



CONSULTATION CORNER

SKIN CANCER AWARENESS MONTH



Happy Spring! May is Skin Cancer Awareness Month — the most common **AND** preventable cancer in the United States. Keep reading below to learn how to reduce your risk of developing skin cancer.

Q. How do people get skin cancer?

Accumulating too much sunshine over time can cause damage to your skin. While your body may repair some of the injury immediately, the sun's UV rays continue to damage your skin at

the cellular level for the rest of your life. Over the years, the damage builds up and can cause cancerous changes to your skin.

Q. How do you prevent sun damage?

SEEK SHADE when appropriate. Remember that the sun's rays are the strongest between 10 a.m. and 2 p.m. You can also look at your shadow; when your shadow appears shorter than you, seek shade.

WEAR SUN-PROTECTIVE CLOTHING like lightweight and long-sleeved shirts, pants, a wide-brimmed hat, and sunglasses with UV protection, when possible. For more effective protection, select clothing with an ultraviolet protection factor (UPF) number on the label.

APPLY SUNSCREEN that is a broad-spectrum, water-resistant sunscreen with an SPF of 30 or higher to all skin not covered by clothing. Reapply every two hours or after swimming or sweating

Q. Can people with darker skin tones get skin cancer?

Yes. No matter your skin tone, dermatologists encourage you to check your skin for signs of skin cancer. It is true that if you have a darker skin tone, you have a lower risk of getting skin cancer. But people who have darker skin tones develop skin cancer. In darker skin tones, skin cancer is more likely to be found in an advanced stage when it's harder to treat and can be deadly.

Q. How do I know a mole is healthy, or cancerous?

If you notice a spot that is different from others, changes in color, itches or bleeds, make an appointment with a Dermatologist's clinic for an exam. Think of the ABCDEs!

A stands for **ASYMMETRY**. One half of the spot is unlike the other half.

B stands for **BORDER**. The spot has an irregular, scalloped, or poorly defined border.

C stands for **COLOR**. The spot has varying colors from one area to the next, such as shades of tan, brown or black, or areas of white, red, or blue.

D stands for **DIAMETER**. While melanomas are usually greater than 6 mm, or about the size of a pencil eraser, when diagnosed, they can be smaller.

E stands for **EVOLVING**. The spot looks different from the rest or is changing in size, shape, or color.

Q. What does a skin exam entail?

Our aim is to make you feel comfortable and cared for during your visit. If you prefer to only have us examine a specific spot or body area, we can definitely keep the exam limited.

Full-body exams are relatively short appointments, but the timing may vary if you need a biopsy. You do not need to wear specific clothing — we will give you a cloth gown to change into for the exam. If you prefer to leave your undergarments on, our providers can lift bra straps/underwear waistlines as necessary. We also examine your scalp, so try to wear your hair loosely or down if possible. It is okay to wear makeup, but please know that sometimes we may need to remove some of it. Lastly, please know, you do not need to shave your legs or get a pedicure for the exam.

Friday May 24 is National Don't Fry Day

Each year on the Friday before Memorial Day, **Don't Fry Day** aims to raise awareness of all the risks of overexposure to the sun. It is important for everyone to remember to use sun protection and sun safety practices on this day, as well as every other day of the year.

- ◆ Seek shade, especially between the hours of 10 am and 4 pm.
- ◆ Apply SPF generously, using at least 1 ounce of broad-spectrum sunscreen to cover your body.
- ◆ Wear sun-protective clothing, glasses, and wide-brimmed hats.



WHAT'S NEW IN SPF?



We're proud to offer one of the widest selections of sun protection products in the area. We carry SPF/UPF products from Epionce, Colorescience, EltaMD, Eminence, SkinCeuticals, Wallaroo Hats (UPF) and Tizo Skincare. Here are a few of our newest additions:

EltaMD UV Stick Broad-Spectrum SPF 50 + Kids' Favorite. It is perfect for on-the-go! EltaMD UV Stick is easy-to-apply, mess-free, and residue-free.

Colorescience Total Protection No-Show Mineral Sunscreen SPF 50 Looks like nothing, protects from everything. This sheerest-of-the-sheer, all-mineral sunscreen blends into skin so beautifully you'll forget it's there.

Colorescience Tint Du Soleil Whipped Mineral Foundation SPF 30 Foundation meets skincare. Treat your skin to a more even complexion while nourishing and strengthening with effective ingredients.



Free Skin Cancer Screening for New Patients in May



Have you never had a skin exam? Be honest; we won't judge. When caught early, skin cancer is highly treatable.

- ◆ Offered to new patients only
- ◆ Appointments available each Wednesday in May
- ◆ An appointment is required, call 406-294-9515 to schedule

For best results check yourself out before your screening. Do a skin self-exam and take inventory of any spots that seem new, changing or unusual. (You can grab a hand mirror or a partner for help). Trust your instincts, and when you see us, point out any areas of concern.

STAY CONNECTED

Sign up for our monthly email to receive skincare tips and promotions by scanning the QR code below or by sending your name and email address to staff@billingsdermatology.com. Like us on Facebook at Billings Dermatology & Aesthetics or follow us on Instagram and become eligible for promotions and prizes that are exclusive to social media.





CELEBRATING 3 YEARS as Billings Dermatology & Aesthetics!

MAY 1 marks our 3rd anniversary doing business as **Billings Dermatology & Aesthetics!** Along with the name change we've seen a whirlwind of positive energy, change, and growth. Over that time, we have rebranded, remodeled, and renewed our commitment to access and excellence in dermatology services for our patients. We added a fourth provider to our office, expanded our outreach clinic locations, and added a wide array of new treatments and technologies. If you'd like to learn more about what's new, visit billingsdermatology.com.

We sincerely appreciate the outpouring of support from our patients, families, and friends these past three years, and we look forward to what the coming years will bring!



Laine's Routine

I agree with Melanie that sun protection is the most important aspect of skin care, and I try to really stress this point to my younger patients. If we start protecting at a younger age, the better our skin will look at an older age.

My daily regime is very simple:

In the morning I wash with Dove soap, apply CeraVe PM Facial Moisturizer to my face and neck, apply SkinMedica's Essential Defense SPF 35 to face and neck.

In the evening I remove my eye makeup then wash with Epionce Lytic Gel Cleanser and apply petrolatum to my lips.

My goal is to apply a chemical peel at least twice a year and occasionally treat some small blood vessels with the VBeam laser.

JEANI'S PICK: Microneedling with Platelet-Rich Fibrin



The aging process is natural, but it can also have detrimental effects on your skin. As your skin loses its natural radiance, more dark patches and wrinkles may be seen. Microneedling with PRF is a treatment that can enhance the tone and texture of your skin.

Microneedling with Platelet Rich Fibrin (PRF) is a great choice for facial rejuvenation. It is a scientifically proven and FDA-approved treatment. There are treatments we discourage in sunny months, but this is a treatment you can receive all year long regardless of sun exposure. This treatment can repair facial areas and features that show the first signs of aging, and boosts cell renewal while promoting collagen and elastin formation. Platelet Rich Fibrin is derived from your own blood. It is a mix of platelets, white blood cells,

growth factors, and a clotting protein called fibrin. The treatment involves microneedling with your own healthy plasma. Microneedling causes tiny injuries to the skin while the PRF penetrates the epidermal and dermal layers. Unlike the traditional platelet-rich plasma (PRP), PRF doesn't require anti-clotting additives. Fine lines and wrinkles will be reduced, skin texture and tone improved, and collagen production increased. It is also used to treat the scalp for hair restoration. Since PRF is derived from your own blood, allergic reactions are highly unlikely.

I can help you create a plan for your skin which usually involves a series of three treatments over three months. PRF helps the skin heal, so you can expect minimal downtime. Let's face it — we all want beautiful glowing skin. This treatment will help you achieve that. Come in for a complimentary consultation to learn more and develop a treatment plan customized for you!



SEASONAL SPECIALS

◆ May

30% off Microneedle with PRP packages
SPF Products: 15% off

◆ June

20% off Permanent Makeup
Free gift with \$100 product purchase

◆ July

30% off Microderm HydroPlus + packages
15% off ColoreScience

Check back often at billingsdermatology.com
Specials are subject to change!

ALSO IN THIS ISSUE:

- ◆ Skin Cancer Awareness – p1
- ◆ National Don't Fry Day – p2
- ◆ What's New in SPF – p2
- ◆ Skin Cancer Screening – p2
- ◆ Lanie's Skincare Routine – p3
- ◆ Celebrating 3 Years! – p3
- ◆ Microneedling and PRF – p3



Billings Dermatology & Aesthetics

2294 Grant Rd.
Billings, MT 59102

406.294.9515

PRSRT STD
US POSTAGE
PAID
BILLINGS MT
PERMIT # 294

Expert Skincare Your Family Can Trust



- ◆ Independently Owned and Community Minded
- ◆ 50+ Years Combined Dermatology Experience
- ◆ Triple Board Certified Dermatologist
- ◆ MOHS Skin Cancer Surgeon

To schedule a dermatology appointment please call 406.294.9515 or 866.988.DERM (3376).

New Dermatology Outreach Clinic!

We are pleased to partner with Beartooth Billings Clinic in Red Lodge to offer local dermatology services beginning **May 3**.

Laine Elam, PA-C is now taking appointments for monthly clinics offering routine examinations and procedures at Beartooth Billings Clinic. Please call the phone numbers above to schedule an appointment.

