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Also learn:

- Sunscreen tips to save your skin
- Melanoma facts you must know
- How to handle Chaos
- And more....

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Dr. Moore says "Come on in partner,
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Dr. Moore's

Skin Wise



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lives from
the skin in

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Life's unexpected events

Hello My Friend,

Have you ever had life throw you a road block that was unexpected? I mean something that was really not what you had planned. The loss of a loved one, a job loss, an illness, an injury, a divorce, or some other life changer.

These things happen to good people just like you and me. Trying to do the right thing and live the right way just isn't enough sometimes. The events we live through are often not what we choose and they occur at times when we would rather not deal with them. Unfortunately we can't choose the cards we are dealt.

One of my patients reminded me of why we need to get checked up periodically. He told of how his own brother had like he did not need check ups because he was fine and would even say, "Doctors are always trying to find something wrong anyway." He believed if he stayed away from the doctor nothing wrong would be found. Well unfortunately he had a problem and it was not found until it was too late. He had a skin cancer termed melanoma. This type of cancer can cause death if it is not found early. And unfortunately his brother died leaving two children and a wife behind. He was a good man and a hard worker but did not get his skin examined.

I mention this today as a reminder of the importance of your own health. We each have things we can't control in life coming our way. One of the things you can control is how well you take care of yourself. 1 in 3 people are estimated to have skin cancer at some point in their lifetime, and melanoma skin cancer is also on the rise. Though most skin cancers are easy to treat, some can be deadly. Catching skin cancer early can be life saving. This is important for you and for those who care about you. Call today for your skin check as you deserve great skin health. I invite you in for your skin exam so we can ensure you the best opportunity for a successful year. May you have peace, joy and happiness!

Roger

Roger Moore, MD

CHALLENGES YOU OVERCOME MAKE YOU
WISER AND STRONGER

Vol. VIII

Hello! We are pleased to send you this issue of SKIN WISE. It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors.

MONTHLY JOKE

ONE LETTER
MAKES A
DIFFERENCE



An Illinois man left the snow-filled streets of Chicago for a vacation in Florida. His wife was on a business trip and was planning to meet him there the next day.

When he reached his hotel he decided to send his wife a quick e-mail. Unfortunately, when typing her address, he missed one letter, and his note was directed instead to an elderly preacher's wife whose husband had passed away only the day before. When the grieving widow checked her e-mail, she took one look at the monitor, let out a piercing scream, and fell to the floor in a dead faint. At the sound, her family rushed into the room and saw this note on the screen:

Dearest Wife,
Just got checked in.
Everything prepared for your arrival tomorrow.
P.S. Sure is hot down here.

"An ounce of prevention is worth a pound of cure."

- Ben Franklen

What type of sunscreen should I use?

The sunscreen we use can make a big difference in how well we are protected. You must become sunscreen savvy to protect yourself properly.

Key points about sunscreen are:

- 1. Buy the best sunscreen.** Which one, you say? Well there are many sunscreens but the best is the one you are willing to wear. So decide if you are willing to apply a lotion, a spray or a powder (yes, they do sell powder sunscreens, which men like).
- 2. Be Skin Wise about ingredients.** The four ingredients that block the most UV rays provide the best protection. These are Titanium dioxide, Zinc oxide, Parsol 1789, or Meroxyl. If you turn your sunscreen bottle over and look at the active ingredients you need to see one of these key ingredients.

- 3. Apply sunscreen properly.** It is recommended for the entire body we use 2 ounces per application. This means if a family of four goes to the beach a typical 16 ounce sunscreen bottle should be used up that day.

- 4. Use the Dr. Moore application tip.** You have to apply sunscreen twice before you leave the house. Yes, twice. It is scientifically proven to work better according to a study done in Hawaii. The research indicated most of us do not put enough sunscreen on and we accidentally miss areas when applying. It was discovered if people applied the sunscreen twice, 20 minutes apart before going out in the sun they get stronger coverage.

Following these steps can reduce your risk of skin cancer. Be on the look out for suspicious lesions like this basal cell carcinoma. It was removed with the latest technology of Mohs surgery by Dr. Moore. Mohs method has the highest cure rate and often smaller scars



DERMACASE

This 70 year old gentleman came in to see me with a small bump on the left forearm. It was pink and appeared OK, but since it was new we asked him to come back in a several months to evaluate it. Well, the bump did grow in size. He said he had not noticed any pain, bleeding or itching. In fact he was not bothered by it at all. Fortunately we took a sample biopsy.



This small pink bump turned out to be an unusual form of melanoma. The type it was is called an amelanotic melanoma which means it does not have the dark color we usually see with melanoma. His tumor was a significant cancer which required surgery by two surgeons, a lymph node biopsy and blood tests. He is doing great now and we are both grateful his was caught in time.

He was thankful to me for catching this when we did. As a human I sure wish I would have done more sooner. But that is part of why I want to share his story with you. You see, he is going to do well and part of the reason is even though he was the president of a company and quite busy he made the time to come in for regular visits. Had he not made that commitment to his own health he surely would not be with us now. I encourage you to come in and get your skin cancer screening exam, it could be a life changer for you.

Straight Talk About MELANOMA

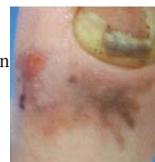
Most of us think skin cancer and melanoma is someone else's problem. This might have been the case a long time ago, but times have changed. The number of people diagnosed with melanoma has increased in recent years at alarming rates according the American Cancer Society.

Many people do not realize how serious, sneaky and deadly this cancer can be if not caught early. Melanoma diagnosed in the beginning stages can be successfully removed right in our office under local anesthesia as a minor procedure. Our patients are then followed and examined closely. However if melanoma is not caught early it can be deadly.

Some Melanoma facts include:

- It doesn't always happen where you think it should. The number one site in men is the back and in women is on the back of the thigh.
- Melanoma occurs at any age and on any body part.
- It only takes one blistering sun burn to increase your risk of melanoma.
- Melanoma is one of the fastest growing cancers.
- The American Cancer Society estimates 1 in 41 men and 1 in 61 women will get melanoma at some point during their life.

Our examples show irregular border and dark color. If you notice a new or changing growth get in soon!



Melanoma of toe above and torso below



Dr. Moore's tidbit

Staying ahead of those crazy bumps in life can be a true challenge. I have thought at times there have been challenges from moving my family, losing my father, and having surgery unexpectedly to name a few. However as I have had the opportunity to meet so many wonderful people here in this area I have grown to realize we all have challenges. In addition it seems to be how we handle them that can affect the support we get in times of need.



A perfect example was when a mother to my son's friend mentioned she was going by our office frequently for her husband's chemotherapy nearby. She mentioned that as she drove by each time she would say cheerfully, "Hello Moore's" knowing we would not hear, but she was sending out positive vibes our way. It made me realize how wonderful a person she must be to have her husband fighting the toughest battle of his young life and her worried about her children, yet she is thinking about others. As we left her presence we marveled at her strength to carry on and to do so in such a uplifting manner.

We know it is not a matter of if, but rather when, life's challenges will blind side us. We wish you the strength to meet each day knowing there are those around you sending positive thoughts your way. You deserve success and can handle life's challenges.

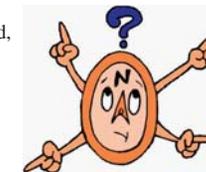
Chaos: Friend or Foe

The ancient Greeks labeled the universe Cosmos, meaning order. When something caused an upset to the balance of nature they believed it was the work of Chaos. This chaos was felt to be the forces of disarray. Unfortunately we must endure chaos throughout our lives.

Once we realize our lives will have some chaos the wise among us will turn to managing the turbulence rather than trying to avoid it. Helpful tips to make us feel more in control of the chaos include the following:

1. Seek first to understand. When it is possible gather all of the facts so you are able to interpret the situation with clear vision. Getting all of the facts can help you feel more in control.
2. Manage your energy. It is often not helpful to get too worked up or you may say or do something you wish you could take back later. Instead focus on being even keeled.
3. Be as flexible as possible. There are rapid and dramatic changes occurring in many areas of life today. The successful people find a way to adapt and handle to these changes.
4. Find solutions. Albert Einstein once said, "Solving problems is one of the greatest satisfactions in life, and the harder the problem is to solve the more satisfaction I get when I solve it."

Manage life so chaos does not manage you!



Improving your Memory Keeping sharp

Being known for a keen memory would be a great step for most of us. However many of us were not taught how to keep our mind sharp.

A fun fact is we tend to remember things better when we activate our brain emotionally. This means when something interests us a great deal, scares us, evokes happiness or draws on our inner emotion we seem to remember it better. The mind also thinks in terms of pictures not words. If we include ourselves in pictures we tend to connect more strongly as well.

Mental imaging is a technique which pulls this together. When you place yourself in a mental picture with images it helps your memory.



An example might be making a list of food you need to pick up at the grocery store. Say, you tell yourself in the morning you need eggs, milk and flour. You can create a mental picture involving your car so the next time you get in it you would remember. A **mental image** of this could be seeing yourself going to your car where it is parked right now. You look in the window and see a huge egg sitting in the driver seat with your seat belt on, shocked you open the door and milk barrels out of the car all over your feet as the car was filled with it. You slam the door to stop the milk flow and a huge cloud of smoke comes out of the trunk and from the hood that is flour.

The story is a bit crazy, but that is what wakes up the mind. Practice a bit yourself and this technique of the memory masters can sharpen your mind.