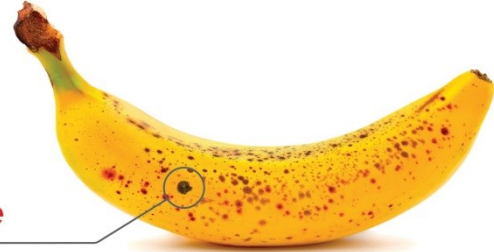


# Beat MELANOMA



Spot the difference



**NOT EVERYONE  
WITH MELANOMA DIES,  
SOME JUST  
GO THROUGH HELL**

This back belongs to a 22-year old. She'll now be scarred for life. But her ordeal has only just begun. Once the melanoma is removed she'll need regular check ups to make sure the cancer hasn't spread. All she can do is wait. She won't be alone. Melanoma

is now the most common form of life threatening cancer in 15 to 24-year olds. Outdoors you can't just rely on sunscreen. Protect yourself in five ways with a hat, clothing, shade, sunglasses and sunscreen. [australia.gov.au/skincancer](http://australia.gov.au/skincancer)



**PROTECT YOURSELF IN FIVE WAYS FROM SKIN CANCER**



# STAY ALIVE DETECT AND SURVIVE

## EARLY MELANOMA DETECTION SAVES LIVES

More than 70% of melanoma cases occur in the 50+ age group. It's more common in men, who have a higher mortality rate. But if detected early, melanoma is treatable. So check your skin regularly, look for changes, show your doctor. It could be the difference between life and death.



For more information or to donate,  
please visit [melanoma.org.nz](http://melanoma.org.nz)







Create your own at [StoryboardThat.com](http://StoryboardThat.com)

# 5 BURNING TRUTHS


About Indoor Tanning






**THE BIGBURN**

**A BASE TAN**  
IS THE EQUIVALENT OF WEARING  
SUNSCREEN WITH  
A **SPF OF 4**  
(WHEN YOU NEED 30 OR ABOVE...)




Use of tanning equipment before the age of **35**  
**INCREASES YOUR RISK OF MELANOMA**  
THE MOST DANGEROUS SKIN CANCER  
**BY 75%**


The fairer your skin  
**THE HIGHER THE RISK**



light vs. dark skin



**90% OF SKIN AGING**  
is due to the effects of  
**UV RADIATION**



**TANNING BEDS ARE NOT A SAFE WAY TO GET YOUR VITAMIN D**

Alberta Health Services

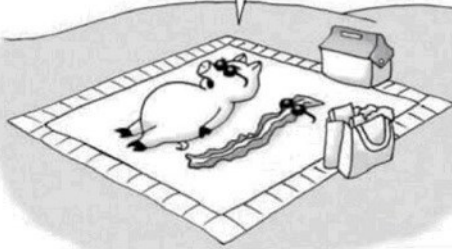
# Catching melanoma early could save a life



# Melanoma Awareness Month



MAYBE NEXT TIME YOU'LL TRY A LITTLE SUNSCREEN...



AMAJOKES.COM



MARC JACOBS



# Melanoma Awareness

Stay informed. Stay healthy.



76,690

new cases will be diagnosed in 2013

1 in 50

people will with diagnosed with melanoma in their lifetime

86%

melanomas are associated with the UV Rays from the sun

- **Avoid** intentional tanning
- **Notice changes** in your skin!



Stay out of the sun between 10am and 4pm as much as possible



Wear protective clothing



Wear sunscreen year around.





## GET A TAN TO DIE FOR

So you want a nice-looking tan without the dangers of sun exposure and think tanning beds are the way to go? Think again. Tanning lamps are to skin cancer what cigarettes are to lung cancer.

Why are tanning lamps unsafe? Because they expose you to ultraviolet radiation, a known cancer-causing agent. Exposure to any kind of ultraviolet radiation—from the sun or tanning lamps—increases your risk of melanoma and other skin cancers.


If you're 30 or younger and use tanning beds 10 times or more per year, your risk of developing melanoma is increased nearly 8 times.

This information is provided by the **Melanoma Education Foundation**, a nonprofit organization dedicated to saving lives from melanoma, a common and deadly skin cancer that affects young people as well as old. For more information visit [www.skincheck.org](http://www.skincheck.org)




# Melanoma Metastasis & Staging


### Four Primary Categories




**Superficial spreading**  
The most common type of melanoma, observed in skin of the head, neck, and upper extremities. Exhibits slow, horizontal growth and may involve full thickness epidermis.



**Nodular**  
Characterized by aggressive vertical growth and deep vertical pigmentation. Often presents with peripheral erythema and crusting at edges of lesion.

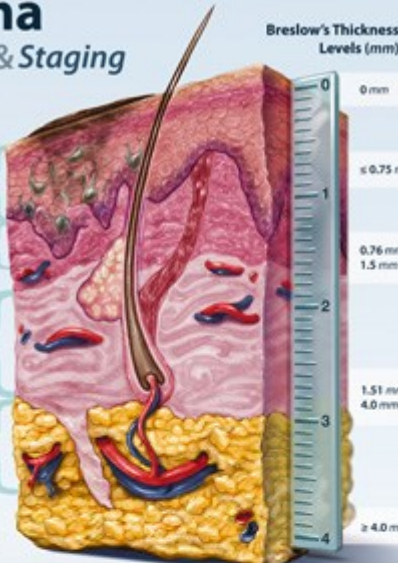


**Lentiginous melanoma**  
Large diameter, flat lesion (1-6 mm), exhibiting extensive atypical, horizontal growth. Commonly found on sun-exposed areas of the face and upper extremities.



**Acral lentiginous**  
Heavily pigmented lesion exhibiting both horizontal and vertical growth. Found on palmar, plantar, and subungual areas of skin.

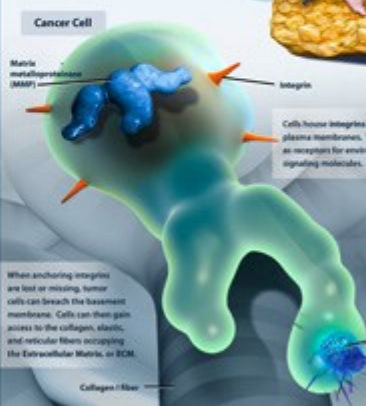
## Breslow's Thickness Levels (mm)



**Clark's Levels I - V**

- I Intraepidermal**  
Occupies stratum corneum, granulosum, spinosum, and germinativum
- II Papillary Dermis**  
Past basement membrane, and into the layer of fine collagen and elastic fibers
- III Full Papillary Dermis**  
Fills the entire thickness of the papillary dermis
- IV Reticular Dermis**  
Occupies the layer of dense irregular connective tissue, mainly collagen I bundles and fibroblasts
- V Hypodermis**  
Enters the subcutaneous adipose layer

### Cancer Cell



**Matrix metalloproteinases (MMP)**





Cells house integrins in their plasma membranes. These serve as receptors for environmental signaling molecules.

When anchoring integrins are lost or missing, tumor cells can breach the basement membrane. Cells can then gain access to the collagen, elastic, and reticular fibers occupying the Extracellular Matrix, or ECM.

**MMP Protease**

Matrix metalloproteinases, or MMPs, bind to cell surface integrins and signal the cell to commence movement through the ECM. MMPs can also perform as "cutting heads", dissolving collagen and elastic fibers as the cell makes its way down to blood vessels.

### ABCDs of Detection

			
<b>Asymmetry</b> Bilateral variation in shape, border, color, or diameter.	<b>Border</b> Jagged edges that bleed into surrounding skin.	<b>Color</b> Two or more shades of uneven pigment.	<b>Diameter</b> Growth that exceeds 6 mm in width or height.

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## melanoma likes me

The simple code that finds and responds to popular hashtags and geo-located images.

We created an online persona for Melanoma who "likes", "follows", and comments on young Australian social media activities. I saw millions of related images, enough to not feel towards customer, right when it could make the most difference. By clicking on the profile they could check for melanoma and learn about prevention. Whenever you're in the sun, as is melanoma.





#BEACH



#SUMMER



#SUN



#POOL

mpa  
Melanoma Prevention Australia

watch  
your  
mate's  
back.



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