



PRESS ADVISORY

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## **DEADLY SKIN CANCER IN YOUNG WOMEN ON THE RISE, PROMPTING AWARENESS CAMPAIGN**

### ***Tanning Bed Addiction Could Be Partly to Blame***

Skin cancer is on the rise among young people, even the deadliest form of skin cancer, melanoma. The melanoma rate in young women has jumped 50% since the 1980s. Young women like Jamie Regen Rea, who was diagnosed with melanoma at age 20. Jaime died just short of her 30th birthday.

Jamie, like many young women spent her lunch hour in tanning booths and spent hours in the sun, trying to achieve that “healthy looking tan.” Little did she know the quest for that tan would kill her.

Jamie’s family and friends have teamed up the American Academy of Dermatology for a public awareness campaign. Jaime’s sister and mother recorded public service announcements that will air nationwide. Click here to view Jamie’s mother’s PSA.

<http://www.youtube.com/watch?v=zYzfIdQ3OU0>

#### **Melanoma Kills One Person Every Hour.**

Melanoma deaths are preventable tragedies. This type of cancer can be stopped in its tracks if detected and treated early. Sacramento area dermatologist, Dr. Timothy Rosio of AnewSkin Dermatology has saved many lives by detecting a variety of skin cancers including melanomas in patients who saw nothing, or they and their doctors thought their skin lesion was nothing to worry about. Some of those patients are even doctors.

“Jaime’s story puts a human face on the serious statistic that one person dies unnecessarily every hour from melanoma,” said Dr. Rosio, FAAD, Fellow of the American Academy of Dermatology. “A tan today from outdoor or indoor UV exposure is not worth the risk for the rest of your life.”

#### **Indoor Tanning Can Increase the Risk of Melanoma by 75%.**

Melanoma is the most common form of cancer for 25-29 year olds and the second most common form of cancer for 15-29 year olds. Researchers believe the prevalent use of tanning beds may be to blame. Researchers have also found that regular indoor tanners display classic symptoms of addiction regarding their tanning behavior. Before her death, Jaime admitted she was a “tanning bed addict.”

#### **Early Detection Can Save Lives.**

This is why Dr. Rosio is offering free skin screenings through the end of August. Although tanning beds are the most recent culprit in skin cancer cases, Dr. Rosio knows from experience that you don’t have to be an indoor tanner to get skin cancer. Melanoma occurs spontaneously in children and people of all ages too. “It’s important that people go to a specialist, a dermatologist for regular skin screenings to avoid tragic stories like Jamie’s,” said Dr. Rosio.

\*\*\*Dr. Rosio can arrange patient interviews for local “melanoma survival stories.” A broadcast quality DVD of the PSAs can also be provided.

For more information, contact Angela A. Hughes @ (916) 397-4585.