

5 Things You Should Know During Melanoma Awareness Month

May is Melanoma Awareness Month, so it's a good time to check in on your skin health. Remember, melanoma is the deadliest form of skin cancer. Fortunately, it's also one of the most treatable, if it's caught early.

Here are 5 things **Dr. Lichten** wants you to know about melanoma:

1. Melanoma doesn't just happen to sun worshippers.

While UV exposure increases your risk, melanoma can occur no matter what your age, skin tone, or lifestyle. What may surprise you is that melanoma can develop in places the sun doesn't typically reach, including the soles of your feet or under your nails

2. The ABCDEs of melanoma can save your life.

Use this simple checklist when examining moles or spots and always consult with your physician, especially <u>if you find a spot of concern</u>:

- Asymmetry
- Border that's irregular
- Color changes or multiple colors
- Diameter larger than a pencil eraser
- Evolving in size, shape, or color

3. Daily sunscreen is a must.

Apply broad-spectrum SPF 50 every day as part of your morning skincare routine to protect against both UVA and UVB rays. It's a small habit that makes a big difference.

4. Schedule an annual mole checkup.

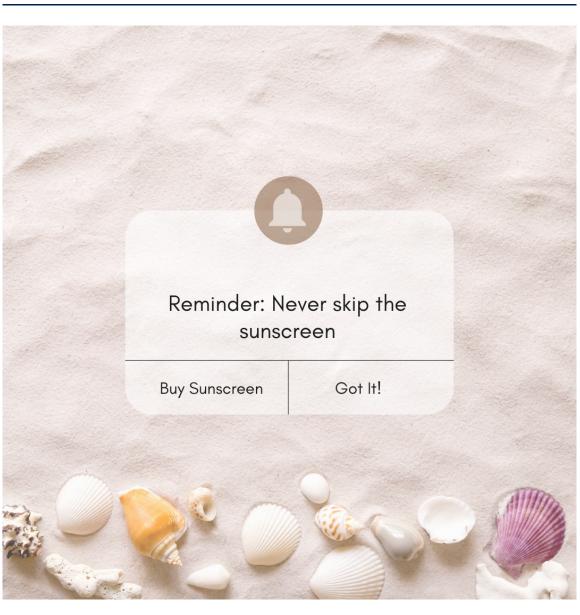
Just like your annual physical or regular dental checkups, a skin exam from a qualified dermatologist is worth the <30 minutes it can take to give you peace of mind.

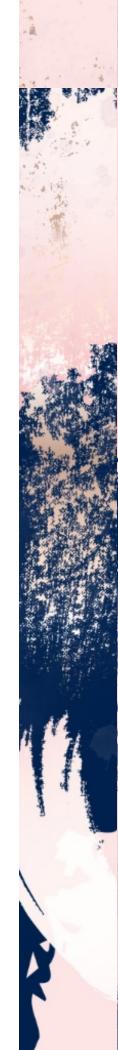
5. Early detection makes all the difference.

When caught early, melanoma has a 99% 5-year survival rate. If something doesn't look or feel right, talk to your doctor ASAP.



Post-Mohs Reconstructive Surgery: Book a Consultation with Dr. Lichten>>







BUY 1

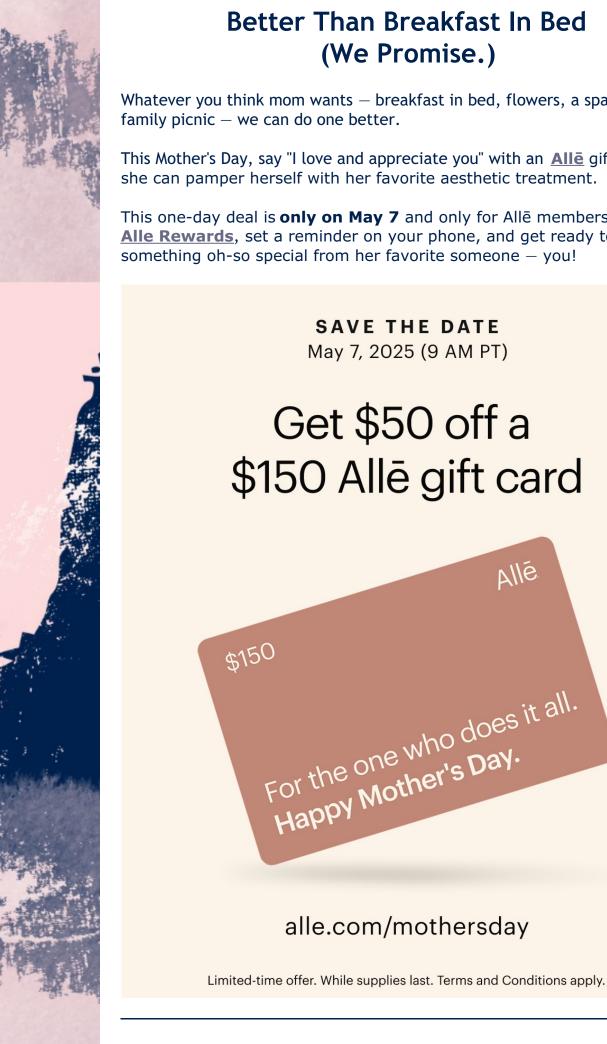
GET 1

50% OFF



Call to Order or Pick Up in Office

740-653-5064



Better Than Breakfast In Bed

Whatever you think mom wants — breakfast in bed, flowers, a spa day, a

This Mother's Day, say "I love and appreciate you" with an Alle gift card so she can pamper herself with her favorite aesthetic treatment.

This one-day deal is **only on May 7** and only for Alle members. So, **join** Alle Rewards, set a reminder on your phone, and get ready to gift Mom something oh-so special from her favorite someone — you!

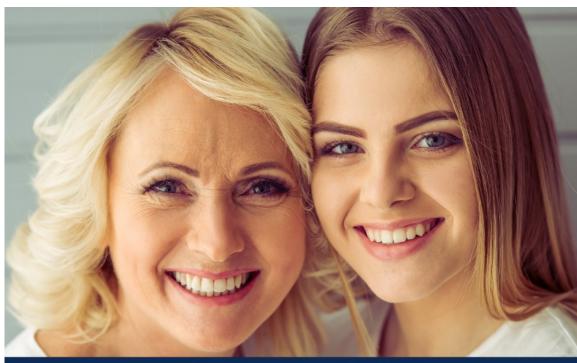
\$150 Alle gift card

Allé For the one who does it all.



More for Mom?!

Of course. She deserves the glow up (and so do you).



CIRCADIA EYE + LIP DUO

May 2025 Only Regularly price: \$115 Treat Mom. Treat yourself.



\$89



Mother's Day

DUO GIFT BOX

NEW Renewal Eye Cream Stainless Steel Eyeroller Hibiscus Lip Hydrator







<u>Unsubscribe</u> | Update Profile | Constant Contact <u>Data Notice</u>



Try email marketing for free today!