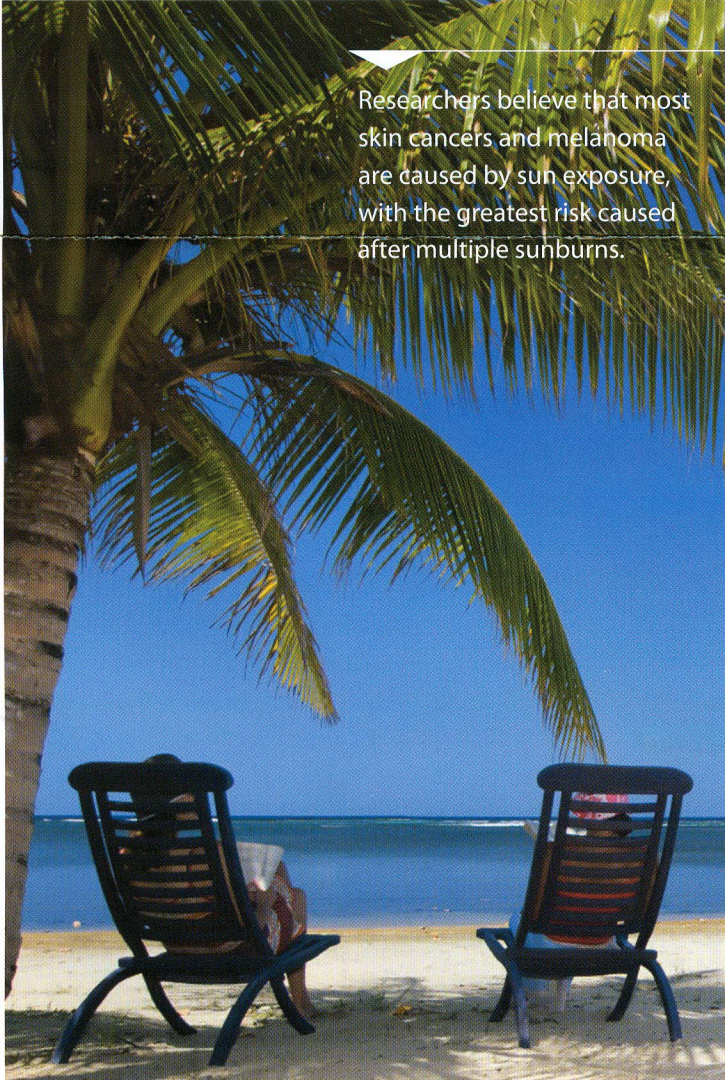


Welcome to the inaugural edition of our newsletter, dedicated to providing our patients information about cancer. Each edition will cover a variety of topics, including disease awareness, treatment, and the latest in research. Our first edition will focus on early detection, screening, and the role sunscreen plays in the prevention of skin cancers and melanoma. We hope that you will find our newsletter useful, and welcome your comments.

### SKIN CANCER AND MELANOMA AS A HEALTH ISSUE



Researchers believe that most skin cancers and melanoma are caused by sun exposure, with the greatest risk caused after multiple sunburns.

For the last two decades, researchers have been studying the dramatic increase in the number of skin cancer and melanoma cases around the world. With early detection and treatment, skin cancers such as basal cell carcinomas, squamous cell carcinomas, and melanoma are easily treated and curable. While most forms of skin cancer are not life-threatening, melanoma can be a more serious disease without early detection.

Although melanoma accounts for only a small percentage of all skin cancer cases, it is becoming a greater health risk each year, with global incidence increasing exponentially. Predominantly seen in western countries, melanoma is increasing faster in number than any other type of cancer. In the United States alone, the percentage of people who develop melanoma has more than doubled in the past 30 years.

Researchers believe that most skin cancers and melanoma are caused by sun exposure, with the greatest risk caused after multiple sunburns. Genetics may also play a role in individuals when a family history of melanoma exists, and when a person has conditions favorable for skin cancers to grow. While Caucasians, particularly fair-skinned individuals, and those that have freckles and burn easily are most affected by skin cancer and melanoma, everybody is at risk.

Simply put, melanoma is the most serious form of skin cancer. In advanced stages, melanoma has the ability to spread through the lymph nodes, and to all parts of the body. Until recently, it was widely believed that melanoma was considered more prevalent in older adults, but recent studies and statistics

have demonstrated an increase in incidence among younger populations. With the percentage of people being diagnosed with melanoma on the rise each year, it is important to consider this disease a major health risk to everyone.

