

**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, they could be early signs of skin cancer – and the earlier you get checked out – the better.

**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.



**Don't wait. Schedule your annual
Total-Body Skin Cancer ExamSM today!**

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

866-202-7050
AdvancedDerm.com



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When it comes to skin cancer,
Get to know

YOUR RED FLAGS



AdvancedDerm.com

Know your red flags

The ABCDEs of Melanoma

Asymmetry



Half the mole does not match the other half.

Border



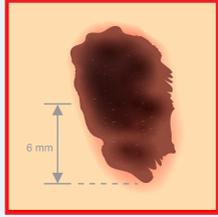
Edges are ragged, notched, or blurred.

Color



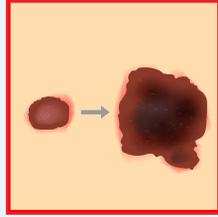
Varies from one area to another. Could be brown or black, or might have patches of pink, red, white or blue.

Diameter



Melanomas are usually greater than 6 millimeters (the size of a pencil eraser) although they could be smaller.

Evolving



A mole or skin lesion that looks different from the rest or is changing in size, shape, or color.

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 35% 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.

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 that as a result, the use of sunscreen and protective clothing may be lower.



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