

When you are fighting advanced melanoma, knowing your opponent can make a difference

Melanoma Just Got Personal is an initiative to bring attention to the personalized nature of advanced melanoma and help people learn more about their disease.

Advanced Melanoma is not a “One-Size-Fits-All” Disease. It’s Personal

Advanced melanoma - melanoma that cannot be removed by surgery (unresectable) or spreads (metastasizes) to other parts of the body - is the most serious and life-threatening form of skin cancer. To effectively battle advanced melanoma, it’s critical to fully understand the disease.

We now know that melanoma is not a single disease but one that can vary from person to person because of different genetic changes, often called mutations, which may be present within the tumor. In fact, melanoma is one of the cancers with the highest frequency of mutations. It is recommended that patients with advanced melanoma be tested to identify their mutation status. For example, the BRAF mutation is the most common mutation in advanced melanoma, and there are treatments available to target this form of the disease. If there is no BRAF mutation, you may have a less prevalent mutation form, such as NRAS, c-KIT or no known mutation. Research efforts are continuing to better identify and understand additional mutations.

Know Your Opponent. Mark Your Opponent.

When you are fighting for your life, knowing your opponent can make a difference. Identify your form of advanced melanoma and choose the marking that represents you.

If you don't have advanced melanoma, you can be a “Supporter” like Troy to show your support for those battling for their lives.



BRAF+



Other Mutation or Wild-Type



Supporter

Go to www.MelanomaJustGotPersonal.com to share your personal message with **#MelanomaJustGotPersonal**. You can also find tips on how to put on your marking and to download a stencil of your marking.



Learn More

Not sure of your or your loved one's mutation status? A questionnaire that results in a personalized discussion guide is available to help you talk to your doctor. Visit www.MelanomaJustGotPersonal.com to answer the questionnaire and view additional information and helpful links.

AIM at Melanoma, the Melanoma International Foundation and the Melanoma Research Foundation have joined the fight as campaign members because fighting advanced melanoma takes a team.



Pro Football legend, Hall of Famer and former melanoma patient, Troy Aikman joins the fight against advanced melanoma

When Aikman found out he had stage II melanoma in 1998, he was blindsided. He didn't know much about the disease, but he knew it was bad. Fortunately, his melanoma was caught early, before it spread. Because he was lucky, he wants to raise awareness about advanced melanoma and support those who are in a fight for their lives. Knowledge is powerful, especially when it comes to advanced melanoma.