

 **10M+**

COMMERCIALLY
INSURED PEOPLE HAD
SKIN CANCER IN 2017

**MORE COMMON
IN WOMEN**

**5 OUT
OF 100**
HAVE SKIN CANCER



**MORE COSTLY
IN MEN**

48%
MORE COSTLY

Most Americans believe skin cancer is most common in the South, but rates are highest in AZ, CO and on the East Coast.



MELANOMA CONTINUES TO BE AN UNLIKELY KILLER

This relatively rare, but often terminal type of skin cancer, is on the rise.

↑ 8%
2014-2017

After age 55, melanoma rates **more than double** for men.

*MEMBERS PER 10,000



TANS ARE STILL TRENDY

Millennials engage in risky behavior in order to get a tan.¹

31% STILL USE TANNING BEDS TO GET A BASELINE TAN

53% BELIEVE A TAN MAKES A PERSON LOOK HEALTHY

58% THINK A TAN MAKES A PERSON MORE ATTRACTIVE



The majority of Americans (68%) know that skin cancer is the most common cancer in the United States. However, only 42% of people put sunscreen on the parts of their body exposed to the sun.¹

Take measures to protect your skin.

1 GO EASY ON THE EYES

Wear a wide-brimmed hat and sunglasses to block UV rays.

2 PLAY IT COOL

Sunlight and tanning beds contain ultraviolet (UV) radiation. Limit exposure to avoid serious long-term skin damage.

3 DON'T SKIMP ON THE SPF

No sunscreen blocks 100% of UV rays. Use SPF 30+ broad spectrum protection and reapply at least every two hours.