

From: Linda Leiser [lleiser@cvillederm.com]
Sent: Tuesday, May 03, 2011 3:06 PM
To: Linda Leiser
Subject: Test Message - Charlottesville Dermatology- May Newsletter

Charlottesville Dermatology

The serious stuff

MAY IS SKIN CANCER AWARENESS MONTH

There were approximately 3.7 million non-melanoma skin cancers in the US in 2009 according to a study presented at the recent Academy of Dermatology Annual Meeting in New Orleans. It is estimated that the number of skin cancer procedures has increased 77% from 1992 to 2006. More than 10,000 Americans will die from skin cancer this year and there is a growing need to recognize this has become a serious and costly epidemic and we need to increase our focus on awareness, education and prevention. (Source - Skin and Allergy News)

Be proactive and schedule a skin check today!

Our physicians will be attending the annual Martha Jefferson Hospital community cancer screening clinic on May 21, Chelsi is performing screenings for a local employer and our featured topic in our Derm Talks series is on skin cancer and prevention. Come join us to learn more.(see the flier below)



We are excited that we have a trainer from Colorescience visiting our office on **May 18** and will be available to answer all your questions on our favorite mineral sunscreen "Sunforgettable" SPF30

PLAY SAFE IN THE SUN

Sun exposure is the most preventable risk factor for all skin cancers

- Apply broad-spectrum, water resistant sunscreen with an SPF of 30 or more to all exposed skin. Reapply approximately every 2 hours and especially after swimming or exercising.
- Wear protective clothing and don't forget sunglasses.
- Seek shade and avoid being in the sun between 10am- 4pm
- Please protect children from sun exposure.
- AVOID TANNING BEDS
- Celebrate your birthday by checking your birthday suit. Perform a self examination and schedule an appointment with a Board Certified Dermatologist.

the scary stuff

TANNING BEDS

The World Health Organization has declared indoor tanning devices to be cancer causing agents that are in the same category as tobacco. To date, more than 30 states restrict access to indoor tanning equipment either through banning their use by minors or requiring parental consent.



Read Jamie's story from the American Academy of Dermatology website
<http://www.aad.org/media-resources/public-service-advertisements/jaimes-story/jaimes-story>

the educational stuff

DERM TALKS



Wrinkle Free Wednesday

Actinic Keratosis (pre-cancerous lesion)

One effect of sun damage is the development of actinic keratoses (AK), also known as pre-cancerous spots. AKs are rough pink scaly areas that typically present on sun exposed areas such as the face, scalp, ears and arms and are often confused with dry skin. The difference between an AK and dry skin is that it will not resolve with moisturizer and will continue to recur in the same place.

Actinic keratoses are considered *precancerous* and have the potential to become a type of skin cancer called squamous cell carcinoma (SCC). Therefore, it is important to seek treatment for such lesions and maintain regular skin cancer screenings as those with AKs are at risk for other types of skin cancer. Speak to your dermatology care provider if you think that you may have an actinic keratosis or have noticed a sore or scaly area that has never fully healed. For more information on actinic keratoses and skin cancer please join us on May 16th at 5:30 pm for the next installment of the Derm Talk Series on skin cancer



Wishing all MOMS
A HAPPY MOTHER'S DAY!



**Another great month for specials on
Wrinkle Free Wednesday**

How the match works!

Dysport \$50 instant rebate matched with a \$50 mail-in rebate

Perlane \$65 instant rebate matched with a \$65 mail-in rebate

Restylane \$100 instant rebate matched with \$100 mail-in rebate (2 vial minimum purchase)

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