Adolescents & Young Adults*. SEER AYA Monograph Pages 53-57. 2007)**

**Basal cell and squamous cell carcinomas are the two most common forms of skin cancer, but are easily treated if detected early. (American Cancer Society. 2009 Cancer Facts and Figures)**

**Current estimates are that one in five Americans will develop skin cancer in their lifetime. (Robinson JK. Sun Exposure, Sun Protection, and Vitamin D. JAMA 2005; 294: 1541-43.2)**

**The incidence of melanoma has been steadily increasing for the past 30 years. Since 1992, melanoma has increased 3.1 percent annually in non-Hispanic Caucasians, but in recent years it is increasing more rapidly in young white women (3.8 percent since 1995) and men age 65 and older (8.8 percent since 2003). (American Cancer Society, 2009 Cancer Facts and Figures; Linos E, Swetter S, Cockburn MG, Colditz GA, Clarke CA. Increasing burden of melanoma in the United States. J Invest Derm. 8 January 2009 doi:10.1038/jid.2008.423)**

**The American Cancer Society recommends a skin cancer-related checkup and counseling about sun exposure as part of any periodic health examination for men and women beginning at age 20.1**