

THE WOMEN'S PLASTIC SURGERY CENTRE UPDATE

VOLUME 1, ISSUE 3

JUNE 2006

Special Summer Edition

DID YOU KNOW?

- **Melanoma is the most common cancer among people 25 to 29 years old.**
- **Exposure to the sun's ultraviolet (UV) rays appears to be the most important environmental factor in developing skin cancer.**

SKIN CANCER AWARENESS

Most of the more than 1 million cases of nonmelanoma skin cancer diagnosed yearly in the United States are considered to be sun-related.

Most nonmelanoma skin cancers develop on sun-exposed areas of the body, like the face, ear, neck, lips, and the backs of the hands. Depending on the type, they can be fast or slow growing, but they rarely spread to other parts of the body.

How many people are affected by skin cancer? Skin cancer is the most common of all cancers. It accounts for nearly half of all cancers in the United States. More than 1 million cases of nonmelanoma skin cancer are found in this country each year. The American Cancer Society estimates that about 62,190 new melanomas will be diagnosed in the United States during 2006.

What are the risk factors for skin cancer?

Risk factors for nonmelanoma and melanoma skin cancers include:

- unprotected and/or excessive exposure to ultraviolet (UV) radiation
- fair complexion
- occupational exposures to coal tar, pitch, creosote, arsenic compounds, or radium
- family history
- multiple or atypical moles

severe sunburns as a child

What are the signs and symptoms of skin cancer?

Skin cancer can be found early, and both doctors and patients play important roles in finding skin cancer. If you have any of the following symptoms, tell your doctor.

- any change on the skin, especially in the size or color of a mole or other darkly pigmented growth or spot, or a new growth
- scaliness, oozing, bleeding, or change in the appearance of a bump or nodule
- the spread of pigmentation beyond its border such as dark coloring that spreads past the edge of a mole or mark
- a change in sensation, itchiness, tenderness, or pain

Can skin cancer be prevented?

The best ways to lower the risk of nonmelanoma skin cancer are to avoid intense sunlight for long periods of time and to practice sun safety. You can continue to exercise and enjoy the outdoors while practicing sun safety at the same time.

- Avoid the sun between 10 a.m. and 4 p.m.
- Seek shade: Look for shade, especially in the middle of the day when the sun's rays

are strongest. Practice the shadow rule and teach it to children. If your shadow is shorter than you, the sun's rays are at their strongest.

- Slip on a shirt: Cover up with protective clothing to guard as much skin as possible when you are out in the sun. Choose comfortable clothes made of tightly woven fabrics that you cannot see through when held up to a light.
- Slop on sunscreen: Use sunscreen with a sun protection factor (SPF) of 15 or higher. Apply a generous amount (about a palm full) and reapply after swimming, towel drying, or perspiring. Use sunscreen even on hazy or overcast days.
- Slap on a hat: Cover your head with a wide-brimmed hat, shading your face, ears, and neck. If you choose a baseball cap, remember to protect your ears and neck with sunscreen.
- Wear sunglasses with 99% to 100% UV absorption to provide optimal protection for the eyes and the surrounding skin.

Follow these practices to protect your skin even on cloudy or overcast days. UV rays travel through clouds.

SUNSCREEN SPECIAL



This summer, the Women's Plastic Surgery & Rejuvenation Centre is focusing on skin cancer prevention. We want you to join us in this endeavor by using sunscreen on a daily basis.

We want to help you with this! We are offering 15% off any sunscreen purchase from now until the end of July. You can mail the order form below to the office with your payment or fax in with your credit card information. Here are the sunscreen options that you can choose from:

Daily Sun Defense SPF 20 - \$29.82 Retail

- ◆ Recommended for daily use – perfect under makeup.
 - ◆ Ideal for all skin types
- SUMMER SPECIAL - \$25.35**

Ultimate UV Defense SPF 30 - \$36.21 Retail

- ◆ Ideal for use in high-altitude climates
 - ◆ Optimal for daily use on all skin types
- SUMMER SPECIAL - \$30.78**

Physical UV Defense SPF 30 - \$36.21 Retail

- ◆ Elegant formulation ideal for daily use and can be applied under makeup
 - ◆ Formulated for skin sensitive to traditional sun blocks and post-treatment patients
- SUMMER SPECIAL - \$30.78**

Sport UV Defense SPF 45 - \$36.21 Retail

- ◆ Waterproof and sweat proof formula ideal for use during high-energy exercise, swimming, or other outdoor activities
 - ◆ Ideal for all skin types
- SUMMER SPECIAL - \$30.78**

Summer Special

15% Off All Sunscreen
Purchase any sunscreen or self-tanning package and receive 15% off. Prices reflect discount. Orders must be received by June 30.

Description	Qty.	Price	Subtotal

Shipping - Flat Fee of \$5.00

Orders can be picked up at the office as well with no shipping costs. Please call the before coming in to guarantee stock

Order total: _____
Shipping: _____
Total: _____

Method of Payment

- Check
- Discover
- Visa
- MasterCard
- American Express

Name _____
Address _____

Phone _____

Credit Card # _____ Exp. date _____

Signature _____

SUNSCREEN FACTS TO KNOW

More than 90 percent of all skin cancers are caused by sun exposure, yet fewer than 33 percent of adults, adolescents, and children routinely use sun protection.

Experts recommend products with an SPF of at least 15. The SPF number represents the level of protection against UVB rays provided by the sunscreen -- a higher number means more protection.

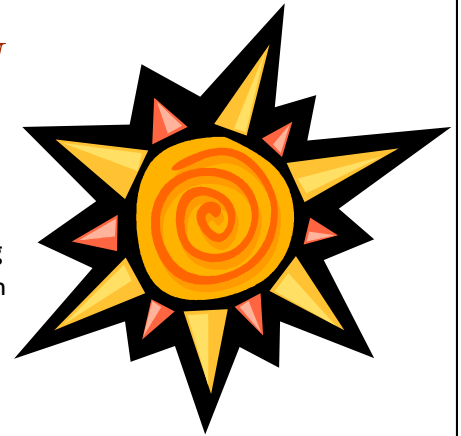
It is important to remember that sunscreen does not give you total protection. When using an SPF 15 and applying it correctly, you get the equivalent of 1 minute of UVB rays for each 15 minutes you spend in the sun. So, 2 hours in the sun wearing SPF 15 sunscreen is the same as spending 8 minutes totally unprotected. For high-glare situations, a higher SPF sunscreen or zinc oxide may be used on your nose and lips.

Most sunscreen products expire within 2 to 3 years, but you should check the expiration date on the container to be sure it is still fully

effective.

Always follow the label directions. Most recommend applying sunscreen generously to dry skin 20 to 30 minutes before going outside so the chemicals have time to absorb into your skin. When applying it, pay close attention to your face, ears, hands, and arms, and generously coat the skin that is not covered by clothing.

About 1 ounce of sunscreen (a "palm full") should be used to cover the arms, legs, neck and face of the average adult. For best results, most sunscreens must be reapplied at least every 2 hours and even more often if you are swimming or sweating. Products labeled "waterproof" may provide protection for at least 80 minutes



even when swimming or sweating. Products that are "water resistant" may provide protection for only 40 minutes. Remember that sunscreen usually rubs off when you towel yourself dry, so you will need to reapply.

Sunless tanning products, such as bronzers and extenders (described below), give skin a golden color. Unlike sunscreens, these products do not protect you from UV damage.

TANNING ADVICE

Many people believe that the UV rays of tanning beds are harmless. This is not true. Tanning lamps give out UVA and frequently UVB rays as well. Both UVA and UVB rays can cause serious long-term skin damage, and both contribute to skin cancer. Because of these dangers, many health experts advise people to avoid sunlamps and tanning beds.

The tanning bed puts out much more radiation per hour [than the sun], "When you go out in the sun you get UVB and UVA. What happens is UVB will burn your skin before you can get much UVA."

We usually do not stay outside long enough to receive large amounts of UVA from the natural sun. However, in the tanning bed, a customer receives an amplified amount of the UVA rays.

Exposure to tanning salon rays increases damage caused by sunlight because ultraviolet light actually thins the skin, making it less able to heal," states the National Cancer Institute on its website.

WHO IS AT RISK?

Although anyone can get skin cancer, individuals with certain risk factors are particularly at risk. Some risk factors for skin cancer are:

- Lighter natural skin color
- Family history of skin cancer
- Personal history of skin cancer
- Constant exposure to the sun through work and play
- A history of sunburns early in life
- Skin that burns, freckles, gets red easily, or becomes painful in the sun
- Blue or green eyes
- Blonde or red hair



4750 E. Galbraith Road Suite #215
 Cincinnati, OH 45236
 Phone: (513) 891-5610
 E-Mail: info@womensplasticcentre.com



Schedule of Events

- ⇒ **June 19** - Jewish Hospital Mobile Mammography Unit - Buddy's Carpet Tri-County - 11755 Mosteller Road - Cincinnati, Ohio 45241
- ⇒ **June 20**—Laser Day at Women's Plastic Surgery Centre - 2:00 - 4:00 (Call For Details)
- ⇒ **June 20**—Breast Reduction Information Session at The Women's Plastic Surgery Centre - 9:00am - 10:00am

JUNE 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 	20 	21	22	23	24
25	26	27	28	29	30	