

SUN SAFETY ADVICE FROM A MARATHON COACH AND SKIN CANCER SURVIVOR

ROSS FORMAN



Developed in partnership with



LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

PROTECT YOUR SKIN

PRACTICE SUN SAFETY AS PART OF YOUR DAILY TRAINING REGIMEN!

*It can save your skin...
and potentially save your life.*

Chicago-based marathon coach **Ross Forman**

Now a sun safety advocate, after his own brush with skin cancer that was discovered on a training run through a skin cancer screening outreach presented by Women's Dermatologic Society and supported by La Roche-Posay.

"After my own surprising run-in with skin cancer, now, whenever I go out on a run, sunscreen is as important to me as water or nutrition. As runners, we've got to treat skin cancer prevention and sun safety as priority health concerns. So examine your own skin regularly, go see your dermatologist at least once a year and if you do see a spot, get it checked out right away — don't put it off! **Don't** run any risks with your skin and your life. **Do run safe!**"



"Did you know that runners may face a heightened risk of developing skin cancer due to prolonged sun exposure and the special challenges of protecting the skin while running and perspiring? Daily sun safety and skin cancer prevention are an absolute **must** for runners, even on cloudy Chicago days and especially while running along Lake Michigan — which magnifies the sun's harmful rays and creates 'double trouble'. Skin cancer is the most common, yet

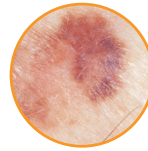
most preventable, form of cancer in the United States, so take daily measures to run safe... it can save your skin and potentially save your life."

—Dermatologic surgeon *Rebecca Tung, MD, Loyola University Medical Center Division Director*

CHECK YOUR MOLES

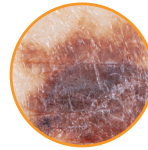
LEARN TO CHECK YOUR MOLES, ITS AS EASY AS ABCDE

To monitor any changes in your moles, you can use this method that has been developed, approved and used by dermatologists worldwide. Each letter corresponds to an aspect of moles you should pay attention to:



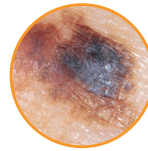
Asymmetry

A mole that is not round or oval which has contours and coloring that are not evenly distributed around its center.



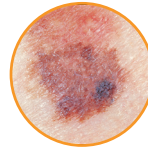
Border

Borders that are irregular or jagged, like on a map.



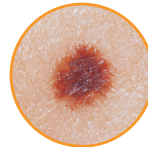
Color

Several colors (brown, red, white, black).



Diameter

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



Evolution

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

In the case of a suspect, new, or a recently changed mole, you should consult your dermatologist as soon as possible to provide a qualified diagnosis.

PLAY SAFE IN THE SUN

SUN SAFE BEHAVIORS



Seek shade, the sun's rays are strongest between 10 a.m. and 2 p.m.



Wear protective clothing, a wide-brimmed hat and sunglasses, when possible.



Use extra caution near water, snow and sand as they reflect the damaging rays of the sun.



Sunscreen should be applied 15 minutes before sun exposure and reapplied at least every 2 hours.

PLAY SAFE IN THE SUN WITH:



Developed by **La Roche-Posay**

MY UV PATCH is the first-ever flexible skin sensor designed to monitor UV exposure and help you embrace sun safe behavior. This wearable and connectable device will provide you with a daily personalized analysis on your amount of sun exposure.

APP AVAILABLE FOR FREE AT



Ask Ross Forman for more information