

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

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178 WORDS, 60 SECONDS

HEALTH AWARENESS

PAYING ATTENTION TO THE SKIN YOU'RE IN BECOMES INCREASINGLY IMPORTANT AS YOU AGE. FOR EXAMPLE, AS THEY GET OLDER, PEOPLE OFTEN FIND THEIR SKIN BEGINS TO SHOW THE APPEARANCE OF WHAT ARE COMMONLY KNOWN AS "SUN SPOTS." UNFORTUNATELY, SOME OF THESE SUN SPOTS MAY ACTUALLY BE A SKIN CONDITION CALLED ACTINIC KERATOSIS OR A-K THAT AFFECTS NEARLY SIXTY MILLION AMERICANS AND HAS THE POTENTIAL TO BECOME CANCEROUS. THE GOOD NEWS IS AN EDUCATION EFFORT IS RAISING AWARENESS ABOUT THE PROBLEM AND HOW TO TREAT IT. DOCTOR ELLEN MARMUR—A DERMATOLOGIST AND COSMETIC SURGEON—IS PROMOTING THE SPOT SIGNS OF A-K CAMPAIGN. THIS IS AN INITIATIVE DEVELOPED BY DUSA PHARMACEUTICALS. SAID DOCTOR MARMUR, "EDUCATION AROUND MELANOMA AND OTHER SKIN CANCERS HAS BEEN VERY STRONG, BUT ACTINIC KERATOSIS REMAINS RELATIVELY UNKNOWN." FREQUENT SKIN EXAMINATIONS ARE THE KEY TO EARLY DETECTION AND PREVENTION. THE CAMPAIGN WEBSITE CONTAINS INFORMATION ON THE CONDITION AND HOW TO FIND A DERMATOLOGIST, AS WELL AS INFORMATION ON THE RANGE OF TREATMENT OPTIONS AVAILABLE. FOR MORE INFORMATION, VISIT SPOT-SIGNS-OF-A-K--DOT--COM.