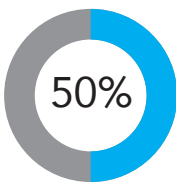


1 in 5 Americans will develop skin cancer in their lifetime.



Nearly 50% of Americans who live to age 65 will have skin cancer at least once.



Regular daily use of SPF 15 or higher sunscreen reduces risk of melanoma by 50%.



Your risk for developing melanoma doubles if you have had more than five sunburns.

DID YOU KNOW?

Skin cancer is the most common form of cancer in the United States, yet it's the most preventable!



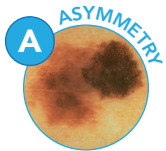
1. SEEK SHADE especially between 10AM and 4PM.
2. DO NOT burn.
3. AVOID tanning and UV tanning booths.
4. COVER UP with clothing, including a broad-brimmed hat and UV blocking sunglasses.
5. USE a broad spectrum (UVA/UVB) sunscreen with an SPF of 15 or higher every day. For extended outdoor activity, use a water resistant, broad-spectrum (UVA/UVB) sunscreen with an SPF of 30 or higher.
6. APPLY 1 ounce (1 full shot glass) of sunscreen to your entire body 30 minutes before going outside. Reapply every two hours or immediately after swimming or excessive sweating.
7. KEEP newborns out of the sun. Sunscreen can be used on babies over the age of six months.
8. EXAMINE your skin head to toe every month.
9. EVERY YEAR, see your Dermatologist for a professional skin exam. Call Dermatology Associates of Ithaca at 607-257-1107 for your full skin exam!



WHAT TO LOOK FOR ON YOUR SKIN

THE ABCDs OF MELANOMA

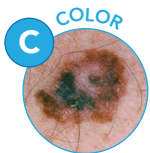
Melanoma is the deadliest form of skin cancer. However, when detected early, melanoma can be effectively treated. You can identify the warning signs of melanoma by looking for the following:



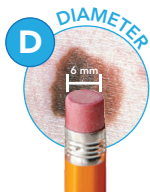
One half is unlike the other.



Irregular, scalloped or poorly defined border.



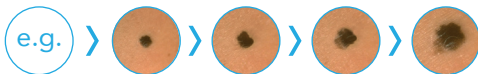
Varied from one area to another; shades of tan and brown, black; sometimes white, red or blue.



While melanomas are usually greater than 6 mm (the size of a pencil eraser) when diagnosed, they can be smaller.



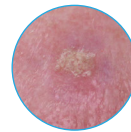
A mole or skin lesion that looks different from the rest or is changing in size, shape or color.



OTHER TYPES OF SKIN CANCER

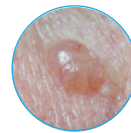
When checking your skin, please look for signs of these other suspicious spots.

Precancerous Growth



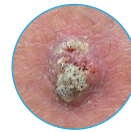
Actinic Keratoses (AKs)

Dry, scaly patch or spots.



Basal Cell Carcinoma (BCC)

Flesh-colored, pearly bumps or pinkish patch of skin.



Squamous Cell Carcinoma (SCC)

Red firm bumps, scaly patches or sores that heal and then return.

DERMATOLOGY ASSOCIATES OF ITHACA

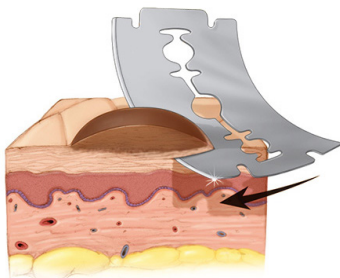
At Dermatology Associates of Ithaca, Dr. Josephine McAllister and her four personally-trained Physician Assistants provide innovative, high quality care in skin care prevention, medical dermatology, skin cancer treatment, skin surgery and cosmetic dermatology.

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WHY ARE SKIN BIOPSIES NECESSARY?



Since skin cancer is best treated when detected early, at Dermatology Associates of Ithaca, we take special care in recommending biopsy for suspicious lesions. A patient can always choose to decline biopsy, but the risk of leaving a suspicious lesion untreated is that it could continue to progress and require more extensive and expensive care in the future. After a biopsy is performed, the sample is sent to our expert dermatopathology team who check for atypical cells and skin cancer. Our collaborative and proven track record of early detection and treatment of skin cancer gives patients the best chance for cure, before it grows deeper and spreads.