



LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

BECOME
A SKIN
CHECKER



laroche-posay.com.au/skinchecker





8 IN 10 AUSTRALIANS ARE AWARE A RAPIDLY CHANGING MOLE COULD BE A SIGN OF SKIN CANCER


...BUT LESS THAN HALF OF AUSTRALIANS SELF-CHECK THEIR MOLES ANNUALLY[^]

THE FACTS

GLOBAL STUDY IDENTIFIES CONCERNING STATISTICS IN AUSTRALIA



7 in 10 Australians

 7 in 10 Australians are aware that sun exposure is linked to skin cancer

 Yet more than 7 in 10 Australians do not always wear sunscreen when exposed to the sun[^]



59%
OF AUSTRALIANS

think that a tan is associated with looking healthy[^], yet studies indicate that a sun tan is a sign of cell damage

MELANOMA

4th most common cancer in Australia*

90%
OF MELANOMA CASES



can be treated effectively if diagnosed early enough[#]

THE ONLY TYPE OF CANCER
visible to the naked eye

^{*}<http://canceraustralia.gov.au>

[#] French Syndicate of Dermatologist and Venereologist, 2008

[^]Skin Cancer Prevention Global Report – February 2015 – conducted by Ipsos for La Roche-Posay

A CAMPAIGN ACROSS THE WORLD

As melanoma cases continue to rise, **La Roche-Posay** urges people to check their moles with **SKIN CHECKER**.

As a brand dedicated to ongoing sunsafe behaviour and education, La Roche-Posay created the Skin Checker campaign as a “reality check” for everyone to become a Skin Checker. It tackles the issue of skin cancer prevention with a new and modern outlook, empowering every individual to play a proactive role in the melanoma screening process.



Globally, the campaign has reached a major milestone, with more than 30 million Skin Checkers around the world. However, in terms of education there is still a long way to go.

“Melanoma, remains the only preventable cancer for which the mortality rate has not declined over the last few decades and we are astounded at the lack of people who currently check their own moles at home” says **Elisabeth Araujo**, International Director of La Roche-Posay. This sentiment is echoed by **Jörn Zempel**, General Manager of La Roche-Posay Australia. *“The Skin Checker campaign is a step towards making a real difference in the fight against skin cancer, which starts by taking a good look at ourselves and the ones we love.”*

SKIN CANCER IN AUSTRALIA

A GAP BETWEEN **KNOWLEDGE** AND **ACTION**.

Last year in Australia, the Skin Checker campaign touched more than half a million people and this year, in partnership with the Skin and Cancer Foundation, we aim to further increase awareness amongst the Australian population.

“The aim of Skin Checker is to educate as many Australians as possible in regards to sunsafe behaviour” says **Rachel McAdam**, Scientific Communications and Education Manager of La Roche-Posay Australia. *“The universally recognised ABCDE method of spot checking is a simple but effective way to recognise a potential concern and consult a dermatologist.”*

A new and improved Skin Checker platform will be launched on the La Roche-Posay website, including a shareable ABCDE method, along with updated tips and advice throughout the summer period. Dalmatians will continue to provide a fun and friendly way to spread the Skin Checker message across Australia that if you love someone, check their beauty spots – it may save their life.

Join the fight against skin cancer.
Become a Skin Checker today.



Visit laroche-posay.com.au/skinchecker to watch the video and download the ABCDE method.

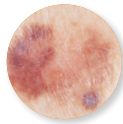
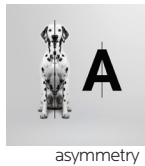
Share the **ABCDE** method with your loved ones

To share please visit:
www.laroche-posay.com.au/skinchecker

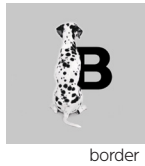
CHECK YOUR SPOTS

What to look out for:

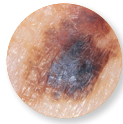
To monitor any changes in your moles, use the **ABCDE method** that has been developed, approved and used by dermatologists worldwide:



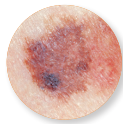
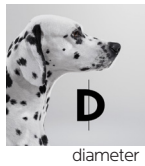
A mole that is not round or oval in shape, which has contours and colouring that are not evenly distributed around its centre.



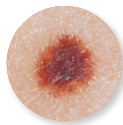
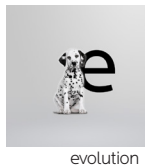
Irregular, jagged borders.



A mole that has several colours (brown, red, white, black).



A diameter greater than 6mm (size of a pencil eraser).



A mole that quickly changes in size, shape, thickness or colour.

If you find anything of concern, consult a dermatologist.

DISCLAIMER: Content in this eBook is provided for general information only. It is not intended as medical advice, and should not be relied upon as a substitute for consultations with qualified health care professionals who can determine your individual medical needs.

HOW TO SELF-EXAMINE

Using a mirror, carry out a quick self-examination following the criteria of the **ABCDE method**.



FACE

Examine your face, especially the nose, lips, mouth and ears – front and back. Use mirrors to get a clear view.



SCALP

Examine your scalp by sectioning the hair and using a mirror. Ask a family member or friend to help ideally.



HANDS

Check your hands: front and back, between the fingers and under the fingernails.



UPPER BODY

Using a mirror, begin at the elbows and scan sides of your upper arms. Examine both front and back of your forearms. Don't forget the neck and chest. Women should lift the breasts to see beneath.



BACK

With your back to a full-length mirror, use the hand mirror to inspect the back of your neck, shoulders and upper back area. Examine the lower back, buttocks, and backs of both legs.



LOWER BODY

Sitting down, examine the front of your thighs, lower legs, and soles of the feet, not forgetting the toenails and genital region.

If you find anything of concern, consult a dermatologist.

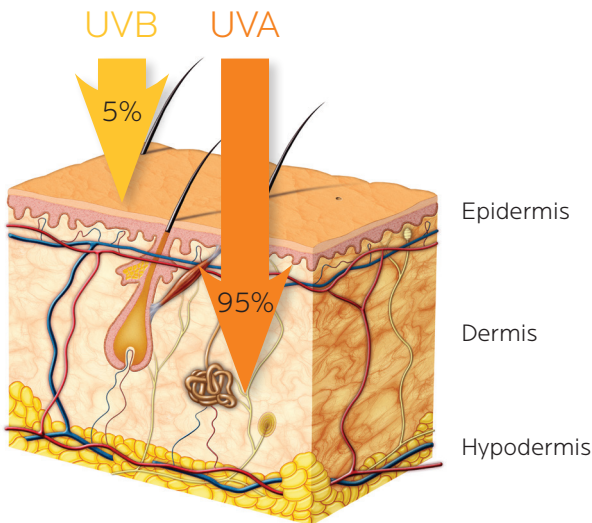
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Protect yourself from UVB and UVA rays

The sun emits UVB and UVA rays.

UVB rays represent **5% of the UV** rays on the earth's surface, they are responsible for **sunburn**. They burn as a warning we have had too much sun exposure.

UVA rays represent **95% of UV rays** on the earth's surface. They penetrate deeper into the skin than UVB, and cannot be felt on the skin.



UVA rays, unlike UVB rays, are present from sunrise to sunset, even in cloudy weather and they can travel through windows. They accelerate **skin ageing**, can cause skin to become **sun-reactive** (redness, itching, polymorphous light eruption) and trigger **pigment disorders** (melasma, brown spots).

Without the right protection, both UVB and UVA can lead to the development of **skin cancers** in the long term.

Decoding sunscreens

Australian Sunscreens Standards

Sunscreens that are sold in Australia are regulated. A sunscreen with an AUST L number on the pack has been tested to the standards set out by the Therapeutic Goods Administration (TGA). This ensures the formula does what it claims on the label!

What's behind the SPF?

The term SPF represents the 'Sun Protection Factor'. It's a measurement of the time it takes for sunscreen protected skin to burn (from UVB) compared to skin with no protection. For example, skin protected with an SPF 50 sunscreen may take 50 times longer to burn compared to skin with no sunscreen. This does not mean it is safe to stay out in the sun for 50 times longer than you normally would! Every additional second of strong UV radiation can cause damage to the skin.

UVB, UVA and Broad-spectrum

Both UVA and UVB from the sun cause damage to the skin, including skin cancer. SPF measures UVB. There is no quantification of the UVA factor so the Australian Standards require the UVA protection to equal at least one third of the SPF and if it meets this criteria it can be labelled as broad-spectrum.

How much to apply and when to re-apply

Generally we do not apply a sufficient amount of sunscreen. As a general rule, an adult should be applying around 2.5 ml (half a teaspoon to the face) to the face, 5 ml for each arm and 10 ml to each leg.

All sunscreens should be reapplied every 2 hours, even water resistant formulas, this is because the sunscreen on the skin may be 'diluted' due to factors such as the skin's natural processes of sweating and skin cell renewal, as well as accidental removal through wiping or washing.