Take the Skin Check Pledge

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Skin cancer is the most common cancer diagnosed in the United States. In fact, more people are diagnosed with skin cancer each year in the United States than all other cancers combined.

While melanoma is the rarest skin cancer, it is the most deadly. Rates of melanoma are rising rapidly, especially in younger people. In fact, cases of melanoma have tripled in the last 30 years, at a time when cancer rates for other common cancers have declined.

Fortunately, when caught early, melanoma is highly curable. The need for sun safety and early detection has never been greater. In addition to home-skin exams, experts recommend annual, full-body skin exams by a trained dermatologist.

That's why MRA and L'Oréal Paris challenge you to take the Skin Check Pledge. For each person who takes the skin check pledge, L'Oréal Paris has committed $100 per sign up, up to $250,000 for 2018. L'Oréal Paris is a featured partner of the Melanoma Research Alliance, committed to supporting research.

Take the Skin Check Pledge!

"At L'Oreal Paris we are proud to continue our longstanding partnership with the Melanoma Research Alliance to help fund critical melanoma research needed to advance treatment, prevention, and early detection of this disease," said Rocio Rivera, PhD, head of Scientific Communications at L'Oreal Paris. "Our hope is that the Skin Check Pledge will help educate people about the critical importance of daily sun safety and necessity of annual skin exams, regardless of age. Early detection saves lives."

L'Oréal Paris is committed to supporting innovative research to better treat and prevent melanoma through MRA. To date, L'Oréal Paris has committed to fund $1.5 million in grants, including the L'Oréal Paris USA-MRA Team Science Award for Women in Scientific Research.

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