

LaRoche-Posay Continues Partnership with Mollie's Fund



Mollie's Fund values the support of LaRoche-Posay in our skin cancer and melanoma outreach programs and initiatives. Their generous donations of sun protective materials exemplify an ongoing commitment to teach the public about the importance of sun safety.

In their ongoing mission to educate the public about the consequences of UV exposure, LaRoche-Posay has launched a wearable skin sensor patch. This one inch transparent adhesive can be worn up to three days during all outdoor activities – including swimming! Once exposed to UV rays, the patch will begin to change colors, indicating the various levels of sun exposure. With *My UV Patch*, users are able to download (both on iOS and Android)



results and provide a personalized report after the consumer uploads an image of their patch. Patches are currently available with any Anthelios order on the LaRoche-Posay website. Consumers can learn more about this new technology via their Youtube channel: <https://www.youtube.com/watch?v=1SoxmtAw01E>

A global study commissioned by LaRoche-Posay indicated that only 26% of Americans protect themselves all year round, despite being aware that unprotected skin can cause health problems. "For the first time, we are leveraging technology to help incite a true behavioral change through real-time knowledge," said Dr. Alys Herman of the Department of Dermatology of University of Miami's School of Medicine.

Mollie's Fund Targets GCMS's 6th Graders

The Mollie Biggane Melanoma Foundation presented their annual Sun Safety Assembly on Wednesday, May 24th, to the Garden City Middle School's sixth grade. The program was introduced by Ms. Michelle Ingoglia, sixth grade guidance counselor. Ms. Ingoglia reminded the class of their responsibility to share with their family and friends lessons learned in the presentation. Jack Biggane, President of the foundation and Mollie's father, told the children that Mollie was also a student and enjoyed her friends and sports at the Middle School and High School. Explaining how Mollie was stricken with melanoma when she was just 20, a college sophomore, Mr. Biggane told the audience that prevention is necessary and early detection is important to avoid skin cancer.

"The Dark Side of the Sun," an educational video produced and created by Mollie's Fund with the assistance of MCS Advertising Company, was shown to the students. Dr. Ted Daly, MD, Garden City Dermatology, led the students in a lively discussion about being conscious of the damage UVA and UVB rays can cause to everyone's skin. He reiterated the necessity of sun safe behaviors: the importance of putting on enough sunscreen (SPF 30 or more) and repeating the application, especially after swimming, wearing sun glasses, hats and protective clothing, and seeking shade and never using a tanning bed. Dr. Daly quizzed the students on the ABCDE's of mole identification. Dr. John Clarke, MD, "The Physician Musician" performed an exciting rap song which he wrote, "Stop Melanoma!" The students enthusiastically joined by singing the chorus. The lyrics explained that anyone can get melanoma and his rap reiterated all the lessons presented in the program.

Mrs. Lorraine Phillips, GCMS nurse, wrote a special letter to the parents about the presentation. She emphasized the importance of developing sun safe behaviors and asked them to support the lessons that were taught. Mollie's Fund also provided hats, "Have You Checked Your Skin Lately?" brochures and a download of Dr. Clarke's "Stop Melanoma!" song to all the sixth graders. The foundation thanks Drs. Clarke and Daly for so generously donating their time to support this melanoma education effort.



Pictured left: Michelle Ingoglia, Dr. Ted Daly, Dr. John Clarke and Jack Biggane.

