

A Message From the President

Teenagers and young adults have always been a special concern of mine. In my experience, they often feel fiercely independent and even invulnerable, yet they are less likely to heed messages about health and safety. For example, according to a new report from the Centers for Disease Control and Prevention (CDC), more than 50 percent of people aged 18-29 reported suffering a sunburn in the preceding year. This is important because the skin damage caused by sunburn doesn't end when the redness, blistering, and stinging go away. There are long-term consequences: just one blistering sunburn in youth or five or more burns over the course of a lifetime doubles your risk of developing melanoma later in life.

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As summer approaches, we hope that you will please stay out of tanning salons, and when you are outdoors, use sun protection. Do not burn. If you want to hit the beach or pool, do it before 10 AM and after 4 PM, when the sun is less intense. Seek the shade whenever possible, wear sun-safe clothing, including UV-blocking sunglasses and a wide-brimmed hat, and use a broad-spectrum sunscreen with an SPF of 30 or higher for extended stays outdoors. Reapply every two hours, or immediately after swimming or sweating heavily. If you follow these few simple guidelines, you can have a wonderful, carefree summer without sacrificing your health.

For more information on sun safety during the summer and all year round, please visit www.skincancer.org/prevention.



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Ask the Expert

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A. It's important to protect your children from the sun's harmful ultraviolet (UV) radiation all year round, but when children are spending more time outdoors and receiving a greater amount of UV exposure than usual, the consequences of neglecting sun protection can be especially serious. However, teaching your children a few sun safety basics will enable them to protect themselves when you're not around. What are these basics?

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Next, teach them about shade. Encourage your children to seek shade whenever possible under a densely leafed tree, a sun umbrella, a building, or a canopy — any shaded area can offer some protection.

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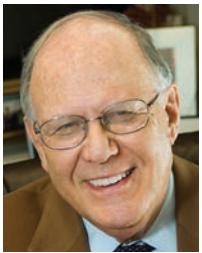
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MELANOMA SOARS AMONG YOUNG ADULTS, cont'd. from previous page

Although *lifetime* risk of melanoma is about 1.5 times greater in males than in females, among young people this pattern is reversed, as this *Mayo Clinic Proceedings* study demonstrated. The authors believe that indoor ultraviolet (UV) tanning, much more popular among young women than young men, may account for the disproportionate increase in incidence among young women. UV rays emitted by tanning machines are cancer-causing, and indoor UV tanners are 74 percent more likely to develop melanoma than

those who have never tanned indoors; those who tan indoors just four times a year increase their risk of developing melanoma by 11 percent.

While the skyrocketing incidence figures are cause for major concern, the authors noted that death from the disease among young people is actually decreasing, due largely to earlier diagnosis. With more people aware of changes in their skin, and better diagnostic methods, melanomas are more frequently discovered at earlier stages, when they are easiest to treat. ☐

Tanning With Mom

Under-tan New Jersey mom Patricia Krentcil set off a national uproar in April when she was accused of taking her five-year-old daughter into a tanning booth with her. Krentcil denied all charges, saying her daughter stayed outside the booth, but whether or not her daughter baked alongside her, Krentcil's behavior set an unhealthy precedent: a 2010 study in the *Archives of Dermatology* showed that children of women who tan indoors are more likely to be indoor tanners themselves. Young women whose first indoor ultraviolet (UV) tanning experience was with their mothers are 4.6 times more likely to become heavy tanners — putting their health at risk. Let us count the ways:

- Indoor UV tanners are 74 percent more likely to develop melanoma than those who have never tanned indoors.
- People who use tanning beds are 2.5 times more likely to develop squamous cell carcinoma and 1.5 times more likely to develop basal cell carcinoma.

- Ten minutes in a sunbed matches the cancer-causing effects of 10 minutes in the Mediterranean summer sun.

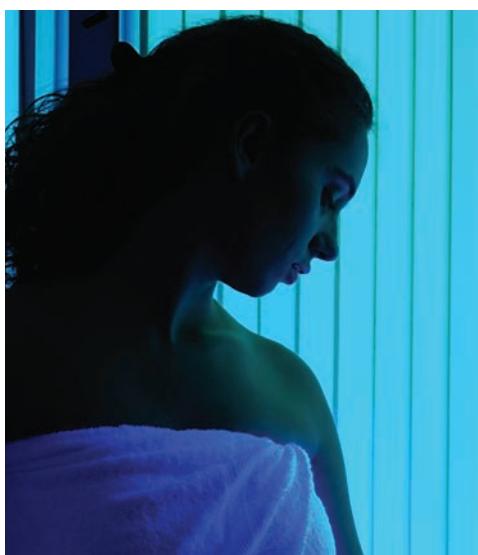
- Frequent tanners using new high-pressure sunlamps may receive as much as 12 times the annual UVA dose compared to the dose they receive from sun exposure.

Nearly 30 million people tan indoors in the U.S. every year; 2.3 million of them are teens. Between 1973 and 2001, melanoma incidence in those under age 20 rose 2.9 percent. So moms, if you're thinking of following Patricia Krentcil's example, don't. ☐



Patricia Krentcil

Tanning Industry Is Seriously Misleading Public, Congressional Study Finds



Tanning salons routinely provide inaccurate information to teens seeking their services, according to a new congressional report from members of the House Committee on Energy and Commerce. The study found that the vast majority of tanning salons contacted by Committee investigators denied the serious health risks (including skin cancer) associated with indoor ultraviolet (UV) tanning, instead claiming that indoor tanning offers health benefits.

Committee investigators representing themselves as fair-skinned teenage girls telephoned 300 tanning salons nationwide, including at least three in each state and the District of Columbia. Investigators questioned each salon about its policies and the risks and benefits of tanning. They also reviewed the salons' print and online advertising.

The misinformation being given was remarkable:

- **Ninety percent of the salons stated that indoor tanning did not pose a health risk for fair-skinned teenage girls.** When asked specifically about skin cancer risk, 51 percent of the salons denied that indoor tanning would increase a fair-skinned teenager's risk of developing skin cancer. Salons described the suggestion of a link between indoor tanning and skin cancer as "a big myth," "rumor," and "hype."

- **Seventy eight percent of salons claimed that indoor tanning would**

benefit the health of a fair-skinned teenage girl. Several salons even said that tanning would *prevent* cancer. They also informed callers that rising rates of skin cancer are linked to increased use of sunscreen, and that government regulators had certified the safety of indoor tanning. (All of these statements are false.)

- **Tanning salons fail to follow Food and Drug Administration (FDA) recommendations on tanning frequency.** The FDA recommends that indoor tanners be limited to no more than three visits in the first week. However, three quarters of tanning salons reported that they would permit first-time customers to tan daily.

- **Tanning salons target teenage and college-aged girls.** Salons offer student discounts and "prom," "homecoming," and "back-to-school" specials in their print and online advertising.

"Tanning beds are brightly lit, cancer-causing coffins — plain and simple," said Representative Carolyn B. Maloney of New York, one of the representatives who requested the study. "This report shows that teenage girls are being targeted by the tanning industry." Melanoma and other skin cancers have been linked to tanning bed use in several studies, and in the past 40 years, the melanoma rate among young women ages 18-39 in the U.S. has grown by a whopping 800 percent. Melanoma is now the most common form of cancer among young adults 25-29 years old. ☐

You Can Help

Currently, tanning machines are minimally regulated by the FDA. Help us save lives by emailing The Skin Cancer Foundation at advocacy@skincancer.org with letters urging the FDA to increase tanning bed regulations and ban those under 18 from using them. The Foundation will compile the emails and send them to FDA Commissioner Margaret A. Hamburg, MD's office.

Unprecedented Jump in Melanoma Cases Expected in 2012

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Another 55,560 cases of melanoma *in situ* (noninvasive tumors) are also



Since 2004, incidence rates among whites (who are the most likely to develop the disease) have been increasing by almost 3 percent per year in both men and women.

#5
#6

1 in 36 ♂
1 in 55 ♀

Melanoma is now the fifth most common cancer among men in the US; 44,250 men will be diagnosed with the disease this year.

It is the sixth most common cancer among women, with an estimated 32,000 new cases this year.

Lifetime risk of developing the disease is 1 in 36 for men, and 1 in 55 for women.



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YES!

I want to help win the war against skin cancer. Enclosed is my tax-deductible contribution of:

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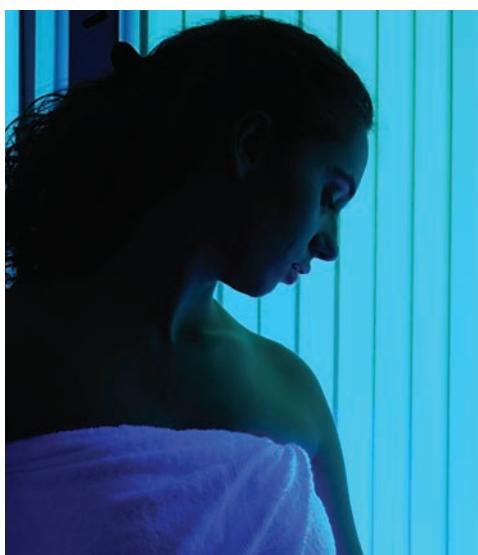
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