

# Protect All the Skin You're In

☀️ Skin cancer is the most common cancer in the United States, yet most skin cancers can be prevented.

☀️ Every year, there are **63,000 new cases** of and **9,000 deaths** from melanoma—the deadliest form of skin cancer.

Ultraviolet (UV) exposure is the most common cause of skin cancer. **A new CDC study shows that the majority of Americans are not using sunscreen regularly to protect themselves from the sun's harmful UV rays.**



In fact, fewer than **15% of men** and fewer than **30% of women** reported using sunscreen regularly on their face and other exposed skin when outside for more than 1 hour.

**Many women report that they regularly use sunscreen on their faces but not on other exposed skin.**

## Choose sun protection strategies that work.

**Use broad spectrum sunscreen with SPF 15+ to protect any exposed skin.**



**Seek shade, especially during midday hours.**



**Wear a hat, sunglasses and other clothes to protect skin.**



**Sunscreen works best when used with shade or clothes, and it must be re-applied every two hours and after swimming, sweating, and toweling off.**



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention