

business spotlight

Q: Why is it important to visit a dermatologist yearly?

A: The skin is the largest organ and the first line of defense against the sun's damaging effects. Just as one gets a yearly physical or OB-GYN appointment, one should schedule a head-to-toe skin cancer exam with a dermatologist. Since skin cancer may occur on both sun-exposed and non-sun-exposed areas, the back, scalp, mouth, hands, feet, etc., should be checked as well. Early detection is the key since skin cancer is highly curable when caught early.

Q: Many people worry about their skin's appearance as they mature. What are the signs of aging skin and how can we protect it?

A: The most common signs of aging skin are wrinkles, dark age spots, blotchy skin, and broken blood vessels. More than 90 percent of perceived aging is caused by the sun. The key to prevention is protection. Simple steps like applying sunscreen daily and frequently, wearing hats, sunglasses and finding shade contribute to a healthy lifestyle. Cosmetically, we can reverse the signs of aging through prescription creams, chemical peels, laser treatments and injectable products such as Botox and Juvederm. We customize a skin regimen and treatment options based on an individual's realistic goals and budget.

Q: Indoor tanning use among young people is skyrocketing. What are the risks involved with this behavior?

A: Cancer-causing ultraviolet rays in tanning beds are even more powerful than the sun's rays. Young patients and females in particular are spending more time in these tanning centers. Just one indoor tanning session increases your chances of developing melanoma by 20 percent. Other risks include pre-

Shocking Skin Statistics

- Of the seven most common cancers in the U.S., melanoma is the only one whose incidence is increasing.
 - One person dies every hour from malignant melonoma.
 - When melanoma is detected in its earliest stages, it is 98% curable.
 - More than 90% of skin aging is caused by the sun.
 - Just one session of indoor tanning increases a person's risk of melanoma development by 20% and goes up incrementally with each exposure.

mature wrinkles and eye damage. Recently, the FDA increased its classification of tanning beds and lamps from Class I (low to moderate risk) to Class II (moderate to high risk). If artificial tanning is something you have done or continue to do, I urge you to stop and look for skin bronzers or tanning sprays as an alternative.

O: You have said skin cancer is now an epidemic. What are you seeing in your offices and how do you diagnose and treat skin cancer?

A: Skin cancer has reached epidemic proportions and is the most common form of all cancers. Every day we diagnose many skin cancers, including basal cell, squamous cell and malignant melanoma (the most dangerous type). We have discovered skin cancers in patients as young as 10 and as old as 99. As a dermatologist, I am trained to recognize the tell-tale visual signs of skin cancer. We also use the latest technology to assist in the detection of abnormal dark moles and melanoma. MelaFind is an innovative handheld optical device that uses light to see under the surface of the skin. MelaFind may be helpful in determining whether a patient needs a skin biopsy or not. It does not replace a dermatologist's insight but it can act as a second opinion in certain cases.

We also offer Mohs micrographic surgery. This technique removes skin cancer layer by layer until it is completely eradicated. The best cosmetic results are achieved since only the cancer cells are removed without taking excessive amounts of normal skin. This is an example of our multifaceted approach providing our patients with the latest diagnostic techniques and treatment options.

O: What is the difference in treatment a patient can expect from a board-certified der-

matologist compared to a spa or non-dermatologist?

A: Education and experience make the difference. A dermatologist completes a minimum three-year training residency after medical school, specializing in all aspects of the skin, hair and nails. Some spas or salons offer skin treatments that may feel good yet fall short of therapeutic expectations. Under a dermatologist's supervision, medical grade products and advanced combination therapies will yield better results. We have more powerful options under our scope of practice.

Connolly Dermatology has multiple offices throughout New Jersey, which makes dermatology accessible for all our patients wherever they may reside. We pride ourselves on running on time without long waits for appointments. We are compassionate and encourage our patients to ask questions about their skin health.

Connolly Dermatology has offices in Cinnaminson, Turnersville, Hamilton Township, Linwood, Barnegat, Whiting and Cape May Court House. To make an appointment with Dr. Connolly, call (609) 926-8899 or visit ConnollyDermatology.com for more information.

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