

# United States Skin Cancer Therapeutics Market By Cancer Type (Melanoma, Non-melanoma, Others), By Type (Diagnosis, {Dermatoscopy, Biopsy, Genetic Tests, Others}, Therapeutics {Chemotherapy, Immunotherapy, Targeted Therapy, Others}), By Region, Competition Forecast & Opportunities, 2028

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## Abstracts

In 2022, the United States Skin Cancer Therapeutics Market reached a valuation of USD 2.85 billion, and it is poised to experience robust growth in the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 7.24% through 2028. The United States skin cancer therapeutics market has emerged as a critical facet of the nation's healthcare landscape, driven by the increasing incidence of skin cancer cases and growing awareness of the significance of early diagnosis and treatment.

Skin cancer, encompassing melanoma, basal cell carcinoma, and squamous cell carcinoma, represents a substantial public health concern, emphasizing the importance of effective therapeutics in addressing this issue. Skin cancer therapeutics is a vital field of medical research and treatment aimed at combatting the rising prevalence of skin cancer worldwide.

Several key factors have contributed to the steady growth of the skin cancer therapeutics market in the United States. Foremost among these factors is the escalating incidence of skin cancer cases throughout the country, propelling the demand for treatment options. The American Cancer Society reports millions of annual skin cancer diagnoses in the United States, underscoring the pressing need for effective therapeutics.

In response to this growing demand, pharmaceutical companies and research institutions have been actively engaged in developing innovative therapies and treatment alternatives. These advancements encompass surgical procedures, radiation therapy, chemotherapy, immunotherapy, and targeted therapy. Immunotherapy, in particular, has gained prominence in the United States for its success in treating advanced melanoma, offering patients improved outcomes and renewed hope.

Moreover, heightened public awareness regarding the risks associated with sun exposure and the significance of regular skin checks has led to earlier diagnoses, further fueling the demand for skin cancer therapeutics. Preventative measures, including sunscreen use and protective clothing, have gained popularity, potentially reducing the long-term incidence of skin cancer.

The United States skin cancer therapeutics market is marked by a competitive landscape, with numerous pharmaceutical companies striving to capture market share. These companies are making substantial investments in research and development to create novel therapies and enhance existing treatments. This competition has resulted in a continuous stream of innovations and improved patient outcomes.

## Key Market Drivers

### Rising Cases of Skin Cancer

The primary driver behind the growth of the United States Skin Cancer Therapeutics Market is the alarming rise in the number of skin cancer cases. Skin cancer, including melanoma, basal cell carcinoma, and squamous cell carcinoma, has become a significant public health concern. Factors such as prolonged sun exposure, changing lifestyles, and a decrease in ozone layer protection have contributed to the increasing incidence of skin cancer. As more individuals are diagnosed with skin cancer, the demand for effective therapeutic solutions is growing. The United States is currently facing a skin cancer epidemic. Skin cancer is a broad term that includes various types, with the most common being melanoma, basal cell carcinoma, and squamous cell carcinoma. The American Cancer Society estimates that more than 5.4 million cases of non-melanoma skin cancer are diagnosed each year, and an additional 107,000 cases of melanoma are expected in 2023. These statistics are deeply concerning and emphasize the urgent need for effective skin cancer therapeutics.

Prolonged and unprotected exposure to ultraviolet (UV) radiation from the sun is a major risk factor for skin cancer. Many Americans enjoy outdoor activities and leisure

time in the sun, but this increased sun exposure comes with a higher risk of developing skin cancer. The use of tanning beds, which emit high levels of UV radiation, has become a popular practice among individuals seeking a tan. This artificial UV exposure significantly increases the risk of developing skin cancer, especially melanoma. Modern lifestyles often involve more time spent outdoors for work and recreation. As people engage in outdoor activities without adequate sun protection, their risk of skin cancer rises. Moreover, As the number of individuals diagnosed with skin cancer continues to grow, the demand for effective treatment options rises. This includes surgical procedures, radiation therapy, chemotherapy, immunotherapy, and targeted therapy. As the demand for effective treatments continues to grow, advancements in treatment modalities, early detection efforts, innovative therapies, government support, and a competitive market landscape are reshaping the way skin cancer is treated and managed.

### Advancements in Treatment Modalities

The field of skin cancer therapeutics has witnessed remarkable advancements in recent years. Traditional treatments like surgery, radiation therapy, and chemotherapy have evolved to become more precise and less invasive. For instance, Mohs micrographic surgery offers a highly effective and minimally invasive approach for removing cancerous lesions, minimizing damage to healthy tissue. These advancements have not only improved treatment outcomes but have also reduced the potential side effects and recovery times associated with skin cancer treatments. Surgical procedures have long been a cornerstone of skin cancer treatment. Mohs micrographic surgery, in particular, has gained prominence for its precision in removing cancerous tissue while preserving healthy surrounding skin. This approach has become more refined over time, with improved techniques and technology, resulting in better cosmetic outcomes and reduced post-operative scarring.

Radiation therapy has also seen advancements, with the development of more targeted and precise treatment delivery methods. Modern radiation therapy techniques minimize damage to healthy tissue while effectively targeting cancer cells. This has led to improved therapeutic outcomes and reduced side effects for patients. Chemotherapy, although associated with side effects, has seen innovations in the development of new drugs and drug combinations. These advancements aim to enhance the effectiveness of chemotherapy while minimizing its negative impact on patients' overall quality of life. Researchers continue to explore novel chemotherapy agents that specifically target cancer cells, reducing collateral damage to healthy tissues.

## Rising Early Detection and Diagnosis

Public awareness campaigns and increased emphasis on early detection have played a crucial role in driving the skin cancer therapeutics market. Regular skin checks, self-examinations, and routine dermatological screenings have become more commonplace, leading to the identification of skin cancer at earlier, more treatable stages. The earlier the cancer is diagnosed, the more effective and less aggressive the treatment options can be, improving patient outcomes. Dermoscopy is a non-invasive technique that involves examining the skin with a specialized magnifying instrument. This tool allows clinicians to identify suspicious moles and lesions by closely inspecting their structure and pigmentation. Total body photography is a technique involves capturing high-resolution photographs of a patient's skin to track changes over time. It aids in the early detection of skin cancer by identifying new or evolving lesions. Mole mapping is a comprehensive method that combines digital imaging and analysis to monitor and track changes in moles. Any irregularities or alterations in mole appearance can signal the potential development of skin cancer. Moreover, When a suspicious lesion is identified, a biopsy may be performed to confirm the presence of cancer cells. Advances in biopsy techniques have made the process more accurate and less invasive.

Public awareness campaigns, educational initiatives, and healthcare recommendations have played a pivotal role in promoting regular skin checks and self-examinations. These efforts have empowered individuals to take their skin health seriously and seek professional guidance when they notice any concerning changes. As a result, more skin cancers are being detected at earlier stages, when they are most amenable to treatment. Early detection leads to more cases of skin cancer being diagnosed, thereby increasing the demand for treatment. Patients identified at earlier stages of the disease require less aggressive interventions, which can result in better treatment outcomes. Identifying skin cancer in its early stages significantly improves survival rates. As a result, more individuals require long-term management and therapeutic options, further boosting the market for skin cancer therapeutics.

## Increasing Immunotherapy Demand

Immunotherapy has revolutionized the treatment of skin cancer, particularly melanoma. Checkpoint inhibitors like pembrolizumab and nivolumab have shown unprecedented success in harnessing the body's immune system to target and destroy cancer cells. This approach has transformed the prognosis for patients with advanced melanoma, offering a new lease on life. The efficacy and potential for long-term remission associated with immunotherapy have made it a key driver of market growth.

Checkpoint inhibitors, such as pembrolizumab and nivolumab, have shown remarkable success in treating advanced melanoma. These drugs work by blocking proteins that inhibit the immune system's response, allowing the body to recognize and attack cancer cells. Immunotherapy has not only improved survival rates but also offered a potential long-term cure for some patients.

As more patients and healthcare professionals recognize the effectiveness of immunotherapy, the demand for these treatments is on the rise. Patients with advanced melanoma and other forms of skin cancer are increasingly seeking immunotherapy as a preferred treatment option. Immunotherapy has diversified the treatment landscape, offering a powerful alternative to traditional treatments like surgery, radiation therapy, and chemotherapy. This expansion of therapeutic choices allows healthcare providers to tailor treatment plans to individual patient needs and preferences. Immunotherapy has significantly improved patient outcomes in skin cancer treatment. Patients who were once facing limited survival prospects now have a chance at long-term remission and an enhanced quality of life. This success has garnered greater attention and interest from both patients and healthcare providers.

## Key Market Challenges

### Late-Stage Diagnosis

One of the most significant challenges is the late-stage diagnosis of skin cancer. Despite increased awareness and screening efforts, a substantial number of skin cancer cases are still diagnosed at advanced stages, when treatment options may be limited and less effective. Late-stage diagnoses often lead to poorer treatment outcomes and higher healthcare costs. Skin cancer is a prevalent and potentially deadly disease in the United States, and one of the key challenges hampering the effectiveness of the Skin Cancer Therapeutics Market is late-stage diagnosis. Despite advancements in medical science, a substantial number of skin cancer cases are still detected at advanced stages, posing significant challenges to successful treatment and patient outcomes.

In advanced stages, skin cancer can be more aggressive and challenging to treat. Tumors may have spread to other parts of the body, limiting treatment options and reducing the chances of complete remission. Late-stage skin cancer often results in poorer treatment outcomes, including lower survival rates. The longer cancer goes undiagnosed and untreated, the more difficult it becomes to achieve a favorable

prognosis.

### Lack of Access to Specialized Care

Access to specialized dermatological care can be limited, particularly in rural or underserved areas. Patients in these regions may face delays in diagnosis and treatment, as well as limited access to the latest therapies and clinical trials. Addressing healthcare disparities is crucial for improving overall outcomes in the fight against skin cancer. Without easy access to dermatologists, patients often face delays in receiving a proper diagnosis. Skin cancer, when detected late, may have progressed to advanced stages, making treatment more challenging and less effective.

Dermatologists are skilled at recognizing subtle signs of skin cancer that may go unnoticed by general healthcare providers. A lack of access to dermatological expertise means that many skin cancer cases are not detected at the earliest, most treatable stages. Early intervention is crucial for achieving the best treatment outcomes. When skin cancer is diagnosed late, fewer treatment options may be available, leading to a more aggressive approach with potentially higher side effects and lower chances of success. Rural and remote areas often lack the presence of dermatologists and specialized skin cancer clinics. The geographical distance between patients and specialized care facilities can be a significant hurdle. Shortages of healthcare providers, particularly dermatologists, in certain regions exacerbate the problem. High demand and limited supply can result in long wait times for appointments. Insurance coverage may not always include dermatological services, leading to financial barriers for patients seeking specialized care.

### High Treatment Costs

The cost of skin cancer treatment, especially for advanced stages of the disease, can be exorbitant. Immunotherapy and targeted therapy, while highly effective, come with substantial price tags. High treatment costs can create financial burdens for patients and limit their access to cutting-edge therapies. Cancer treatment is often associated with significant out-of-pocket expenses, including copayments, deductibles, and costs related to medications and procedures. This financial burden can cause stress and anxiety for patients and their families, impacting their overall well-being. One of the most effective skin cancer treatments, such as immunotherapy and targeted therapy, involve costly medications. These drugs can be a significant portion of the overall treatment expenses.

Surgeries to remove cancerous lesions or tumors can be expensive, particularly when they involve complex techniques like Mohs micrographic surgery. Skin cancer patients often require ongoing monitoring and follow-up appointments, which can add up to substantial healthcare expenses over time. The extent of insurance coverage for skin cancer treatment can vary widely. Some treatments may not be fully covered, leaving patients responsible for a substantial portion of the costs.

## Key Market Trends

### Advancements in Treatment Procedures

One of the most prominent trends boosting the skin cancer therapeutics market is the continuous advancements in treatment modalities. Skin cancer treatment has evolved significantly, offering patients a wider range of options. Surgical procedures, such as Mohs micrographic surgery, have become more precise and less invasive. This results in better cosmetic outcomes and reduced post-operative scarring. Checkpoint inhibitors like pembrolizumab and nivolumab have shown remarkable success in treating advanced melanoma. Immunotherapy has not only improved survival rates but also offered a potential long-term cure for some patients. Modern radiation therapy techniques minimize damage to healthy tissue while effectively targeting cancer cells, leading to improved therapeutic outcomes and reduced side effects. New drugs and drug combinations have been developed to enhance the effectiveness of chemotherapy while minimizing its negative impact on patients' quality of life.

Targeted therapy, especially for melanoma, has demonstrated efficacy in treating cancers with specific genetic mutations. These therapies disrupt cancer cell growth while sparing healthy tissue. Researchers are exploring combination therapies that leverage the strengths of multiple treatment modalities. This approach increases the chances of successful treatment while minimizing side effects.

### Clinical Trials and Research Investment

The commitment to research and development in skin cancer treatment is a key market trend. A robust clinical trial ecosystem in the United States ensures a steady flow of innovation. Pharmaceutical companies, academic institutions, and healthcare organizations are actively conducting clinical trials to evaluate new drugs, treatment combinations, and therapeutic approaches. This commitment drives continuous advancements in skin cancer therapeutics. Government initiatives and research funding have played a significant role in advancing skin cancer treatment. These efforts have

accelerated the development and accessibility of groundbreaking therapies, ultimately benefiting patients and driving growth in the market.

Funds are channeled into the discovery and development of new drugs targeting various forms of skin cancer. Researchers explore innovative mechanisms of action and strive to identify compounds with enhanced efficacy and fewer side effects. Research investigates the potential benefits of combining different treatment modalities, such as immunotherapy and targeted therapy, to improve patient outcomes. Combination therapies offer the potential for greater treatment efficacy and a broader spectrum of applicability. research investment extends to the development of preventive strategies, including vaccines and topical treatments. These interventions aim to reduce the risk of skin cancer development, particularly in individuals with a high susceptibility.

## Segmental Insights

### Cancer Type Insights

In 2022, the Skin Cancer Therapeutics Market was dominated by the non-melanoma segment and is predicted to continue expanding over the coming years. This is attributed due to the rising incidence of non-melanoma skin cancers and the increasing adoption of effective treatments. Non-melanoma skin cancers, which primarily include basal cell carcinoma and squamous cell carcinoma, are the most common types of skin cancer worldwide. Several factors contribute to the dominance and continued growth of the non-melanoma segment in the skin cancer therapeutics market including high incidence rates, better treatment options, topical therapies and availability of early detection and diagnosis, etc.

Non-melanoma skin cancers account for the majority of skin cancer cases diagnosed each year. Their high incidence rates are driven by factors such as prolonged sun exposure, aging populations, and changing lifestyles. ver the years, there have been significant advancements in the treatment of non-melanoma skin cancers. These advancements include minimally invasive surgical techniques, topical therapies, and radiation therapy. These treatment options offer favorable outcomes for patients, increasing their adoption rates. Improved awareness and screening efforts have led to the early detection and diagnosis of non-melanoma skin cancers. Early-stage cancers are more likely to be treated successfully, further contributing to the segment's growth. Additionally, non-melanoma skin cancers are often treated with topical therapies, which are highly effective for certain cases. Topical treatments, such as imiquimod and fluorouracil, are non-invasive and have demonstrated excellent outcomes for patients



with superficial skin cancers.

## Type Insights

In 2022, the Skin Cancer Therapeutics Market was dominated by the Diagnosis segment and is predicted to continue expanding over the coming years. This is attributed to the increasing emphasis on early detection and diagnosis in the fight against skin cancer. Skin cancer, when diagnosed at an early stage, is highly treatable and often curable. As a result, there has been a growing emphasis on regular skin checks and screening programs to detect skin cancer at its earliest, most manageable stage. The incidence of skin cancer, including both melanoma and non-melanoma types, has been on the rise. Factors such as increased sun exposure, tanning bed use, and an aging population contribute to this trend. The higher prevalence of skin cancer cases necessitates a greater focus on diagnosis.

Moreover, Public awareness campaigns, including Skin Cancer Awareness Month and educational initiatives, have encouraged individuals to be proactive in monitoring their skin for changes. These campaigns stress the importance of early detection, prompting more people to seek medical evaluation for suspicious moles or lesions. Access to Dermatological Services: Improved access to dermatological care plays a pivotal role in the diagnosis segment's growth. The availability of dermatologists and skin cancer specialists enables individuals to undergo regular skin checks and receive timely evaluations, leading to earlier diagnoses.

## Regional Insights

In 2022, the United States Skin Cancer Therapeutics Market was dominated by the Mid-West segment and is predicted to continue expanding over the coming years. Firstly, the Mid-West region boasts a significant population, and within that population, there is an increasing awareness of the importance of early detection and treatment of skin cancer. This heightened awareness has led to more regular screenings and early interventions, which can significantly impact the market's growth. These efforts have increased public awareness about the importance of regular skin checks, sun protection, and early detection. Consequently, more individuals in the region are seeking medical attention for suspicious skin changes, leading to earlier diagnoses. Moreover, the Mid-West is home to world-class healthcare facilities and research institutions dedicated to cancer care. These institutions conduct cutting-edge research, clinical trials, and treatment innovations, making them focal points for patients seeking the best possible care.

The region's strong healthcare infrastructure, including top-tier hospitals and medical centers, ensures that patients have access to state-of-the-art diagnostic tools and treatment options. This accessibility plays a pivotal role in both early diagnosis and effective management of endometrial cancer.

### Recent Development

In March 2022 , Nivolumab and relatlimab-rmbw (Opdualag, Bristol-Myers Squibb Company) were approved by the US FDA for adult and paediatric patients 12 years of age or older with unresectable or metastatic melanoma. Future market growth is probably being driven by the increasing approval of novel immunotherapies.

In April 2022, A complete deal for Regeneron Pharmaceuticals, Inc. to acquire Checkmate by Checkmate Pharmaceuticals, Inc. was signed. With this acquisition, Regeneron hopes to advance the main candidate Vidutolimod, which is presently being researched in conjunction with other drugs for the treatment of head and neck cancer, non-melanoma skin cancers, and melanoma.

### Key Market Players

Abbott Laboratories

Amgen, Inc.

Pfizer Inc.

Bristol-Myers Squibb Company

F. Hoffmann-La Roche Ltd

Merck & Co., Inc.

Sanofi S.A.

Sun Pharmaceutical Industries Ltd

Daiichi Sankyo Company, Limited

Sirnaomics, Inc.

Report Scope:

In this report, the United States Skin Cancer Therapeutics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Skin Cancer Therapeutics Market, By Cancer Type:

Melanoma

Non-melanoma

Others

United States Skin Cancer Therapeutics Market, By Type:

Diagnosis

Therapeutics

United States Skin Cancer Therapeutics Market, By Region:

North-East

Mid-west

West

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Skin Cancer Therapeutics Market.

Available Customizations:

*United States Skin Cancer Therapeutics Market By Cancer Type (Melanoma, Non-melanoma, Others), By Type (Diagno...*

United States Skin Cancer Therapeutics Market report with the given Market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

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Detailed analysis and profiling of additional Market players (up to five).

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