



British Skin Foundation

PRESS RELEASE - For Immediate Release

Check your loved ones moles this Valentine's Day

Valentine's Day is fast approaching and this year the British Skin Foundation is urging people to check your loved ones moles! Whether it's your boyfriend, girlfriend, spouse, friend or family – take the time to check for changes in moles.

Things to look for include:

- Moles that are growing or changing shape
- Moles that are developing new colours
- Moles that are inflamed, bleeding, or red around the edges
- Moles that are particularly itchy or behaving unusually



Dr Bav Shergill, Consultant Dermatologist and British Skin Foundation trustee explains “*Most skin cancers can be cured if detected early. The best way to detect skin cancer is to check your skin regularly, about once a month. You should examine the skin all over your body from top to toe. Ask a friend or member of your family to look at areas you can't see such as your scalp, ears and back.*”

Why should you check this Valentine's Day? Here are some devastating facts:

- Seven people die from skin cancer every day in the UK
- Over 100,000 new cases of skin cancer are diagnosed in the UK each year
- Rates of malignant melanoma are rising faster than any other type of common cancer
- On average, someone who dies from skin cancer typically loses 20 years of their life
- At least two 15-34 year olds are being diagnosed with malignant melanoma every day in the UK

Remember, if in doubt, get it checked out straight away. Tell your doctor about any changes to a mole or patch of skin. Show someone you really love them this Valentine's Day by checking their skin health.

For more information on skin cancer and **top sun safety tips**, please visit:

www.ittakesseven.org.uk/skin-cancer-facts

It Takes Seven is the British Skin Foundation's Skin Cancer Appeal for more info please visit:

www.ittakesseven.org.uk/about-us

To donate to our It Takes 7 skin cancer appeal visit:

www.justgiving.com/SkinCancerAppeal-BSF

For further information please contact:

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