

SHOULD WE BE WEARING MORE SUNSCREEN?

Too much sun exposure can have serious consequences and skin cancer can be deadly. However, **only 35% of people say they wear the highest SPF available**, despite 76% of them knowing that they can still get a tan when wearing a higher SPF.¹

 **10M+**

COMMERCIALY
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



**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

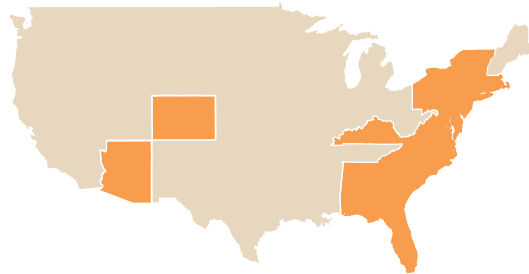
53%

BELIEVE A TAN
MAKES A PERSON
LOOK HEALTHY

58%

THINK A TAN
MAKES A PERSON
MORE ATTRACTIVE

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



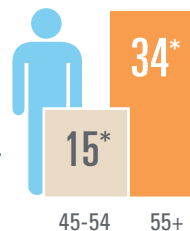
MELANOMA CONTINUES TO BE AN UNLIKELY KILLER

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



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.

1. IPSOS Public Affairs e-Nation survey conducted May 9, 2019 on behalf of The Blue Cross Blue Shield Association. N= 1,003 nationally representative sample of adults over the age of 18.

This BCBS study examines U.S. commercially insured members diagnosed with skin cancer and melanoma from 2014-2017 and uses the breadth and depth of data available through the [Blue Cross Blue Shield Health Index](#).SM All tips and advice here are recommended by the [American Cancer Society](#), providing an overview of skin cancer prevention and early detection.

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