

SAVING your clients' skin

THE **BEST TREATMENT** FOR SKIN CANCER IS **EARLY DETECTION**

ACCORDING TO THE SKIN CANCER Foundation, one in five Americans will develop skin cancer in the course of their lifetime, making it the most common form of cancer. It is also the most curable type of cancer, but only when diagnosed and treated early. When allowed to progress, skin cancer can result in disfigurement and even death.

"ESTHETICIANS, MASSAGE THERAPISTS AND SKIN CARE PROFESSIONALS ARE OFTEN THE FIRST LINE OF EARLY DETECTION BECAUSE THEY KNOW THEIR CUSTOMERS' HISTORY."

Trade up on SPF

Since about 90 percent of non-melanoma skin cancers are associated with exposure to UV radiation from the sun, choosing the right SPF level sunscreen and using enough for good coverage is critical. The general rule is to apply the equivalent of two tablespoons to the exposed skin of the face and body, or about a nickel-sized drop to cover the entire face.

It seems as though every spring, along with the first sign of budding crocuses, a slew of new sunscreen ingredients and formulations comes along. This year, the Public Access to Sunscreens (PASS) Coalition launched a campaign to fight the growing skin cancer epidemic in the U.S. by cutting through the confusion and mixed messages surrounding sunscreen use, and ensure

that Americans have access to the latest effective ingredients. The most recent FDA rulings that went into effect on June 18, 2012 banned the terms "sunblock," "sweatproof" and "waterproof" from appearing on sunscreen labels. Instead, sunscreens may now claim to be "water-resistant" if they specify protection for either 40 or 80 minutes of swimming or

sweating, based on standard testing. Manufacturers were also prohibited from claiming that their sunscreen products provide sun protection immediately, or for more than two hours, without submitting test results to prove this. Sunscreen products that are not broad spectrum, or have an SPF between 2 and 14, must display this warning: "Skin cancer/skin aging alert: Spending time in the sun increases your risk of skin cancer and early skin aging. This product has only been shown to help prevent sunburn, not skin cancer or early skin aging."

Among the new trends in the sunscreen category are long wearing, water-resistant products with appealing textures and high SPF, easy-to-use formulas without the chalky, skin whitening issues of physical blockers like zinc

oxide and titanium dioxide. Another trend in the market are multi-tasking products that offer both protection and primer qualities. Look for a lightweight moisturizing lotion in a tube with broad-spectrum protection that gets absorbed quickly and acts as a primer under makeup. It contains antioxidants, mushroom extracts, algae and chamomile extracts for anti-inflammatory benefits. Dermatologist Zein Obagi, M.D., recommends a natural mineral sunscreen formula with a daily multi-defense system and broad-spectrum UVA/UVB protection that can be used post procedure and for sensitive skin. Enriched with fractionated melanin and potent antioxidants, it is an elegant formula with a silky texture, perfect to wear under foundation.

Novel diagnostics

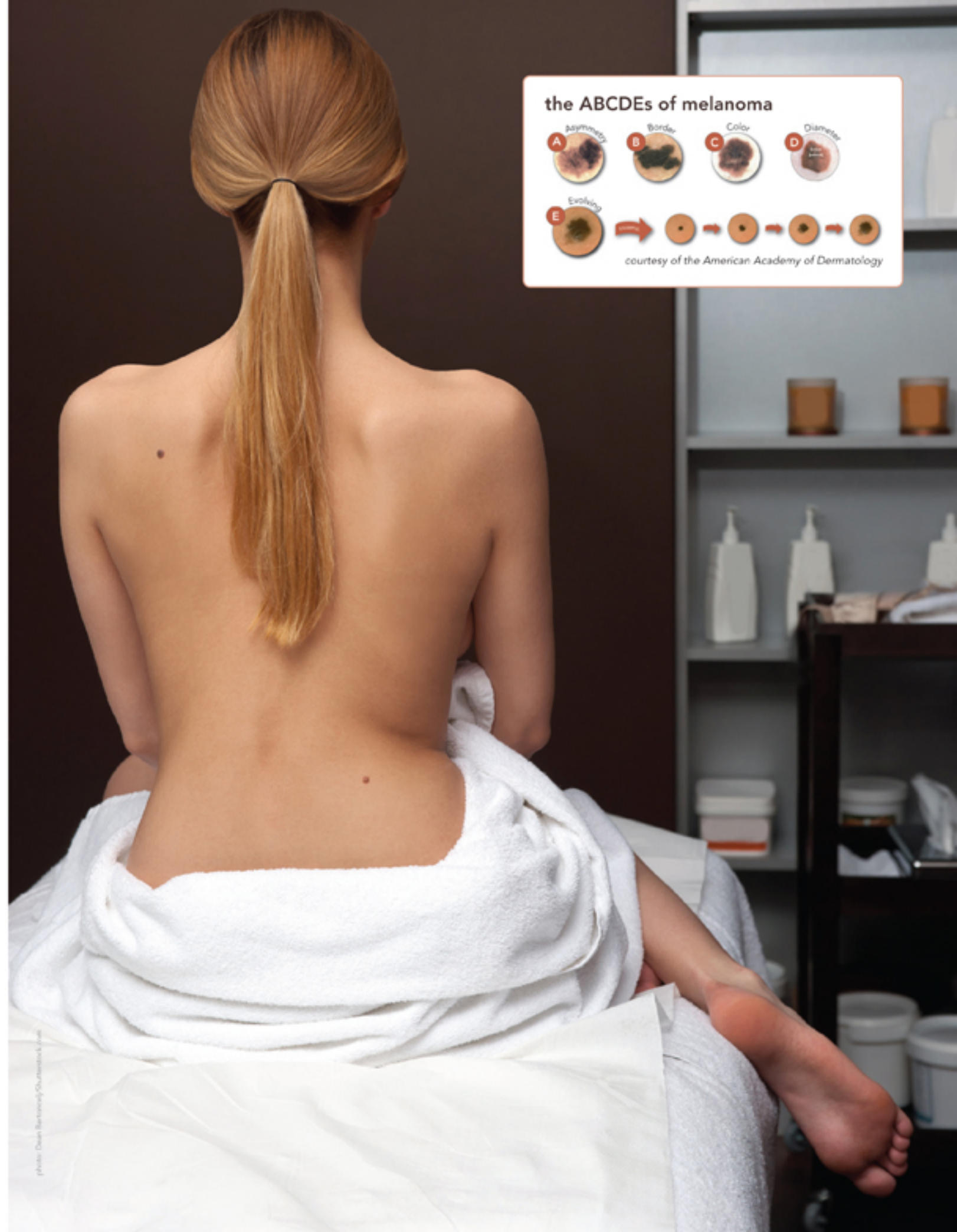
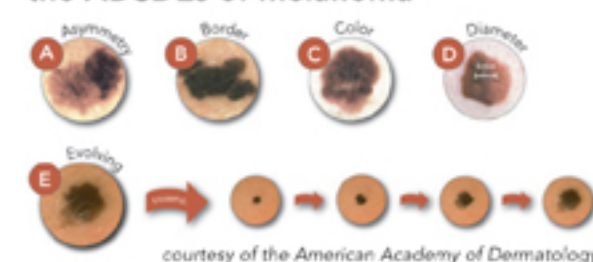
"If you can spot it you can stop it." This phrase has been coined by the Skin Cancer Foundation to remind consumers that early detection is key. Diagnostics have come a long way in turning that goal into a reality. Spa professionals should consistently remind their guests to get screened for melanoma on an annual basis.

Developed in New Zealand, MoleSafe has been in the U.S. for five years, and currently has nine locations in hospitals and medical centers.

"MoleSafe is to skin what mammography is to breasts," says Richard Bezozo, M.D., the president of MoleSafe.

continues

the ABCDEs of melanoma



BY WENDY LEWIS



MelaFind device (photo courtesy of MELA Sciences, Inc.)

"It provides the same level of protection currently associated with mammography. MoleSafe is the world's most advanced early detection and surveillance program for melanoma, and combines all of the current proven processes into a single program. We are the largest

is significantly thinner than most dermatologists can distinguish, allowing for earlier detection. As Bezozo says, "If you are at risk for melanoma, seeing a doctor once a year is not enough. Health care is a team sport; we have to work together."

"IF YOU ARE AT RISK FOR MELANOMA, SEEING A DOCTOR ONCE A YEAR IS NOT ENOUGH. HEALTH CARE IS A TEAM SPORT; WE HAVE TO WORK TOGETHER."

telemedicine program in the world with the most stored images of skin lesions."

In a one hour visit, guests receive a comprehensive skin history, total body photography and dermoscopy, as well as mole mapping of all imaged lesions. These images are then encrypted and forwarded to a dermatologist, who reviews them and provides a report to both the patient and their physician. The patient can get a CD or a cloud application to be used for ongoing surveillance at home, and can share these images with their physicians. Another advantage of MoleSafe is its ability to identify melanomas at .57mm of depth, which

Another breakthrough in skin cancer detection is MelaFind, an FDA cleared device intended to help dermatologists detect melanoma while it is still curable. MelaFind uses light from visible to near-infrared wavelengths to evaluate skin lesions up to 2.5 mm beneath the skin. It is painless and non-invasive, and results come back in less than a minute. "MelaFind is a painless scanning device that yields details on which moles have higher degrees of atypical or abnormal cells. In cosmetic areas where unwanted biopsies and subsequent scarring is to be avoided, this device proves particularly useful. Clinically suspicious moles

may be followed closely over time and data stored in the patient's chart," says Coyle S. Connolly, D.O., a dermatologist in Linwood, NJ.

Self exams

Beverly Hills dermatologist Monika Kiripolsky, M.D. cautions against ignoring the early signs of skin cancer, and recommends that everyone examine their skin from head-to-toe on a monthly basis. "What people may think is just a sore that won't go away or a mole that has grown bigger or darker may be an early form of skin cancer," she warns. "The only way to find out is to visit a dermatologist for a skin cancer screening. Some forms of skin cancer can look like sunspots or moles. It is always best to get checked before having any skin treatments, including laser treatments."

To assist with self exams, the UMSkinCheck free mobile application can be downloaded from iTunes to an iPhone or iPad to allow users to complete and store a full body photographic library, track moles/lesions, download educational videos and even locate a skin cancer specialist.

"Estheticians, massage therapists and skin care professionals are often the first line of early detection because they know their customers' history and have an intimate relationship with them," Dr. Bezozo concludes. "If they see something that should be checked, they can recommend a MoleSafe center in their community or suggest a visit to a dermatologist." ■



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