

## The ABCDEs of Melanoma

- A** is for Asymmetry: One half of the mole does not match the other half.
- B** is for Border irregularity: The edges are ragged, notched, or blurred.
- C** is for Color: When it varies from one area to another.
- D** is for Diameter: While melanomas are usually greater than 6mm (the size of a pencil eraser) when diagnosed, they can be smaller.
- E** is for Evolving: A mole or skin lesion that looks different from the rest or is changing in size, shape, or color.



**Skin cancer can affect anyone. Don't delay. Get it checked today.**

Delay and denial are the enemies of early detection. The fact is, anyone can get skin cancer. Our team will help you understand all about your skin cancer exam, including what we're going to do, what we've found, any further actions we might recommend, including biopsies or treatments after the screening, and about steps you can take now to try to prevent skin cancers in the future.

Welcoming New Patients  
Same-Day, Next-Day  
Appointments Available!  
Most Insurance Accepted



# LET'S BE CLEAR

There's no such thing as a healthy tan

The sun's harmful rays are the greatest risk factor for developing skin cancer. On average, your risk of developing melanoma (skin cancer's deadliest kind) doubles if you have had more than five sunburns, but just one blistering sunburn in childhood or adolescence more than doubles your chances of developing melanoma later in life, according to the Skin Cancer Foundation.

Staying out of the sun during peak hours, wearing a broad-spectrum SPF 30 or higher sunscreen every time you're in the sun, reapplying it as recommended (at least every two hours), and wearing protective clothing, hat and sunglasses, can reduce the risk.

One in five people (an estimated 9,500 per day) in the U.S. of all skin colors, will develop skin cancer, making it the most common form of cancer. That "one" could be you or someone you love.



Today, more than one million Americans are living with melanoma, and while the survival rate for melanoma is up to 99% when detected and treated early, that number drops to an estimated 15% in more advanced stages.

It is critical to detect melanomas (and all skin cancers) as early as possible and to treat them effectively with the most advanced treatment options available.

Our Dermatologists have the expertise to detect and treat skin cancer.

### Early detection and prevention save lives

Genetics, age, lifestyle and environmental exposure can all play a role in the development of skin cancer. If you've noticed spots that are new or changing, scaly, flaky patches, or other changes to your skin that concern you (see the ABCDEs of Melanoma below), they could be early signs of skin cancer – and the earlier you get checked out – the better.



**Don't wait. Schedule your annual Total-Body Skin Cancer Exam<sup>SM</sup> today!**

### The importance of early detection and prevention for skin of color

If you are Black, Hispanic, Asian, Native American or have other skin of color, you have more natural protection from the harmful UVA (aging) and UVB (burning) rays of the sun than people with light skin. And that's good news! However, having more protection doesn't make you immune to damage caused by the sun...including the development of skin cancer.

The American Cancer Society reports that the lifetime risk of getting melanoma, skin cancer's deadliest form, is 1 in 167 for Hispanics and 1 in 1,000 for African Americans, compared with 1 in 38 for Caucasians and others with fair skin.

However, according to research from the University of Cincinnati, the mortality rate from melanoma is higher than it is for light-skinned people. There may be a number of reasons for this. Primarily, there seems to be a decreased awareness that dark skin can get skin cancer. Wayne Kuznar in Dermatology Times reported, "As a result, some 62 to 74% of African Americans and 47 to 69% of Hispanics report never or rarely using sunscreens, and the use of protective clothing is similarly low in these groups."

### Sun-Related Skin Concerns in Skin of Color is a Priority at Advanced Dermatology

Our dermatologists and other skin cancer experts are leaders in performing thorough annual total-body skin cancer exams on individuals who have darker skin, and also understand the best way to treat those cancers to minimize scarring and other concerns which are more of an issue for those with darker skin.