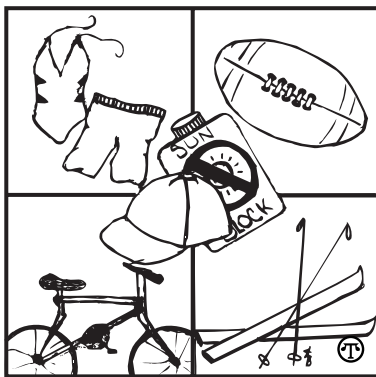


Watch Sun Exposure After Summer, Too

(NAPSA)—Just because summer's over, that doesn't mean the end of sun exposure or the need for sunscreen and other precautions to lessen skin cancer risk, according to the American Society for Dermatologic Surgery (ASDS).

"The sun can damage your skin away from the beach," said ASDS President Ronald Moy, MD, a dermatologic surgeon based in Los Angeles, Calif. "Hikers, bikers, golfers, skiers and spectators at football games can get a lot of sun exposure and subsequent skin damage and increased skin cancer risk after the summer season. Obey the usual rules about limiting exposure whenever you're exposed to the sun's ultraviolet rays, whether the temperature is 80 degrees or 30 degrees. Skin damage from excessive sun exposure can happen any time of the year."

Moy noted that he has treated avid skiers for sun-damaged skin. "Skiing in high elevations brings you closer to the sun and intensifies UV exposure," he said. "Surprised patients say 'I don't sun-



bathe," but what they don't realize is the sun hits the face and nose as much on a ski slope as it does on the beach."

According to the American Cancer Society, some one million new cases of skin cancer are diagnosed every year—more than all other cancers combined. Malignant melanoma accounts for just five percent of all skin cancers but leads to 75 percent of deaths from the disease.

Moy said sun damage also compounds the aging process as ultraviolet light penetrates several layers of skin. "The best precaution is

using sunblock lotion with titanium dioxide or zinc oxide, wearing a hat with a visor and being prudent about limiting your time in the sun any time of the year," said Moy. "Most people consider tan skin to be healthy and youthful looking, but it's just the opposite. It indicates the skin has been injured from UV rays that penetrate deeply and damage collagen and elastic tissue that give the skin elasticity."

Despite constant warnings about the danger of sun exposure by ASDS and other medical organizations, the incidence of skin cancer is still increasing and, worse, cases of malignant melanoma, the deadliest form of skin cancer, are increasing faster than any other cancer in America. Over 55,000 new cases will be diagnosed this year alone.

For more information on skin cancer treatments as well as cosmetic skin procedures and referrals to ASDS member dermatologic surgeons, contact the ASDS Consumer Hotline, 1-800-441-ASDS (2737), during weekday business hours or log on at www.asds.net.