

MELANOMA just got PERSONAL

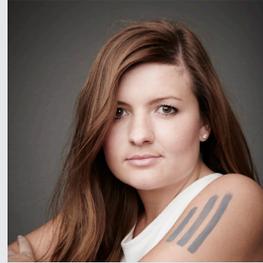
Join the *Melanoma Just Got Personal* campaign and support those battling advanced melanoma. Advanced melanoma is personal and we've developed unique markings that represent the different forms of the disease and those who support the fight.

If you have advanced melanoma, choose the marking below that represents your form of the disease.



BRAF+

The double-crossed plus sign stands for BRAF+ advanced melanoma.



Other Mutation or Wild-Type

The 3 vertical lines represent other forms of advanced melanoma including NRAS or c-KIT mutation, or no known mutation.

If you don't have advanced melanoma, but want to show your support, choose the Supporter Marking like Troy.



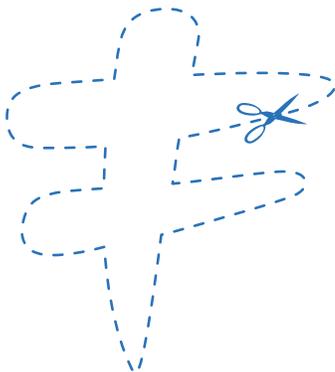
Supporter Marking

Two parallel lines create the Supporter Marking. The first line is reminiscent of athletes preparing for battle and keeping the sun out of their eyes, while the second line underneath represents the critical role supporters play to help hold up those battling this disease.

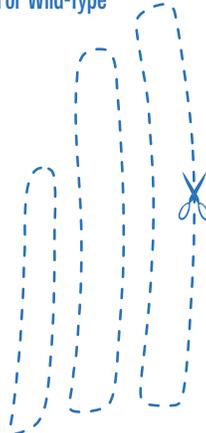
Please follow these steps to apply your markings:

1. If you are in the battle against advanced melanoma, or supporting those who are, choose the marking and stencil cut-out that represents you.
2. Just like melanoma is personal, how you mark your opponent can be personal to you. Be it your arm, your face, the back of your hand or your ankle, just show us how you mark your opponent.
3. Use the stencil cut-out to help you draw the marking on your body. Please avoid the use of permanent marker, nonwater soluble solutions as well as any other materials that may be dangerous to your health.
4. Take a photo of yourself wearing your marking to show you are ready for the fight!
5. Visit www.MelanomaJustGotPersonal.com to see how you can submit your photo to the gallery.
6. **Share your photo on your social media channels using #MelanomaJustGotPersonal to declare your fight against melanoma, and ask others to do the same.**

BRAF+



Other Mutation or Wild-Type



Supporter Marking

