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Save the date!
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 ANNUAL GALA
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Abby and Howard Milstein Receive ASA's Highest Honor

At the American Skin Association 12th Annual Gala on Tuesday, October 26, Founder and President George W. Hambrick, Jr., MD presented the **Humanitarian Award** to Abby S. and Howard P. Milstein. The award, which is ASA's highest honor, recognizes the Milsteins' unparalleled leadership in the fight against melanoma and their indelible contributions to the advancement of research.



Abby S. & Howard P. Milstein

Through the Milsteins' efforts and generosity, ASA's funding for melanoma research has grown more than six-fold in the past eight years. The number and diversity of upcoming, innovative young scientists that ASA is proud to support has also expanded dramatically.

The first grant of its kind at ASA, the Milstein Innovation Award for Melanoma/Non Melanoma Skin Cancer Research has, since 2008, provided three years of funding to gifted and dedicated researchers such as Boris Bastian, MD (Memorial Sloan-Kettering Cancer Center), Lynda Chin, MD (Dana Farber Cancer Institute) and Hensin Tsao, MD, PhD

(Massachusetts General Hospital/Harvard Medical School). It is not only at American Skin Association that the Milsteins have played a transformative role in melanoma research. They have also initiated the Milstein Medical Research Program, which is doing ground-breaking research, at The Rockefeller University and provided major funding to sustain immunology research at the National Cancer Institute of the National Institutes of Health.

The award also paid tribute to Howard Milstein's leadership of ASA. As Chairman since 2002, he has dramatically expanded the organization's commitment and capacity for fulfilling its mission of advancing research, educating children about skin health and raising public awareness about skin cancer and disease. Other gala honorees included entrepreneur Philip Frost, MD, ASA Chairman Emeritus S. Hazard Gillespie, industry leader Graceway Pharmaceuticals and Chairman & CEO Jefferson J. Gregory, Nobel laureate Carol Greider, PhD, and hockey champion Mike Richter.

**"Our goal is to honor and encourage the most brilliant, forward-thinking scientists working in melanoma and skin cancer research today."
– Howard P. Milstein**

Questions & Answers

Tanning Beds

Q: My teenage daughter wants to use a tanning bed and says it's safer than sunbathing. Is that true?

A: In a word, **NO!**

Here's Why:

There is no such thing as a "safe" tan. Any darkening of the skin is a sign of damage, whether it comes through sun exposure or use of a tanning bed. Tanning beds use artificial ultraviolet (UV) light, which studies reveal is the primary cause of melanoma, the deadliest form of skin cancer. As a natural protective response to cellular damage, skin cells react by producing melanin, which makes the skin appear darker. Tan skin is damaged skin.

The Facts:

- An estimated **30 million Americans use tanning beds each year** – more than 1 million daily. Over 2 million are teenagers.
- **70% are girls and women (ages 16 - 29)**. According to American Academy of Dermatology, indoor tanning before age 35 has been associated with a significant increase in the risk of melanoma.
- Studies show that tanning bed users have 2.5 times the risk of developing squamous cell carcinoma and 1.5 times the risk for basal cell carcinoma than those who don't use tanning beds.

Latest News:

Regulatory controls are now being put into place as a result of research studies implicating tanning in the cause of melanoma:

- Indoor tanning was declared a significant health hazard in 2009 when the World Health Organization included tanning beds in the highest cancer risk category.
- Last year, the Tanning Bed Cancer Control Act, which proposes restrictions on tanning bed use, was introduced in Congress. To date, at least 30 states have passed legislation restricting the use of tanning facilities by minors.
- A 10% federal tax on indoor UV tanning went into effect on July 1, 2010 to discourage the use of tanning beds.

In Closing:

Although proven to have serious health risks and cause premature aging, tanning bed use is still widely practiced. For those who have difficulty giving up a tan, the use of sunless tanning products is recommended. Preventing exposure to UV radiation is the best way to diminish your chance of getting all skin cancers, including melanoma.

Be sun smart. Don't use tanning beds. Reduce your risk by applying sunscreen daily with an SPF of at least 30 and wearing protective clothing.

Focus on **MELANOMA**

Melanoma is a life-threatening malignant tumor that originates in cells called melanocytes (pigment-producing cells). Everyone is at some risk for melanoma, but increased risk depends on several factors, notably sun exposure, number of moles on the skin, skin type and genetics.

Recognizing melanoma in its earliest stages is critical to survival. Check your moles from head to toe for the following danger signs, the "**ABCDEs**" of melanoma:

A Asymmetry: Half of the mole does not match the other half.

B Border: The edges are irregular, jagged or blurred.

C Color: The color is not the same all over. It may have differing shades of tan, brown or black, sometimes with patches of white, red or blue.

D Diameter: The area is greater than a pencil eraser head (6 mm as a rule) or is growing larger.

E Evolving: The appearance changes over time in size (growing larger), shape (expanding), or symptoms such as irritation, itching and/or bleeding.

If you see one or more of these signs, make an appointment with a dermatologist immediately.

ASA Launches *The Skin You're In* for Preteens and Young Teens

Created with Scholastic, ASA's new education initiative – The Skin You're In – arrived in public schools throughout all 50 states this fall. This free program, which aligns with National Health Education Standards, addresses three topics of interest to young people ages 11 to 15...



Acne: Eight in 10 teenagers have acne. The Skin You're In dispels common myths about acne and outlines the most effective ways to prevent and treat it.

Sun Safety: The Skin You're In explains why ALL forms of tanning are dangerous and emphasizes the importance of applying sunscreen with an SPF of at least 30 before going outdoors.

Atopic Dermatitis: This itchy, scaly skin condition is less well-known and more prevalent than most people realize. The Skin You're In helps teens understand what it is and how it can be treated.

What educators say about The Skin You're In:

- “**Concise, well-organized and very relevant to the needs of my students.**”
- “**Bright, eye-catching visual with content students can relate to.**”
- “**6th graders love this information.**”
- “**I too was learning with the kids about atopic dermatitis.**”
- “**Very pertinent to students but a subject that they are often reluctant to bring up.**”

Made possible by a grant from Galderma Laboratories, L.P., The Skin You're In has reached over 48,000 teachers, 3 million students and 4.5 million parents. Materials from the program are now available under “For Parents, Teachers and Kids” on ASA's website, www.americanskin.org:

- ❑ Family Quiz tests parents and teens knowledge about skin health.
- ❑ Contest offers teens the opportunity to win one of four scholarships by creating a message that inspires others to take better care of their skin. (Deadline for entries: Friday, December 31)
- ❑ Mini-Poster includes tips on care and a reminder to keep skin healthy by visiting your doctor.
- ❑ Teaching Guide is filled with lesson plans and activities for use in the classroom.

The Skin You're In builds on the success of The Wonders of Skin: Looking Good, Being Healthy, ASA's award-winning, school-based initiative developed in partnership with The New York Academy of Medicine. For information about bringing this comprehensive health education program for Grades K-12 to your local schools, please call, write or visit the ASA website.