**Supplementary Figure Legends:**

**Supplementary Figure-1:**

**(A):** Detection of phosphorylation on endogenous and overexpressed BAD: Cell lysates in Fig-1A, along with known positive and negative control cell lysates, were probed with phospho-specific anti-BAD antibodies to detect phosphorylation of both endogenous and overexpressed BAD. S112 phosphorylation blot was developed with Luminata Classico Western HRP substrate (Millipore), whereas S136 and S155 phospho-BAD blots were developed with most sensitive chemiluminescence substrate-Luminata Forte Western HRP substrate (Millipore) to detect the signal. These results confirm that both overexpressed and endogenous BAD behave similarly with respect to their phosphorylation on S112, S136 and S155.

**(B):** Transfection efficiency in different melanocytes: To track the efficiency of transfection, three different melanocyte cell types were transfected with HA-BAD and GFP (as in Fig-1) and images were taken using EVOS fluorescent microscope. Enumeration of GFP positive cells in 3 random fields suggests that the transfection efficiency was at least 15%.

**(C):** Small molecule inhibitors display specificity towards their kinases: PIG1 cells were exposed to 25 μM LY294002, 10 μM U0126, 10 μM H89 or 1 μM Go6983 for 3 h, and cells were lysed and immunoblotted. Each phospho blot was stripped and reprobed with antibodies that bind respective total protein. Equal loading was verified using β-actin antibodies.

**Supplementary Figure-2:**

**(A):** Lentiviral infection efficiency: PIG1 melanocytes were infected with either BAD-shRNA or control-shRNA. 48 h after infection, cells were imaged using EVOS fluorescent microscope. Expression of GFP confirms that the efficiency of infection was near 100%.

**(B):** BAD knockdown using BAD-shRNA-2: PIG1 and PHEM melanocytes were infected with lentiviral particles expressing BAD-shRNA-2 or Scr-shRNA at 5, 10 and 20 Multiplicity of Infection (MOI). About 48 h after infection, cells were probed for BAD expression (left panel). Cells expressing either BAD-shRNA or con-shRNA were treated with the combination of four kinase inhibitors and caspase assay was performed using fluorogenic substrate Ac-DEVD-AMC (right panel).

**(C):** BAD knockdown using BAD-shRNA-3: PIG1 and PHEM melanocytes were infected with lentiviral particles expressing BAD-shRNA-3 or Scr-shRNA at 20 MOI. About 48 h after infection, images were taken using EVOS fluorescent microscope for PHE melanocytes (left top panel). Cell lysates were probed for BAD expression (left bottom panel). Cells expressing either BAD-shRNA or con-shRNA were treated with the combination of four kinase inhibitors and caspase assay was performed using fluorogenic substrate Ac-DEVD-AMC (right panel).

**Supplementary Figure-3:**

**(A):** Mutant BAD expression is lethal to melanocytes: Primary human epidermal melanocytes were cotransfected with EGFP vector and either empty vector, BAD-wt, BAD-1SA, BAD-2SA or BAD-3SA. Where indicated cells were incubated with 20 μM Z-VAD-FMK. Approximately 20 h after transfection, cells were washed and GFP fluorescence reading was taken using microplate reader.

**(B):** BAD overexpression induced early apoptosis: Primary human epidermal melanocytes were cotransfected with EGFP vector and HA-BAD-wt. 20 h after transfection, cells were treated with indicated inhibitors for 4 h and 24 h. At the end of incubation, cells were washed and GFP fluorescence reading was taken using microplate reader.