



Skin Cancer

FACT VS. FICTION

By Katherine Ladny Mitchell

Did you know that doctors diagnose skin cancer more often than all other kinds of cancer combined? The American Academy of Dermatology estimates that about one in five people living in the U.S. will develop skin cancer. But can you separate fact from fiction when it comes to this disease? Here, we break it down.

Skin Cancer, Defined

FICTION: I was born with freckles and moles, so they can't be cancerous.

FACT: While most freckles and moles are completely normal, skin cancer can still develop anywhere.

Skin cancer is the unusual growth of skin tissue cells often found on, but not limited to, areas exposed to sunlight. People who have been exposed to ultraviolet (UV) light, radiation, and chemicals like arsenic, paraffin, or coal tar may have a higher risk of developing certain kinds of skin cancer. Other skin cancer risk factors include having severe skin inflammations, a weakened immune system, human pap-

illomavirus (HPV) infection, a light skin tone, a smoking habit, a male gender, or an older age. However, having one or more risk factors does not automatically determine that you'll get skin cancer, and there are ways to lower your risk.

More than Melanoma

FICTION: Melanoma is the only type of skin cancer.

FACT: There are many different types of skin cancer.

Basal cell carcinoma (BCC)

According to the American Academy of Dermatology, most people who get diagnosed with skin cancer have basal cell car-

cinoma. Basal cell carcinoma develops in the outer layer of the skin and often grows slowly on sun-exposed areas such as the head, neck, and arms. BCC often appears as a waxy scar, a pearl-shaped bump, a skin-toned or brownish lesion, a recurring sore, shiny, scaly pink or red bumps, or a hard white or yellow depressed growth.

Squamous cell carcinoma (SCC)

This kind of skin cancer develops within the skin's surface cells and commonly appears on sun-exposed areas on the face, head, neck, or arms. "Sun exposure of any type can lead to skin cancer. Squamous cell carcinoma results from the cumulative effect of sun. It accumulates with time,"

Stubborn fat
has met
its match.



Transform yourself without
diet, exercise or surgery.

CoolSculpting® is the revolutionary body contouring treatment that freezes and naturally eliminates fat from your body. There are no needles, no special diets, no exercise programs and best of all – no downtime. Developed by Harvard scientists to eliminate fat, CoolSculpting is FDA-cleared, safe and clinically proven.

In Good Health

1508 Tombras Avenue,
East Ridge, TN 37412

423-648-SLIM

www.alwaysingoodhealth.com

Call us today to schedule your consultation.

< Freeze your fat away.



BEFORE

17 WEEKS AFTER
COOLSCULPTING
(No Weight Change)

Procedure by Brack Ridenour, MD

Results and patient experience may vary. Ask us if CoolSculpting is right for you. CoolSculpting for non-invasive fat reduction is cleared for the flank and abdomen. CoolSculpting is a registered trademark and the CoolSculpting logo and the Snowflake design are trademarks of ZELTIQ Aesthetics, Inc. © 2012. All rights reserved. IC0529-C

Ultherapy®

SEE THE BEAUTY OF SOUND™

Get the lift
without the surgery.

Ultherapy® is the only FDA-cleared treatment to lift skin on the neck, chin and brow non-invasively.

No downtime • Natural results



Before

After 90 Days

Save 10% on
Ultherapy when you
mention this ad!

In Good Health
1508 Tombras Avenue,
East Ridge, TN 37412

423-648-SLIM

For full product and safety information, including possible mild side effects, see Ultherapy.com/IFU. © 2014 Ultherapy is a registered trademark of Ulthera Inc. 1002222B



A GOVERNMENT-GUARANTEED, SMALL BUSINESS LOAN SHOULDN'T TAKE AN ACT OF CONGRESS.



Small Business Administration (SBA) Loans offer longer terms, lower payments and fewer collateral restrictions, making them ideal for starting or expanding a business. And since FSG Bank is a preferred SBA lender, we can make the process a lot more simple—making us ideal for your business banking.*

fsgBANK
get closer

For more information contact: **Billy Bowers**, Director of Government Lending at bbowers@fsgbank.com

*This is not a commitment to lend or extend credit. Loan is subject to credit approval and product guidelines. Other restrictions may apply.

FSG Bank is an SBA
Preferred Lender



John Chung, M.D.
Dermatologist,
Skin Cancer
& Cosmetic
Dermatology
Center

explains Dr. John Chung, a dermatologist with Skin Cancer & Cosmetic Dermatology Center. Squamous cell carcinoma can also form in the mouth, on the genitals, on the lips, on areas not exposed to sunlight on dark-skinned individuals, or on skin exposed to radiation, or certain chemicals, and bad burns. It can look like a hard, red bump, a scaly or crusty red patch, a recurring sore that bleeds or feels itchy, or scaly, thick skin on the lips.

Melanoma

Melanoma forms in skin cells that produce melanin and can appear anywhere on

the skin regardless of sun exposure or skin tone. “You don’t have to be burned to get skin cancer. You could still get skin cancer having never being exposed to the sun, especially melanoma, because there is a genetic predisposition,” explains Dr. Chung. Melanoma often forms on men’s chests or faces, on women’s legs, and on the palms, soles, or under the nails of those with darker skin tones. It usually appears as a growing, scaly, oozing, or color-changing mole, a new, quickly-growing spot that resembles a mole, a dark streak underneath a nail, or a persistent bruise on the foot.

Rare Skin Cancers

There are other less common skin cancer types as well. Merkel cell carcinoma is an aggressive skin cancer. It can quickly spread and often appears as a dense patch of skin, a hard bump, or shiny bumps on or below the skin’s surface on the head, neck, and person’s core. Kaposi sarcoma typically affects people with

weak immune systems, such as those with AIDS, or those who’ve taken medications to help their bodies accept organ transplants. Kaposi sarcoma causes reddish/purplish patches on the skin as it develops within the blood vessels. Sebaceous gland carcinoma is an aggressive cancer that forms in the skin’s oil glands and usually appears as firm, painless bumps on the eyelid.

Prevention: Fact and Fiction
FICTION: As long as I wear sunscreen, I’ll never get skin cancer.
FACT: Wearing sunscreen alone cannot guarantee a cancer-free life.

Sunscreens do not protect against all UV rays and cannot enable you to stay in the sun indefinitely. Seek shade between 10 a.m. and 4 p.m., when the sun’s rays are most intense. Avoid tanning beds. Protect your skin by wearing tightly-woven clothing, a brimmed hat, sunglasses, and a sun-



SKIN CANCER & COSMETIC DERMATOLOGY CENTER

Medical, Surgical, and Cosmetic Dermatology Specialists

Meet our doctors



John Chung, MD,
FAAD, FACMS
Physician



Eli Kim, MD
Physician

Chattanooga 2358 Lifestyle Way Suite 212 Chattanooga, TN 37421 423-521-1100	Cleveland 2253 Chambliss Avenue, NW Suite 300 Cleveland, TN 37311 423-472-3332	Kimball 400 Dixie Lee Center Road Suite C Kimball, TN 37347 423-702-6899	Hixson 4513 Hixson Pike Suite 101 Hixson, TN 37343 423-875-4752
--	---	---	--

Our Valuable Team Members

Victor Czerkasij, APRN, BC, FNP
Nurse Practitioner

Amanda Cook, DCNP
Dermatology Certified
Nurse Practitioner

Ashley Thurman, FNP-C
Nurse Practitioner

Duke Ballard, PA
Physician Assistant

Amanda Thompson, FNP-C
Nurse Practitioner

Mark Finley, PA-C
Physician Assistant

Shanna Avila, PA-C
Physician Assistant

Ashley Miller, PA-C
Physician Assistant

Carol Marrs, FNP-C
Nurse Practitioner

Our Licensed Medical Aestheticians


LeeAnn Jones

Catherine Ruiz

Becky Potts

Leah Gibson

Casey Finnell



Notley Sidney (Sandy) Maddox
Partner and Portfolio Manager

BELLWETHER
INVESTMENT GROUP LLC
REGISTERED INVESTMENT ADVISOR

6778 Executive Oak Ln, Chattanooga, TN 37421
Phone: 423-877-6708 x2
Fax: 423-877-3881
sandymaddox@bellwetherinv.com
www.bellwetherinv.com

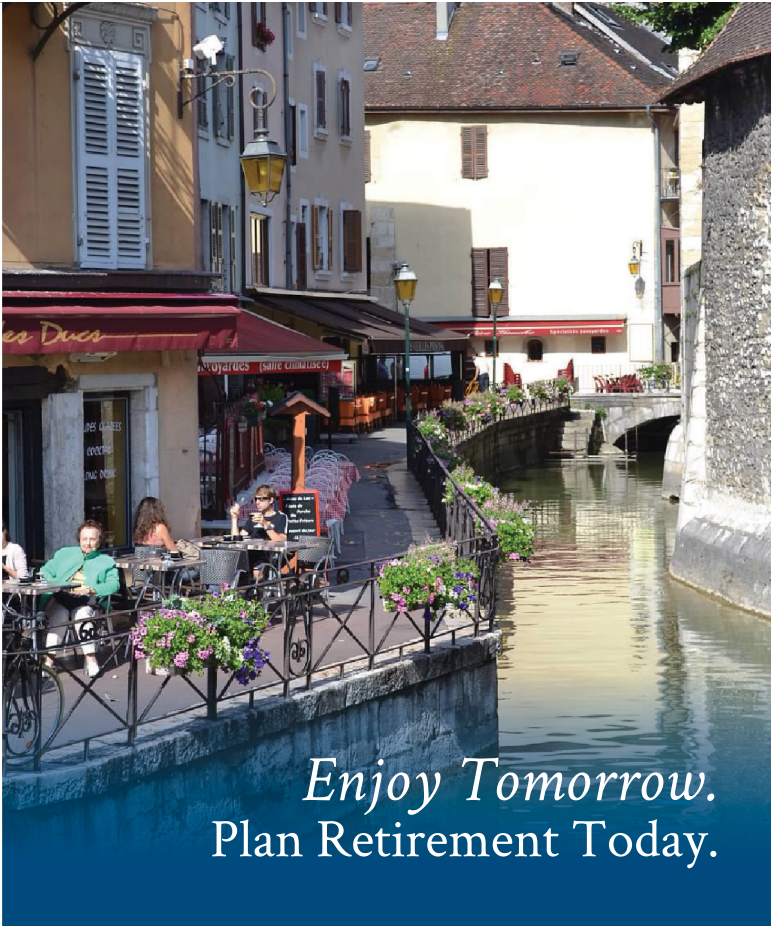


PHOTO BY NOTLEY SIDNEY (SANDY) MADDOX

*Enjoy Tomorrow.
Plan Retirement Today.*

screen with a sun protection factor (SPF) of 30 – even on cloudy days. Also, check your skin for any changes monthly and get a professional skin exam every year.

FICTION: All sunscreens are healthy and basically the same.

FACT: Certain chemicals in many commercial sunscreens may actually cause physical problems – including some forms of cancer.

According to the National Center for Biotechnology Information, chemicals called “parabens” are found in many brands of sunscreens and cosmetics. Parabens can penetrate skin, interfere with hormones, and may be linked to higher rates of breast cancer. The NCBI also found that retinyl palmitate, another common chemical in cosmetic products, can alter a cell’s composition and potentially lead to cancer when combined with UVA rays. Some recommend using micronized zinc oxide lotions instead as these sunscreens pose fewer health risks and will protect your skin without absorbing into your system. However, Dr. Chung explains that most of the controversy surrounding sunscreen is not totally backed up by studies. “It is of much greater benefit to use sunscreen than any harm than it can do,” he explains.

FICTION: Darker skin tones can't get skin cancer

FACT: All skin tones are susceptible to skin cancer.

“It doesn’t matter what skin color you have – you can develop skin cancer. Everyone needs to protect their skin. I’ve seen all types of skin with cancer – black, Spanish, Middle Eastern, Caucasian, Asian. There is not one ethnic group that is immune to skin cancer,” says Dr. Chung. According to the Centers for Disease Control and Prevention, fair-skinned people have the highest rate of skin cancer, however, anyone can get skin cancer with or without any known risk factors. That’s why it’s important for all of us to make healthy preventative choices based on the facts. **HS**

According to the Centers for Disease Control and Prevention, fair-skinned people have the highest rate of skin cancer, **However, anyone can get skin cancer with or without any known risk factors.**



HEALTHY GLOW STUDIO

ALL-NATURAL AIRBRUSH TANNING & BOUTIQUE

2 North Shore, Suite 204 | **M-F** 10-7 **Sat** 9-4

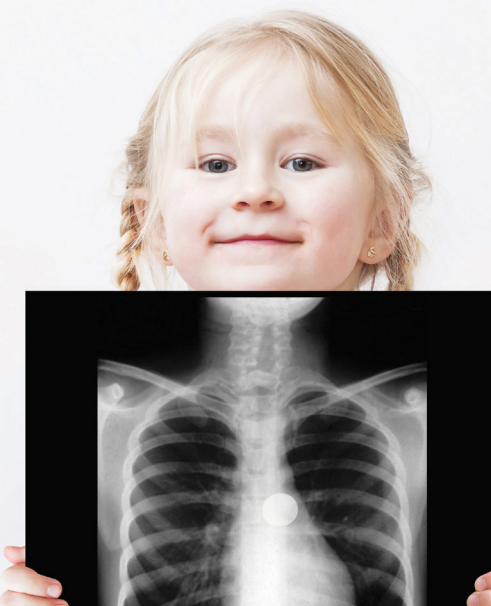
423.486.1700 | www.healthyglowstudio.com

NOW OFFERING WAXING SERVICES

GOLDEN, HEALTHY TAN WITHOUT EXPOSURE TO HARMFUL UV RAYS!



How Are You Keeping Track of Your Money?



While you're taking care of your patients,
you need someone looking after your
bottom line.

We provide strategies for conquering the business side of medicine to secure a healthy practice.

**Contact George Wilmoth, CPA/PFS, MST
to schedule a consultation.
423-756-7771**



**HENDERSON HUTCHERSON
& MCCULLOUGH, PLLC**
CERTIFIED PUBLIC ACCOUNTANTS

FREIGHT DEPOT | 1200 MARKET STREET
CHATTANOOGA, TN 37402
423.756.7771 | HHMCPAS.COM

Because of SISKIN HOSPITAL...

I can *hug*
my grandkids.

Carolyn Raborn and her loving husband of 26 years had just finished building their dream home when her world was instantly changed forever. A tragic automobile accident claimed the life of her husband, Sam, and left her paralyzed from the waist down.

Faced with overwhelming loss and an uncertain future, Carolyn arrived at Siskin Hospital. The caring staff rallied around her, helping her through every twist and turn in her journey back to independence. Her loving family, strong faith, sweet spirit, and inner strength kept her from ever giving up.

Today, her smiling face continues to brighten the halls of Siskin Hospital, as she volunteers each week. With two beautiful grandchildren, Carolyn's life is filled with many reasons to enjoy simple pleasures, like sharing a special hug with a little someone who thinks you are the light of the world...and she's thankful for every single moment.

Because of Siskin Hospital, I CAN.

Siskin Hospital's Spinal Cord Injury Program is the only one of its kind in Chattanooga. The goals of the Spinal Cord Injury Program are specific to each patient and injury, but overall are aimed at restoring, enhancing, and supporting the patient's maximum level of independence. Through Inpatient, Outpatient, SubAcute, and Vocational Rehabilitation Programs, Siskin Hospital offers comprehensive rehabilitation at every level of treatment, from initial therapy to returning the patient to the community, school, or work. The use of state-of-the-art equipment enhances our hands-on approach, ultimately improving recoveries for our patients. **For more information, visit www.SiskinRehab.org or call 423.634.1200.**



Do you tutu?



...or would you to save a life?



Darlene Smith



Angie Thomas



Diane Joyner



Genesis Chester



Clarence Willingham



Jackie Stephenson



Jennifer Gentry



Denise Hockenberry



Mary Cole-Wolfe



Judy Norton



Beth Okeefe



Debbie Fassino



Lynn Hutchison



Fatima Henderson



Karen Kjeldgaard



Tina Kim



Melissa Blevins



Leslie Morgan

Join us on our journey to find the cure.

Breast cancer does not discriminate. A woman is diagnosed every 60 seconds. Even a man can have breast cancer. **Know your normal.**



OCTOBER 12, 2014 • FINLEY STADIUM

WWW.KOMENCHATTANOOGA.ORG • 423.499.9155