



Nestlé Skin Health



GET SKIN CANCER SMART

Skin cancer has become all too prevalent. According to the World Health Organization, **one in every three cancers diagnosed is a skin cancer – and there are more new cases of skin cancer diagnosed than breast, prostate, lung and colon cancer combined.** Active aging comes from knowing how to take care of yourself, and understanding how to prevent and detect skin cancer is a great place to start.

DID YOU KNOW...

- ☞ **...you're at a higher risk for skin cancer?** Unfortunately, wisdom isn't the only thing that comes with age. In the U.S., those aged 75 and older receive 28 percent of all cancer diagnoses. In fact, 82 percent of non-melanoma skin cancer cases occur in people over 60.
- ☞ **...a crusty patch of skin might be something more dangerous?** Actinic Keratosis (ak-TIN-ik ker-uh-TOE-sis, or **AK**), or a type of scaly skin, could be a pre-cancerous condition that affects up to 50 percent of the U.S. population by the age of 70.
- ☞ **...skin cancer is expensive?** The total cost of AK and non-melanoma skin cancer in the U.S. is nearly \$6 billion, when you take into account costs associated with quality of life for patients.
- ☞ **...using sun screen can save our government big money?** A 5-year Australian study showed that an annual investment of \$0.74 per person in an advertisement campaign promoting the daily application of sunscreen was *conservatively* estimated to result in cost-savings to the government or health care payer of \$109 a person.
- ☞ **...skin cancer treatment can have unintended side effects?** Skin cancer treatments for late-stage cancers can have difficult and unintended physical and psychological ramifications, such as painful skin rashes, social isolation and depression.

EARLY DETECTION IS



- Your doctor is your skin health advocate. He/she can distinguish between a healthy skin mark and a potentially dangerous lesion. Get yourself checked routinely!
- In one study, a whopping 95 percent of patients with basal and squamous cell carcinomas were cured when the cancers were detected early and treated promptly.

YOU CAN PREVENT SKIN CANCER!

- ☞ **Slather on the sunscreen.** You can prevent AK and skin cancer with regular sunscreen use.
- ☞ **Stay in the shade.** By avoiding direct sunlight, heat or humidity, you're doing your skin a favor! Even mild symptoms of skin cancer can get worse when exposed to these elements.

Get Skin Health Smart at Active Aging Week for a Life Course of Healthy Skin!

Nestlé Skin Health is a global leader focused on meeting the world's increasing skin health needs with a broad range of innovative and scientifically proven products.