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**DR. LANCE H. BROWN  
PRESIDENT-ELECT OF DERMATOLOGIC SOCIETY OF GREATER NEW YORK  
FIGHTS MISCONCEPTIONS ABOUT SUN PROTECTION AND SKIN CARE  
IN SUPPORT OF SKIN CANCER AWARENESS MONTH - MAY**

New York, New York, May 6, 2008 – According to the Skin Cancer Foundation:

Skin cancer is the most common form of cancer in the U.S. More than 1 million skin cancers are diagnosed annually.

One in five Americans and one in three Caucasians will develop skin cancer in their lifetimes. While melanoma is less common in African-Americans, Latinos, and Asians, it is most deadly for these populations because it is more likely to develop undetected.

More than 90 percent of all skin cancers are caused by sun exposure.

Dr. Lance Brown says that while many people are aware of the connection between sun exposure and skin cancer, most fail to properly protect themselves. “They know about sunscreen, but don’t understand what works best and how important it is to reapply sunscreen throughout the day,” he says. “There are now too many choices—SPF 15, 30, 50, waterproof—and not enough straightforward information.” In interviews, Dr. Brown will dispel common myths about tanning and sunscreen, and provide practical tips for a safer summer ahead.

Dr. Brown also emphasizes the importance of total body skin examinations to detect skin cancer at the earliest, most treatable stage. “Skin is constantly changing and requires constant vigilance,” he says. “We grow an entire new layer of skin every three months. Knowing how to spot potential skin cancers as they appear is key to protecting one’s health.” Dr. Brown will advise annual dermatological exams, and will instruct audiences on how to perform regular self-examinations at home.

Dr. Brown is a nationally recognized expert in Mohs’ Micrographic Surgery, a precise technique for removing skin cancers while preserving the surrounding healthy tissues. At his Union Square practice, Dr. Brown provides comprehensive dermatologic services including the diagnosis and treatment of skin cancer and skin ailments, plus a full array of safe, clinically proven cosmetic procedures including laser treatments, peels, topical solutions, fillers and injections.

Dr. Brown is Board Certified by the American Board of Dermatology, teaches as an Assistant Clinical Professor of Dermatology at New York University School of Medicine and serves as President-Elect of the Dermatologic Society of Greater New York.

A sought-out authority in his field, Dr. Brown has addressed dozens of dermatological conferences, and frequently publishes in prominent journals including the *Journal of the American Academy of Dermatology*, *Skin and Aging* and *Cosmetic Dermatology*.

For more information: [www.dr Lance Brown.com](http://www.dr Lance Brown.com)

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