

# NATIONAL MELANOMA HUNT

## Finder's Guide

**33%** of professional skin checks were missed during the COVID-19 pandemic\*

**1/5** of potentially deadly melanomas are estimated to have gone undiagnosed\*



An estimated **14,944** melanomas were **missed** in the United States

Join the **National Melanoma Hunt** to find them!

And make **monthly skin checks** a new habit for your new normal

### This guide shows you how to:

- 1 Recognize the warning signs of melanoma skin cancer
- 2 Conduct a full-body skin self-exam
- 3 Access our skin check tools
- 4 Share this guide with loved ones

*\*Global survey of 734 dermatologists during the pandemic*

## THE "ABCDE" MELANOMA WARNING SIGNS

**1**

### What to look for:



Is the spot <b>ASYMMETRICAL</b> ? Is one half unlike the other?	<b>A</b>	
Does it have uneven <b>BORDERS</b> ? Are some of the edges irregular and poorly defined?	<b>B</b>	
Does it contain different <b>COLORS</b> ? Is there an uneven distribution?	<b>C</b>	
Is it larger than 6mm in <b>DIAMETER</b> ? Is it wider than the width of a pencil eraser?	<b>D</b>	
Has there been an <b>EVOLUTION</b> in size, shape or colour?	<b>E</b>	

## CONDUCTING A SKIN SELF-EXAM

### How to look for it: **2**

- Step 1**  
Examine your scalp, using a comb to part your hair. If you don't have much hair, make sure you check your entire scalp very thoroughly.
- Step 2**  
Carefully check your face, including your nose, lips, mouth and ears. Don't forget the tops and behind your ears.
- Step 3**  
Now focus on your neck, chest and upper body. Women, be sure to check between and underneath your breasts.
- Step 4**  
Use a hand mirror to check the back of your neck - and your back - from top to bottom.
- Step 5**  
Time for the arms. Check your upper and lower arms, not forgetting your armpits.
- Step 6**  
Check the front and back of your hands, and in between your fingers.
- Step 7**  
Lastly, examine your lower body. Check your genitals, buttocks and your legs - both the front and back. Finish by checking your feet and toes.

## USE THE SKIN CHECK TOOLS

It only takes **10 minutes** to conduct a skin exam **that could save your life**

**3**

Whenever you need it, the guidance above is also available via our two Skin Check tools:

**Skin check video**  
Step by step, you'll be guided through your skin check. Just hit play and follow the friendly instructions.

- Video linked in bio

**Skin check voice app**  
Time for your skin self-exam? Amazon's Alexa and Google's Assistant can now help.

- For Alexa, search 'Skin Check' in your Amazon account on your computer, then simply say: **"Alexa, open Skin Check"**
- For Google, simply say: **"Hey Google, talk to Skin Check"**

Please make checking your skin a regular, monthly habit.

## SHARE THE GUIDE, SPREAD THE WORD

**4**

Help make the National Melanoma Hunt **go viral** - in a good way

To find the missing melanoma, please send this Finder's Guide to at least six people you know and love

- Someone who... **loves to sunbathe**
- Someone who... **loves gardening**
- Someone who... **has used sunbeds**
- Someone who... **works outdoors**
- Someone who... **does outdoor sports**
- Someone who... **has melanoma in the family**

If you care, share. And encourage people to do the same.

Brought to you by:

