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La Roche-Posay Launches SKINCHECKER, an International Awareness Campaign to Prevent Skin Cancer

New York, NY – As melanoma cases continue to rise, a new study reveals that 52% of the worldwide population have never had their moles checked by a dermatologist¹. Starting April 1st, the sun safe crusaders at La Roche-Posay will launch [SKINCHECKER](#), a viral campaign that empowers every individual to play a proactive role in the melanoma screening process.

Angela Bennett, Vice President for La Roche-Posay, explains, “Skin cancer is the only type of cancer visible to the naked eye and, if diagnosed early enough, 90% of melanoma cases can be treated effectively².” Bennett adds, “With the launch of SKINCHECKER, we are urging the public to take a closer look at themselves and the ones they love. As a brand passionate about skin cancer prevention, we are always looking for new ways to get this message to the public. We hope this touching campaign will not only encourage men and women to get professional skin checks, but empower them to become a skin checker.”

La Roche-Posay’s SKINCHECKER platform will live on the La Roche-Posay website and will include tips on how to become a skin checker to quickly identify a potential problem and encourage them to go see a dermatologist as soon as possible. The platform also includes an area dedicated to the traceable influence map of the campaign across the world and shows conversations that are generated around the topic in real time via a live Twitter feed. The campaign is designed to make everything as easy as possible: 1) one click to download the step-by-step process to becoming a skin checker, and 2) one click to share the video with a friend or loved one to encourage them to become a skin checker too.

The brand’s commitment to raising skin cancer awareness goes back several years with their **SOS – Save Our Skin program** campaign and through their longstanding commitment to dermatologists and dermatological research. The program aims to not only inform Americans about the dangers of UV rays and the importance of year round sun safety, but also encourages true behavioral change, such as incorporating sun protection in their daily routines and visiting their dermatologists for regular skin checks.

¹ IPSOS for La Roche-Posay; 2015

Today, La Roche-Posay hopes to engage more people to join the fight against skin cancer, not individually but collectively. SKINCHECKER has one clear message that they want everyone to hear: *If you love someone, check their beauty spots – it may save their life.*

Starting April 1st, the SKINCHECKER video will live on www.laroche-posay.us/skinchecker, <https://www.youtube.com/user/LaRochePosayUSA> and facebook.com/LaRochePosayusa

For additional information about La Roche-Posay and SKINCHECKER, www.laroche-posay.us and “like” the La Roche-Posay Facebook page at facebook.com/LaRochePosayusa.

About LA ROCHE-POSAY and ANTHELIOS

Recommended by more than 25,000 dermatologists worldwide, La Roche-Posay offers a unique range of daily skincare developed with dermatologists to meet their standards in efficacy, tolerance and elegant textures for increased compliance. The products, which are developed using a strict formulation charter, include a minimal number of ingredients to reduce side effects and reactivity and are formulated with active ingredients at optimal concentrations for increased efficacy. Additionally, La Roche-Posay products undergo stringent clinical testing to guarantee efficacy and safety, even on sensitive skin. A leader in advanced UVA formulation research and innovation for over 15 years, La Roche-Posay’s Anthelios sunscreen range is trusted and recognized by dermatologists all over the world for providing effective UVA and UVB protection. The range features advanced patented sunscreen technologies, including 100% mineral-based UV protection formulas, as well as those developed with Mexoryl™SX, a unique, key ingredient that acts as a short wave UVA filter, and most recently, CELL-OX SHIELD™ XL, a powerful, synergistic combination of filters that provides UVA/UVB and antioxidant protection using 21% fewer ingredients. All Anthelios sunscreens are known for their effective, broad-spectrum protection as well as their fast-absorbing, lightweight and cosmetically elegant texture.

About SOS – Save Our Skin

Now in its sixth year, La Roche-Posay continues its SOS – *Save Our Skin* to not only inform Americans about the dangers of UV rays and the importance of sun safety, but to also encourage true behavioral change, such as incorporating sun protection in their daily routines and visiting their dermatologists for regular skin checks. In partnership with the Women’s Dermatologic Society (WDS), the SOS – *Save Our Skin* campaign lives through a series of initiatives, including skin checks at sporting events, local hospitals and drug stores as well as free skin checks offered to all L’Oréal corporate employees. To learn how to do a self-check and choose the right protection, visit www.sossaveourskin.com.