

Almirall and Biofrontera Launch the 'Hats On' Challenge to Raise Awareness and Support for Actinic Keratosis

- The initiative is a social media challenge ahead of Global AK Awareness Day, on May 24th, which supports the work of Euromelanoma and The Skin Cancer Foundation
- The 'Hats On Challenge' provides an opportunity to take part in raising awareness of AK
- Actinic Keratosis (AK) is a rough, scaly patch on the skin caused by years of sun exposure. If left untreated, AK can develop into squamous cell carcinoma, a type of skin cancer

Barcelona, Spain May 5th, 2025 – Almirall, a global pharmaceutical company dedicated to medical dermatology and Biofrontera, a biopharmaceutical company specializing in dermatological drugs and medical cosmetics, announce today the launch of the **Hats On Challenge**, a new community-driven, social media based initiative aimed at enhancing awareness and support for actinic keratosis (AK).

Actinic Keratosis (AK) is a rough, scaly patch on the skin caused by years of sun exposure. It often appears on sun-exposed areas such as the face, lips, ears, forearms, scalp, neck, or back of the hands. If left untreated, AK can develop into squamous cell carcinoma, a type of skin cancer¹.

AK is one of the most common diagnoses made by dermatologists², with an estimated global prevalence of 14%³. Euromelanoma and the Skin Cancer Foundation emphasize the importance of early detection and treatment to prevent the progression of AK.

In the lead-up to **AK Global Awareness Day on May 24th**, both companies are rolling out the **Hats On Challenge**—a social media initiative that encourages participants to wear a hat, post a video, and use the hashtags [[#HatsOnForAK](#) [#GlobalAKDay](#) [#GuardYourSkinsMemories](#) [#ActinicKeratosis](#)] to spread awareness about skin protection, highlight early signs of AK, and reinforce the importance of timely treatment. The initiative is aimed at supporting the work of **Euromelanoma and The Skin Cancer Foundation**.

"Actinic keratosis is a skin condition that has the potential to progress to skin cancer if not treated. Almirall's 'Hats On Challenge' aims to raise awareness and educate the public about the importance of skin protection. We encourage participation in this challenge to help in the prevention of actinic keratosis and promote healthier skin," said **Véronique del Marmol MD, PhD, Euromelanoma Europe Chair**

Prevention is key to identifying and addressing actinic keratosis, including sun protection. Importantly, regular visits to a healthcare professional can help identify relevant lesions in time for successful treatment. This initiative highlights the power of collaboration in pursuing a shared goal: improving patient well-being and raising awareness about the importance of early intervention," stated **Dr. Volker Koscielny, Almirall's Chief Medical Officer**.

Join the Challenge

The 'Hats On Challenge' will run for the month of May, and participants will be encouraged to post videos on mainstream social media platforms and tag others to continue spreading the word. This initiative underscores the importance of early detection and skin protection and the role of actinic keratosis in skin health.

Challenge Hashtag: [#HatsOnForAK #GlobalAKDay #GuardYourSkinsMemories #ActinicKeratosis]

For more information about AK and the 'Hats On Challenge,' please visit our website www.almirall.com or follow us on social media.

About Almirall

Almirall is a global pharmaceutical company dedicated to medical dermatology. We closely collaborate with leading scientists, healthcare professionals, and patients to deliver our purpose: to transform the patients' world by helping them realize their hopes and dreams for a healthy life. We are at the forefront of science to deliver ground-breaking, differentiated medical dermatology innovations that address patients' needs.

Almirall, founded in 1944 and headquartered in Barcelona, is publicly traded on the Spanish Stock Exchange (ticker: ALM, total revenue in 2024: €990 MM, over 2000 employees globally). Almirall products help to improve the lives of patients every day and are available in over 100 countries.

For more information, please visit <https://www.almirall.com/>

Helpful Resources

For more information about Actinic Keratosis, including prevention, detection, and treatment options, please visit Euromelanoma ([link](#)) and the Skin Cancer Foundation's Actinic Keratosis page ([Link](#))

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¹ Skin Cancer Foundation. Actinic Keratosis Overview. Available at: [https://www.skincancer.org/skin-cancer-information/actinic-keratosis/#:~:text=Actinic%20keratosis%20\(AK\)%20is%20the,to%20ultraviolet%20\(UV\)%20radiation](https://www.skincancer.org/skin-cancer-information/actinic-keratosis/#:~:text=Actinic%20keratosis%20(AK)%20is%20the,to%20ultraviolet%20(UV)%20radiation)

² Wilmer EN, Gustafson CJ, Ahn CS, Davis SA, Feldman SR, Huang WW. Most common dermatologic conditions encountered by dermatologists and nondermatologists. *Cutis*. 2014;94(6):285-92.

³ Christopher D George, Truelian Lee, Loes M Hollestein, Maryam M Asgari, Tamar Nijsten, Global epidemiology of actinic keratosis in the general population: a systematic review and meta-analysis, *British Journal of Dermatology*, Volume 190, Issue 4, April 2024, Pages 465–476.