

# CAN YOU FIND THE SKIN CANCER?

One in five people in the U.S. will develop skin cancer. That means that “**ONE**” could be you or someone you love.

Our dermatologists have the expertise to find the **ONE** (or more) lesion that is cancerous from those that are not. Trust your care to the skin cancer team that excels at it. You'll find a warm welcome awaits you.

# SCHEDULE YOUR ANNUAL TOTAL-BODY SKIN CANCER EXAM<sup>SM</sup> TODAY!



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

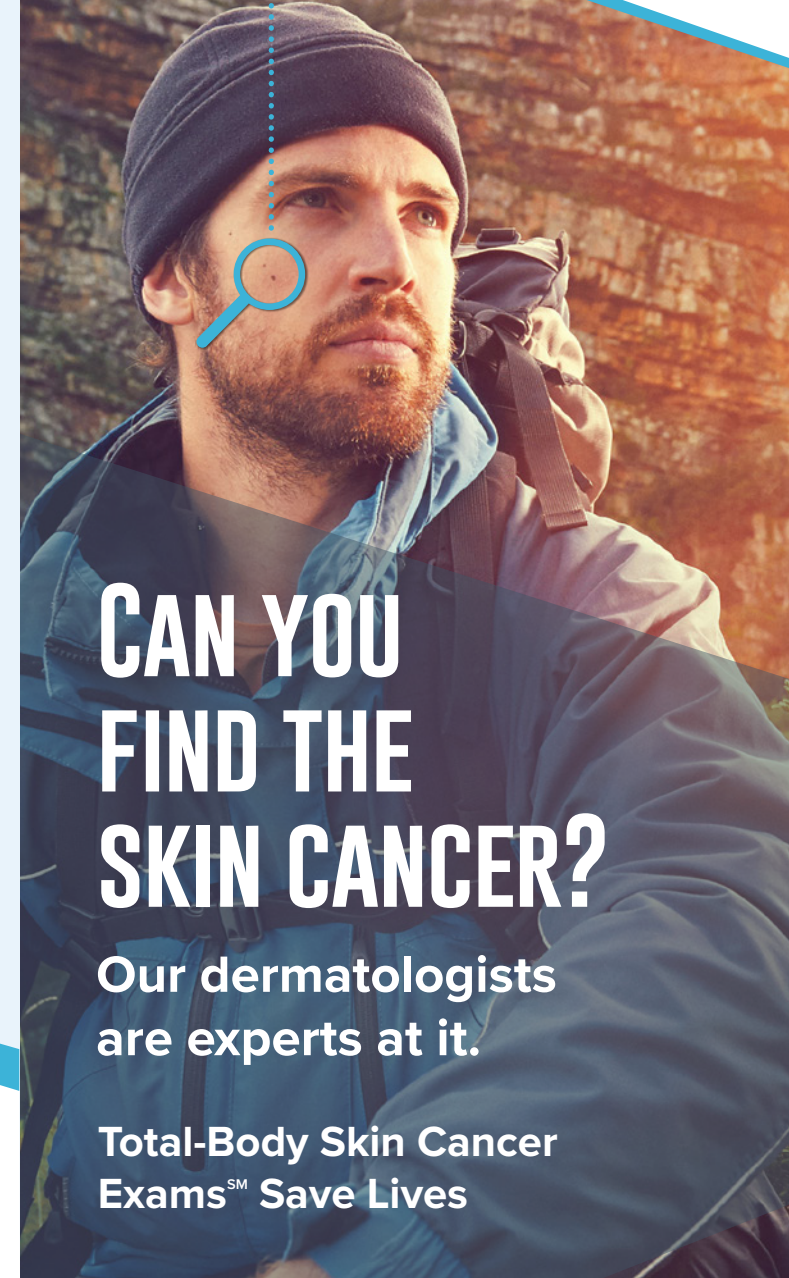
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Total-Body Skin Cancer Exam<sup>SM</sup>  
today!



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Our dermatologists  
are experts at it.

Total-Body Skin Cancer  
Exams<sup>SM</sup> Save Lives



866-202-7050

[AdvancedDerm.com/FindTheONE](http://AdvancedDerm.com/FindTheONE)

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# WHEN CAUGHT EARLY AND TREATED PROPERLY, SKIN CANCER IS HIGHLY CURABLE...

One in five people in the U.S. will develop skin cancer – 9,500 per day.

- Skin cancer can affect anyone, regardless of skin color.
- The survival rate for melanoma, the deadliest form of skin cancer, is 99% when detected and treated early. It drops all the way to 15% in its more advanced stages.
- Approximately 90% of all non-melanoma skin cancers, including basal cell carcinoma and squamous cell carcinoma, are directly associated to exposure to UV radiation from the sun. (The majority of these from sun damage received by the time we were in our teens).



- Everyone should use sunscreen before going outdoors, and it should be reapplied every two hours. Those going into the water or who sweat excessively should reapply it more often.
- A study in the Journal of Clinical Oncology®, reported that Total-Body Skin Cancer Exams, performed by a dermatologist, are 23.5 more likely to find skin cancer than a Pap Smear is to find cervical cancer. Make these life-saving exams part of your yearly health-screening routine.
- If you see a mole that changes, itches, or bleeds it could be a sign of skin cancer. Don't wait for your annual exam. Get checked by your dermatology professional right away.

Sources include: American Academy of Dermatology, SkinCancer.org, American Cancer Society, National Institutes of Health, Melanoma.org

## 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.

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