

# Neutrogena®

DERMATOLOGIST RECOMMENDED BRAND



## YOUR GUIDE TO BEING **SUN SAFE**

Learn about adding self-exams and Neutrogena® sunscreens to your routine to help reduce your risk of skin cancer.

# IMPORTANT **FACTS** ABOUT SKIN CANCER



**200,000+**  
**NEW CASES OF MELANOMA**  
**EXPECTED IN THE US**  
**EVERY YEAR\***

## **TWO TYPES OF SKIN CANCER**

### **NON-MELANOMA**

More common and develops slowly in the upper layers of skin.

### **MELANOMA**

The more aggressive type, affects cells that give skin its color.

## **ETHNICITY & SKIN COLOR**

Skin cancers can affect anyone, no matter their ethnicity or skin color. Although the risk of skin cancer is lower for people of color, when found, it tends to be at a more advanced stage.

## **THE GOOD NEWS IS...**

You can take steps to protect yourself—including a monthly self-exam. When skin cancer is detected early, survival rates can be almost 100%.\*

\*Statistics from Neutrogena® research, 2021.

# SKIN CANCER:

## WHAT TO LOOK FOR

**1** New or changing moles

**2** Any growth that bleeds or itches

**3** A clear, red, brown, or black growth that gets larger

**4** Open sores, scabs, or pimples that don't go away

## ABCDE'S OF MELANOMA

**A**



### ASSYMETRY

Uneven shape;  
Two sides don't match

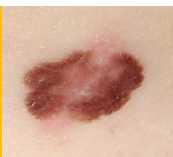
**B**



### BORDER

Ragged edges;  
Borders are uneven

**C**



### COLOR

Two or more colors

**D**



### DIAMETER

Size is larger than ¼ inch

**E**



### EVOLVING

Changing in size, shape, color,  
or symptoms

# SELF-EXAM



## PREPARATION



A full-length mirror and hand mirror



A brightly lit room



A smartphone or paper to take notes



A blow dryer or a comb if you need help parting your hair

## TIPS



Do your self-exam before or after a shower, or while changing your clothes.

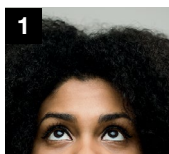


Take pictures of anything that looks unusual and keep a record of your spots.

# IT'S A FULL BODY CHECK. SIMPLE AS THAT.

## STEPS

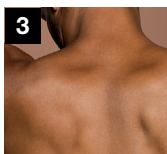
Pick a convenient time for your monthly check. It shouldn't take more than about 10 minutes.



1  
Check your scalp.



2  
Look at your nose, lips, cheeks, and ears with a mirror.



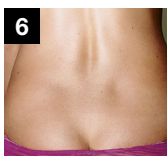
3  
Look at your upper back. You'll need two mirrors.



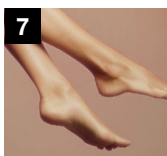
4  
Focus on your neck, chest, and torso with two mirrors.



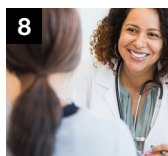
5  
Give your hands, fingers, forearms, upper arms, and armpits a good scan.



6  
Check your lower back, buttocks, and genital area.



7  
Closely look at your legs & feet. Don't forget to look between your toes and the soles of your feet.



8  
If something doesn't look right, please talk to your doctor.

These self-exams are not meant to diagnose or replace visits with your doctor.

Watch our self-exam video and learn more about skin cancer at [SkinSelfExam.com](https://www.SkinSelfExam.com).



# OVEREXPOSURE TO THE SUN IS BAD NEWS



The sun exposes you to two types of UV rays: **UVB and UVA**. Both can play a part in skin cancer formation, premature skin aging, and other forms of skin damage.



Look for broad spectrum sunscreens that offer both **UVB and UVA protection**. For the best protection against sunburn, use SPF 30 or higher.

## SUN SAFE CHECKLIST



**THE BEST SUNSCREEN** is the one you will use every day. Keep it where you'll remember to apply regularly, like near your toothbrush or keys.



**APPLY A GENEROUS AMOUNT** of your broad spectrum SPF 30 (or higher) sunscreen every day. Reapply every 2 hours or more frequently, especially after exercise.



**WEAR** a wide-brimmed hat, sunglasses, long sleeves, and pants for additional protection.

# MELANOMA RESEARCH



Find a 2024  
**Miles for  
Melanoma 5K**  
near you!

Neutrogena® has donated over \$1,000,000 to the Melanoma Research Foundation (MRF), including its **Miles for Melanoma 5K series**, to help fight against melanoma. Learn more about the MRF by visiting [melanoma.org](https://melanoma.org).



# NEUTROGENA® PORTFOLIO

From chemical to mineral,  
Neutrogena® provides powerful  
sun protection suitable for all  
skin types and tones.



## ULTRA SHEER®

Premium aesthetics  
with dry-touch  
technology.



## BEACH DEFENSE®

Beach strength  
sun protection for  
the whole family.



## INVISIBLE DAILY DEFENSE

Superior protection  
enriched with  
antioxidants to  
help fight external  
aggressors.



## CLEAR FACE

Breakout-free  
sun protection.



## AGE SHIELD®

Facial sunscreen  
for age protection.



## MINERAL UV TINT

Tinted mineral  
sunscreen available  
in 4 shades for a  
radiant glow.



## PURE & FREE®

Mineral sunscreen  
for baby.



## SHEER ZINC

Mineral sun protection  
mild on sensitive skin.



Use all products as directed.

NEUTROGENA®

# MINERAL FACIAL

# PRODUCTS



## NEUTROGENA® Purescreen+™ Invisible Daily Defense Mineral Face Liquid SPF 30

Contains antioxidant complex vitamin E & feverfew that helps combat pollution, ozone, and sun induced free radicals that can damage skin and lead to signs of premature aging.

Lightweight formula infused with ginger extract to provide radiance.



## NEUTROGENA® Purescreen+™ Mineral UV-Tint Face Liquid Sunscreen SPF 30

Protects and smooths the look of skin to reduce visible imperfections.

Available in 4 shades that accommodate every skin tone.

