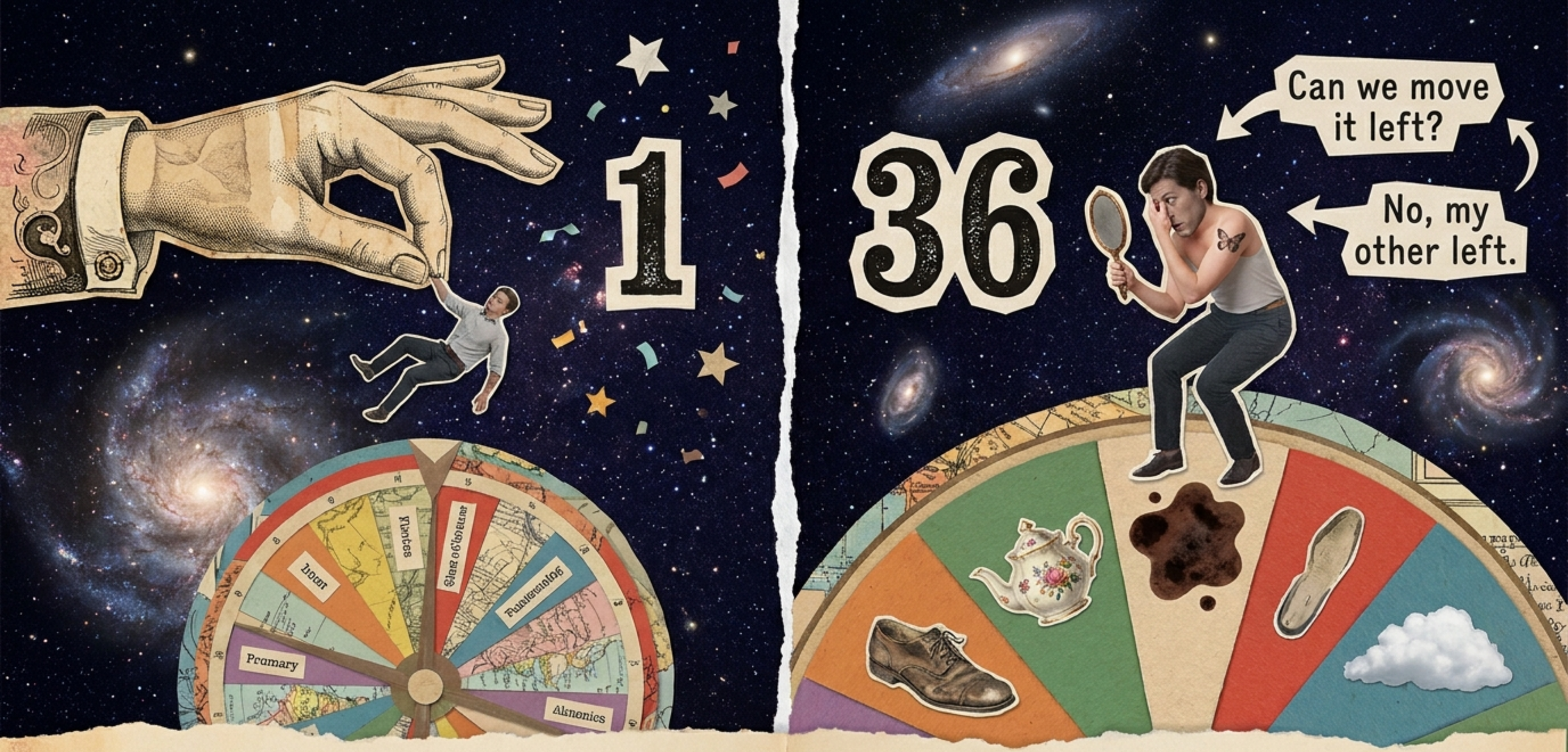


Lifetime risk of invasive melanoma in the UK is estimated at 1 in 36.

A STATISTIC COMPLETELY IGNORED BY ANYONE CURRENTLY DECIDING BETWEEN TWO FONTS