

## THIS IS THE ABCDE DERMATOLOGICAL METHOD.

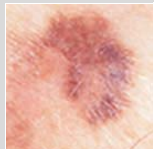
USE IT TO CHECK YOUR BEAUTY SPOTS  
AND THOSE OF YOUR LOVED ONES.

**IT'S GOOD TO HAVE A CLOSE LOOK, IT'S EVEN BETTER WITH THE RIGHT TOOL!**

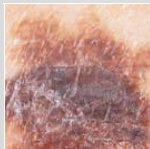
In general, a person has around twenty moles distributed across their body and face, but the more they have, the greater their chances of developing skin cancer. According to the latest research, 65% of melanomas appear outside of a pre-existing mole.

It is therefore essential to be aware of and monitor the appearance of new moles and any changes that may occur.

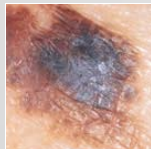
To monitor any changes in your moles, use the ABCDE method that has been developed, approved and used by dermatologists the world over. Each letter corresponds to an aspect of moles that you should pay attention to:



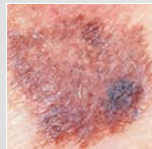
as **ASYMMETRY**



as **IRREGULAR BORDERS**



as **COLOR**



as **DIAMETER**



as **EVOLUTION**

NOTHING REPLACES

### **DIAGNOSIS BY A DERMATOLOGIST**

If you are a person at risk, if you have noticed a new, suspicious lesion on your skin or a mole that has dramatically changed in appearance over the last few weeks, if you have never shown all of your skin to a doctor for a preventive skin check or if you have never seen a dermatologist, we strongly recommend that you visit a dermatologist for a comprehensive and preventive skin check.

Don't forget that the earlier skin cancer is diagnosed, the greater the chances are that it can be treated. And between dermatologists' visits, feel free to check out [myskincheck.org](http://myskincheck.org) to keep an eye on your moles!



DETECTED ON TIME, 90%  
OF SKIN CANCERS ARE  
CURABLE IF DETECTED IN  
TIME\*

**NOW IT'S UP TO YOU TO  
BECOME A KINCHECKER!**

But nothing replaces a  
diagnosis by a  
dermatologist. Don't  
hesitate to book your  
appointment!

\* Source : French Syndicate of  
Dermatologist and Venerologist,  
3/10/2008.