



News from Dr Rosenberg:

- ◆ May is Skin Cancer Awareness Month
- ◆ Tanning Salons: Are they safe?
- ◆ Sunscreens and Sun Protection 101
- ◆ Upcoming Open House—July 28

May is Skin Cancer Awareness Month

Thinking about working on your tan for summer. I admit, I think I look better and skinnier with a tan. But, **May is Skin Cancer Awareness Month**, so please think again before you start bronzing for summer.

Did you know that **1 in 5 Americans will have a skin cancer** at some point in time in their lives? One in 58 Americans will have a Melanoma, the most life threatening type of skin cancer.

UV exposure, both indoors and outdoors, is the number one risk factor for developing a skin cancer. So avoid the temptation to get a tan. This summer make it a habit to apply zinc containing sunscreen each day, SPF 30 or greater. Most of our sun damage occurs during incidental exposure, so daily application will have you prepared at all times. Wear a hat and

protective clothing to further enhance your sun protection. If you need to look bronzed, consider a sunless tanner or bronzer, which are both safe and effective.

Dr Rosenberg recommends that all of her patients have a complete gowned skin check once a year. Why? The most common location for a melanoma, the most worrisome type of skin cancer, is on the back of the legs for women and on the back for men.

Dr Rosenberg recommends you do a monthly self skin check. When looking for Melanoma, look for the ABCDE's

A stands for **ASYMMETRY**, when one half of the mole doesn't match the other half.

B stands for **BORDER**, when the border or edges of the mole are ragged, blurred or irregular.

C stands for **COLOR**, when the color of the mole is not the same throughout or if it has shades of tan, brown, black, red, white or blue.

D stands for **DIAMETER**, when the diameter of a mole is larger than 6mm, about the size of a pencil eraser.

E stands for **EVOLVING**, anything that is growing, changing, itching, bleeding or difficult to heal.

Remember that <5% of skin cancers are melanomas, so for the other types focus on **EVOLVING**.

Are Tanning Salons Safe?

Every year, nearly 2.3 million American teenagers visit tanning salons. The dangerous consequence is a significantly increased risk of melanoma, the deadliest form of skin cancer. A recent international study reviewing all available worldwide data on tanning bed use found a strong association between tanning bed use and melanoma risk. Across all age groups, males and females who have ever used tanning beds have a 15 percent higher risk of developing melanoma. More alarming still, based on 7 worldwide studies, people who first use a tanning bed before age 35 increase their risk for melanoma by *75 percent*. This recent study also reinforces previous research showing that tanning bed use increases the risk for squamous cell carcinoma, the second most common skin cancer. Tanning salon owners and operators frequently claim that sunbeds offer health benefits because they provide a "base tan" that helps avoid sunburn and provide for those with Vitamin D deficiency. For those looking for a base tan prior to going to the beach, Dr. Rosenberg reminds her patients that a tan provides only an SPF of 2-3. Furthermore, they are just changing location, damaging their skin in WV instead of Myrtle Beach. Dr. Rosenberg recommends that her patients avoid all unnecessary UV exposure including Tanning Salons whenever possible.



For more information or to sign up for our email

Sunscreens and Sun Protection 101:

SPF measures the length of time a product protects against skin reddening from UVB, compared to how long the skin takes to redden without protection. If it takes 20 minutes without protection to begin reddening, using an SPF 15 sunscreen theoretically prevents reddening 15 times longer - about 5 hours. (Actually, it may take up to 24 hours after sun exposure for redness to become visible.)

The Skin Cancer Foundation recommends SPF's of at least 15, which block 93 percent of UVB. While SPF's higher than 30 block only 4 percent more UVB, they are advisable for sun-sensitive individuals, skin cancer patients, and people at high risk of developing skin cancer. They also allow some margin for error if too little sunscreen is applied. Considering that the SPF is developed using a whole ounce to the entire body, most everyone does not apply enough sunscreen.

Are Sunscreens Safe? Most sunscreens do appear to be safe. Most sunscreens are not approved for under age 2; however, this applies primarily to chemical sunscreens. Balmex, the baby diaper cream contains zinc oxide and is a very good sunscreen in a pinch. Many rosacea patients and patients with other types of skin disease are irritated by chemical sunscreens. There are also a number of studies that suggest that chemical sunscreens might not be safe. Although these studies are not good studies, avoiding chemical sunscreens and just using physical barriers, zinc and titanium, is always safe.

My Favorites: *I recommend an SPF > 30. Make sure the bottle says that it protects against UVA and UVB, preferably 100% of UVA and UVB. Remember that sunscreens generally wear off or the chemical breaks down in 2 hours. So sunscreen needs to be reapplied throughout the day. I particularly like sunscreens containing zinc oxide and titanium dioxide. Zinc and titanium are physical barriers that work much better and last longer than the chemical sunscreens. Zinc has a more complete and broader coverage than Titanium. Many rosacea patients are irritated by chemical sunscreens, I prefer zinc based sunscreens for rosacea patients.*

Creams for Body: Blue Lizard Sensitive Skin SPF 30, Cetaphil SPF 50

Creams for Baby (Body and Face): Blue Lizard Baby

Sprays for Body, Scalp and Ears: Neutrogena Fresh Cooling Mist Spray SPF 70

Creams for Face: Oil of Olay Daily Defense SPF 30, Fallene SPF 58, OBAGI Sunscreens including C Sunscreen, Healthy Skin Protection and Rosaclear.

CHEMICAL FREE Sunscreens: Blue Lizard Sensitive Skin SPF 30, Blue Lizard Baby, OBAGI Rosaclear, Fallene SPF 58, Neutrogena Pure Baby, Aveeno Mineral Block

UPCOMING OPEN HOUSE

It's been a long time since we had an Open House, but we are ready to show off our new location and have a little fun!

July 28 from 4-8 PM

Come check out our new location!
Discounts on OBAGI and other products.
Special discounted packages for procedures.
Live demos of Botox, Filler and more!

NEW LOCATION

1812 Country Club Road, Fairmont WV