

Melanoma Foundation of New England Launches Online Skin Cancer Program for Salon Professionals

New England—May 2, 2016—The Melanoma Foundation of New England (MFNE) announced today that its melanoma prevention program *The Skinny on Skin* will be available nationwide and free of charge via an eLearning site, www.SkinnyonSkin.org. This course teaches hair and beauty professionals to identify cancerous moles on customers' scalps and necks while performing common salon services.

Compared to most cancers, melanoma is easy to prevent. However, it is now one of the fastest growing cancers in America and kills 10,000 people yearly. The key to stopping melanoma is early detection and treatment. This is especially important for the hard-to-see areas on the neck and scalp, where only 5% of melanoma occurs but is responsible for 10% of all melanoma deaths.

By learning the warning signs of skin cancer, stylists can become valuable partners in the fight against melanoma. Stylists see their clients on average every 5-6 weeks and are familiar with their clients' skin. As one of the only professionals to closely examine scalps on a regular basis, stylists must be equipped with the skills to spot potential melanoma long before anyone else. With the proper training, salon professionals can act as the first line of defense against skin cancer, as well as advocates for better skin care practices in general.

"We started this program knowing that beauty industry professionals are in a wonderful position to act as a second set of eyes for their clients," said Deb Girard, Executive Director of the MFNE. "This program is yet another important step in our mission of melanoma prevention."

[Skin Inc.](#), a resource for esthetician, salon and spa professionals, has jumped on board as the official media sponsor of the program.

The Skinny on Skin was developed in 2011, and the course has been taught in person throughout the New England area since. In order to make this vital information more widely available, the MFNE has taken the coursework and adapted it into an online version, allowing anyone to train themselves. *The Skinny on Skin* training teaches the warning signs of skin cancer and advises stylists on the best ways to speak with their clients about seeking medical attention if a suspicious mole is identified. The program is free and available to anyone interested in using it. The MFNE invites salon professionals everywhere to educate themselves.

For more information about *The Skinny on Skin* please see www.SkinnyonSkin.org, call [413-218-4994](tel:413-218-4994) or email Meghan Rothschild at mrothschild@mfne.org.

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About MFNE:

MFNE is a non-profit organization that works to reduce the incidence of melanoma in the New England region. As the largest non-profit in the region dedicated to skin cancer awareness and early detection, MFNE provides a variety of free education programs targeting the prevention of skin cancer for both children and adults. MFNE also assists patients and their caregivers struggling with melanoma by offering support groups and their "Billy's Buddies" program. Learn more about MFNE at www.mfne.org.