

“That’s Not Our Disease.”

As skin cancer rates rise in Hispanics, many remain unaware they are at risk!



**Only pale-skinned, blue-eyed Caucasians get skin cancer.
That’s a misconception many Hispanics in the US share.**

- **More than 43% reported that they never or rarely used sunscreen.**
- **Only 24% said they wear sun-protective clothing.**
- **Nearly 40% said they sunbathe.**
- **1 in 3 said they sunburned in the past year!**

Who Gets Melanoma? EVERYONE!

Bob Marley died of Melanoma at age 36, it was detected late.

