



and

*Imagine...
 Medi-spa*



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May 2013



Jason B. Lichten,
 M.D., FACS



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Springtime Alert:

May Is National Melanoma
 Awareness Month

As your personal plastic surgeon, I'm committed to your health as well as your beauty. Melanoma (the deadliest form of skin cancer) is on the rise in the U.S. You should know how to detect it.

The good news: when treated early, melanoma has very high cure rates.

The best way to keep yourself and your children protected is by knowing all of the facts.



FACT

75% of skin cancer deaths are from melanoma.

FACT

The National Cancer institute estimates that in the United States in 2013 there will be:

- ◆ 76,690 new cases of melanoma.

FACT

Recent studies show a 2% annual increase in reported cases of melanoma among caucasians.

This Spring, let's get your skin ready with GRASS.



Growth Factors
Retinols
Antioxidants
Sun Screen

Buy any SkinMedica product containing these ingredients and get **10% off**.
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♦ 9,480 deaths from melanoma.

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★ **Growth Factors**
 ★ **Retinols**
 ★ **Antioxidants**
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UVA rays are the prime cause of melanoma. Therefore, the best way to protect yourself and your children is to religiously follow my guidelines about sun-safe living. To refresh your memory, re-read the newsletter I sent you last summer.

If you see any of the signs listed below please call our office right away.

Central Ohio Plastic Surgery, Inc.
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June 2012

Joseph B. Lichten, M.D., FACS

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Top One News

STAY SUN-SAFE THIS SUMMER

SIGNS OF MELANOMA

Melanoma can appear suddenly—as a new mole—or it can grow slowly, in or near an existing mole.

- ♦ **In men**, melanomas are often found between the shoulders and hips, or the head and neck area.
- ♦ **In women**, melanoma often develops on the lower legs as well as between the shoulders and hips.

Photo Gallery

Body Contouring

[Arm Lift](#)
[Body Lift \(Belt Lift\)](#)
[Liposuction](#)
[Mommy Makeover](#)
[Thigh Lift](#)
[Tummy Tuck](#)

Breast Surgery

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Facial Surgery

[Eyelid Surgery \(Blepharoplasty\)](#)
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[Rhinoplasty \(Nose Job or Nose Reshaping\)](#)

Minimally Invasive

[Fraxel re:pair® Facial Resurfacing](#)
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[Tattoo Removal](#)

But melanoma can appear anywhere. Get to know the pattern of moles, spots, freckles, and other marks on your skin. Then do monthly skin self-examinations to track changes in these markings. Also be sure to see a dermatologist once a year for a mole check.



If you notice any of the following on your skin, make an appointment to see me:

- 1- A growth that increases in size and looks pearly, translucent, tan, brown, black, red, pink, or multicolored
- 2- A mole that changes in color or in texture, takes on an uneven shape, gets larger, or is bigger than a pencil eraser
- 3- A spot or growth that continues to itch, hurt, crust, scab, fade, or bleed
- 4- An open sore that lasts for more than 4 weeks, or heals and then reopens
- 5- A scaly or crusty bump that is dry, rough, and pointed (sticks out like a horn) and may sometimes cause a pricking or tender feeling in the skin



**ABCDE RULE — THE WARNING
SIGNS OF MELANOMA**



A is for asymmetry. One half of the mole does not match the other half.

B is for border irregularity. The edges are ragged, notched, or blurred.

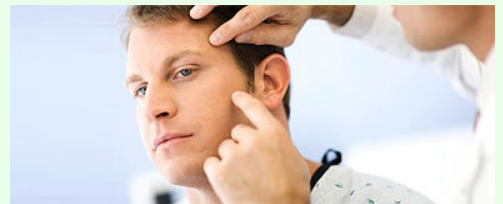
C is for color. The pigmentation is not uniform, with variable degrees of tan, brown, or black.

D is for diameter greater than 6 millimeters. Although, in recent years more melanomas are being diagnosed between 3 and 6 millimeters. Any sudden or progressive increase in size should be of concern.

E is for evolution. Any mole that changes its shape, thickness or appearance should be evaluated.

WHAT CAUSES MELANOMA?

- ◆ Exposure to ultraviolet radiation. Blistering sunburns at any time of life. Intense sun exposure, every now and then.
- ◆ Your genes — A personal or family history of melanoma.
- ◆ Xeroderma pigmentosum, a skin disease.



SPECIAL RISK FACTORS

You are at special risk if you answer "Yes" to any of these questions:

- ◆ Has anyone in your **family** ever had melanoma?
- ◆ Do you now have, or have you ever had, non-cancerous, but unusual looking **moles**?
- ◆ Have you been diagnosed with **melanoma** in the past?
- ◆ Are you taking any **medications** that might weaken your immune ?
- ◆ Do you have more than **50** ordinary moles?
- ◆ Did you have one or more severe, blistering **sunburns** as a child or teenager?
- ◆ Do you have many **freckles**?
- ◆ Do you have **fair skin** and light eyes?
- ◆ Do you frequently spend time in the **sun** between 10 a.m. and 4 p.m. without skin protection?

MELANOMA IS CUREABLE



Treatments for melanoma range from radiation therapy to medications to surgery. Early treatment ensures the best chance of a full recovery.

Feel free to [share this article](#) with your family and friends.

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Try it FREE today.