

THE BIG SEE: EARLY DETECTION STARTS WITH YOU!



Skin cancer is the cancer you can **see**. Yet it often goes undetected until it's disfiguring and difficult to treat—or even life-threatening. The Skin Cancer Foundation's Big See campaign shows you how easy it is to open your eyes, get to know your skin, look in the mirror and ask, **"What's that?"** Then keep these three words in mind: **new, changing** or **unusual**. It could save your life!

What to look for:



Something new on your skin that just doesn't look right and makes you say, "Wait, what's that?" Make a note of when you first see it, then keep an eye on it. If it doesn't go away in a few weeks or starts to grow, see a dermatologist!



Any growth on your skin that has increased in size or thickness, or has changed in color, shape or texture could be a warning sign. Time to make an appointment!



A spot or mole that looks different from the others should catch your eye. Is it darker, lighter or have more than one color? Does it bleed, itch, hurt, crust or not heal? Get it checked!

Watch our PSA at
TheBigSee.org

Learn more at
SkinCancer.org

HOW TO DO A BIG SEE SELF-EXAM

You have the most powerful tool to detect skin cancer: **your eyes**. The Skin Cancer Foundation recommends that you do a head-to-toe self-examination of your skin every month and see a dermatologist at least once a year for a full-body skin exam. If you see something, do something. Remember, skin cancer is highly curable if caught early enough. So, what are you waiting for?

You'll need: a bright light, full-length mirror, hand mirror, two chairs or stools and a blow-dryer.



1. Face, head and neck

Carefully examine your face. Use one or both mirrors to get a clear view of ears, back of ears and neck. Thoroughly view your scalp using a blow-dryer and mirrors to expose each section. It's helpful to recruit a friend or family member for this step.



2. Hands and arms

Check your palms and back of the hands, between fingers and including nails (first remove nail polish). Examine forearms, front and back. Using a mirror, begin at elbows and scan all sides of your upper arms. Don't forget the underarms.



3. Torso and back

Looking in the mirror, focus on the chest, torso and under the breasts. With back to full-length mirror, use hand mirror to inspect the shoulders, upper back and the back of your upper arms.



4. Lower back and buttocks

Still using both mirrors, scan your lower back, buttocks and backs of both legs.



5. Legs, genitals and feet

Sit down; prop one leg at a time on the other stool or chair. Use the hand mirror to examine the genitals. Check the front and sides of both legs, thigh to shin. Then, finish with ankles and feet, including soles, toes and nails (without polish).

If you see something **new, changing** or **unusual**, see a dermatologist! It could save your life.

