Waging War on Skin Cancer and Melanoma

“The Role of the Esthetician and the Spa Industry”

Casey Culbertson MD
Chair - Melanoma Research Foundation

October 9, 2004
San Francisco, California
Waging War on Melanoma

Overview I

Skin Cancer and Tanning: Fact or Myth
Skin Cancer & Melanoma “Paradigm”
Skin Cancer & Melanoma Why Be involved

Causes of Skin Cancer / Melanoma

October 9, 2004
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Waging War on Melanoma

Overview II

SPA owners
Skin Cancer
Spa owners
Skin Cancer detection
How to Recognize
Supporting Patients

The Melanoma Research Foundation

October 9, 2004
San Francisco, California
Finally ... 
Casey’s Promise

The Mind cannot absorb what the butt cannot endure!
Tanning Fact or Myth # 1

A Tan is Healthy and will PROTECT your skin from cancer

**MYTH**

- Tan = SPF 3-4 sunscreen
- No protection from skin CA
- “People of Color”
  - Asian / Black / Hispanic
  - No ‘immunity’ to melanoma

Guess I need some stronger SPF
A Tan is NECESSARY for your body to make Vitamin D and strong bones

**MYTH**

- Lots of Vitamin D in food
- Need Minimal Sun exposure
  - 10-15 min UV exposure
Tanning Fact or Myth # 3

Sunscreens will PREVENT you from getting melanoma

**MYTH**

- High SPF sunscreens
  - Help protect skin when:
    - Applied before exposure
    - Reapplied after swimming
- Will **NOT** prevent melanoma

Guess I need a bigger Sombrero!
Tanning Fact or Myth # 4

Tanning beds only have “GOOD” UV radiation so can’t give you melanoma

**MYTH**

• Tanning bed -> UVA exposure
  • Use = ↑ risk of melanoma (55%)
    • 450%↑ in use since 2000
    • Biggest user: 16-19 y.o. females
• Tanning Industry = $5 billion / yr

Bet I am getting a KILLER tan!
Tanning Fact or Myth # 5

Children do **NOT** get melanoma

**MYTH**

- Melanoma affects **ALL** ages
  - Small study (3/2004)
    - Average age = 9.5 years
    - Initial melanoma easily seen
  - 1 peeling sunburn = ↑ risk

What do you mean... if I tan... I am toast!
The Cancer "Paradigm"

Age-adjusted death rates per 100,000 population

Heart disease

Cancer

(Metastatic Melanoma)
The Melanoma “Paradigm” (2004)

What are WE up against?

Metastatic Melanoma is currently increasing faster than ANY cancer in the United States

- 52,000+ new cases diagnosed annually
- 7,800+ deaths annually
- Lifetime risk = 1/75
## Predicted New Melanoma Cases for 2004 (N=55,100)

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*From American Cancer Society "Cancer Facts and Figures, 2004"*
Why YOU Need to be the “Front Line” for YOU clients skin health

Why do I need to know about skin cancer?
Types of Skin Cancer

- Squamous Cell
- Basal Cell
- Melanoma
What Your Knowledge can mean for YOUR clients

Squamous Cell

Basal Cell

5 Year Survival

100.00%  
90.00%  
80.00%  
70.00%  
60.00%  
50.00%  
40.00%  
30.00%  
20.00%  
10.00%  
0.00%

DX 1  2  3  4  5
Yr Yr Yr Yr Yr

→ Basal Cell  → Squamous Cell
What YOU can save YOUR clients from!

Melanoma

- **In situ (superficial)**
- **Stage III disease**
  - Found in lymph nodes (only)
  - No organ system involvement

![Graph showing 5 Year Survival rates for Melanoma](image)

- **DX**
- **1 Yr**
- **2 Yr**
- **3 Yr**
- **4 Yr**
- **5 Yr**

- **Stage III**
- **In situ**
What YOU can save YOUR clients from II

**Melanoma**

- Stage IV disease
  - Multiple organ system involvement

*Graph showing 5 Year Survival - Stage IV*

- 100.00%
- 90.00%
- 80.00%
- 70.00%
- 60.00%
- 50.00%
- 40.00%
- 30.00%
- 20.00%
- 10.00%
- 0.00%

DX  1 Yr  2 Yr  3 Yr  4 Yr  5 Yr
What else YOU can save YOUR clients from

CT Scan for Advanced Melanoma Staging

- Radiation
- May need 4-6 scans / year
- Contrast -> Kidney Damage
- Allergic Reaction -> Death
- Psychological Trauma
  - “Good“ Result (NED)
  - “Bad“ Result -> progression of the melanoma

Side Effects
What else YOU can save YOUR clients from

CT Scan for Melanoma Staging III

“Other” Side Effects

♦ ?? No changes
♦ ?? New Tumors
♦ ?? Bigger Tumors
♦ Changes in CT scan
  ♦ More invasive tests
  ♦ Surgery
  ♦ Toxic Therapies
What else YOU can save YOUR clients from

**Interferon (alpha)**

- Gold Standard for Stage III
- Approved by FDA
- NO significant change in Long term survival
- High Dose x 1 month
- Low Dose x 11 months
- Side Effects ("F.L.S")
  - Fever/ chills on administration
  - Liver Damage
  - Bone Marrow problems
What else YOU can save YOUR clients from

Interleukin II (IL-2)
- Used in Stage IV disease
- Few Complete Responders
- IV administration
  - Must be done in ICU
- Side Effects
  - Severe swelling (edema)
  - Respiratory Distress
    - Ventilator
  - Cardiac Arrest
  - Severe allergic Reaction
See why YOU want to know about skin cancer for YOUR clients

WOW.. I DO need to know about skin cancer!
How Does Skin Cancer Occur

UV Radiation → Sun → Gene Mutations → Genetics → Skin Cancer
What Makes Melanoma “BAD”

Things that melanoma does (prognostic factors)

- Ulcerating
- Invade through basement membrane
- Spread to lymph or blood system
"GOOD Things the SPA Industry can DO"

- **Detection of Skin Cancers**
  - Client’s Sun History
  - Recognition / Suspicion
  - Reasons to suggest referral

- **Prevention / Education**
  - “Sun” safety
  - Yearly Skin Check

- **Support of the Client/ Patient**

- **Supporting the MEL community**
  - Role of the MRF
Why the SPA Industry can DO this

**Therapists / Estheticians**

- Frequent encounters with the skin of YOUR client(s)
  - Face / Scalp
  - Whole Body
- Detect early skin changes
- Discuss any skin findings

Clients often share “body changes” with therapist **NOT** shared with their physician
Client’s History: Important Risk Factors

Melanoma Causes & Associations

- Multiple sunburns before teen years
- Multiple moles or freckles (nevi)
- Family history of melanoma
- Previous melanoma removed
- Northern European Background
"GOOD Things the SPA Industry can DO"

- **Protection Recommendations**
  - Avoid sunbathing
  - Avoid artificial tanning devices
  - Avoid unnecessary sun exposure between 10 AM - 4 PM
  - Use SPF 15 (or greater) sunscreen
  - Use Protective Clothing (long sleeved shirts / hats etc)

Examine **YOUR** skin - head to toe at least once every 3 months
Skin Cancer Recognition - AAD Style

✓ Classic “ABCD”

✓ **A = Asymmetry**
  ✓ 1 side different than the other
  ✓ Color or texture (ulcerated)

✓ **B = Border Irregular**

✓ **C = Color Variation**
  ✓ Dark brown or Black

✓ **D = Diameter**
  ✓ Larger than a pencil eraser
Skin Cancer Recognition - Casey Style

✓ “ABCD” Revisited

✓ A = A New Lesion
✓ Something you/they have not seen before

✓ B = Bugs You (or Them)
✓ Itchy, bleeding, bumpy etc
✓ Ulcerating
✓ It’s just THERE!
Skin Cancer Recognition - Casey Style

✓ "ABCD" Revisited

✓ C = Changing
✓ Bigger or darker or now bleeding

✓ D = Doesn’t Go Away

“When in doubt - send ‘em out”

advising them to see their dermatologist
Skin Cancer Recognition - 101

Does it fit any ABCD criteria?
- Symmetrical, light brown
- No bleeding or ulceration
- Uniform color
- Smaller than an eraser

Does it fit any “Casey” criteria?
- A new lesion
- Bugging the client or you
- Changing
- Doesn’t Go away

Answer: Mole
Skin Cancer Recognition - 101

Does it fit any ABCD criteria?
- Symmetrical, light brown
- No bleeding or ulceration
- Uniform color
- Smaller than an eraser

Does it fit any “Casey” criteria?
- A new lesion
- Bugging the client or you
- Changing
- Doesn’t Go away

Answer: Melanoma
Skin Cancer Recognition - 101

Does it fit any ABCD criteria?
- Symmetrical, light brown
- No bleeding or ulceration
- Some with non-uniform color
- Smaller than an eraser

Does it fit any “Casey” criteria?
- A new lesion
- Bugging the client or you
- Changing
- Doesn’t Go away

Answer: Dysplastic Nevi
Melanoma Precursor
Skin Cancer Recognition - 101

Does it fit any ABCD criteria?
- Symmetrical, light brown
- Irregular Borders
- Uniform color
- Smaller than an eraser

Does it fit any “Casey” criteria?
- A new lesion
- Bugging the client or you
- Changing
- Doesn’t Go away

Answer: Melanoma
Skin Cancer Recognition - 101

✓ Does it fit any ABCD criteria?
  ✓ Symmetrical, light brown
  ✓ No bleeding or ulceration
  ✓ Uniform color
  ✓ Smaller than an eraser

✓ Does it fit any “Casey” criteria?
  ✓ A new lesion
  ✓ Bugging the client or you
  ✓ Changing
  ✓ Doesn’t Go away

Answer: Melanoma
Other Things the SPA Industry can DO

♦ **Sun Protection Education**
  - Distribute sun protection literature in salon or spa (AAD or MRF)
  - Distribute sunscreen in salon or spa
  - Display literature / posters about skin cancer prevention / detection

♦ **Business Opportunities**
  - Support MRF / AAD events
  - Booths at AAD or MRF events
    - Promote YOUR business as part of patient wellness
The PERFECT Medical SPA (2004)

♥ SPA Treatment Support

♥ Therapies that promote feeling of wellness during treatment
  ♥ Aroma therapy
  ♥ Facials
  ♥ Massage Therapy

♥ Business Opportunities

♥ YOUR salon/ spa supports classes / support groups
♥ Associate with or co - sponsor MRF events
The SMART Medical SPA (2004)

SPA support after Surgery
- Localized removal (skin)
- Facial Surgery (Mohs)
  - Face: make up / hair concerns
- Lymph nodes dissection
  - Lymphedema
    - Massage therapy
    - Exercise / Range of motion

Business Opportunities:
- Support patient groups / classes
- One free visit during therapy (or during May)
  = Melanoma Awareness Month
The SPA Industry / MRF Alliance

An out-of-this world alliance to fight melanoma!
The MRF - Our Roots

Who We Are

MRF: Founded October 6, 1996

& Diana Ashby (MM patient)

- 3 year battle with Melanoma
- Frustrated by lack of research and treatment
- Collected $15,000 -> MRF
  - 1st Treatment: Betulinic Acid
- Died: May 2, 1997

Original Board: either MM patients or family members and all volunteers
The MRF - Research

- **Research Grants**
- **Diana Ashby Award**
  - 6 Research Grants (2003-5)
    - Emory University
    - University of Pittsburg
    - Rutgers University
    - City of Hope

- **Organize Research Meetings**
  - “Agenda for the Cure” Workshop
  - World Congress on Melanoma
    - Phoenix 2004 (2nd World Congress)
The MRF - Education

- **MRF “mini-symposiums”**
  - MM Clinicians / researchers
  - 20-30 minute talks / Q & A session
  - Food and Fellowship

- **Locations**
  - Nationwide
    - LA, Chicago, SLC, Boston, NYC, Daytona Beach, Houston, San Francisco, Washington DC, Seattle, Tampa, Atlanta, Phoenix etc.
  - 2x/ year with MRF board meeting

*Thanks to Chiron for their generous sponsorship of the MRF Mini-symposia*
The MRF - Advocacy

♥ National Agenda for Melanoma
  ♥ Celebrities with melanoma
  ♥ Prevention and Detection Program
  ♥ NIH funding increase for melanoma

♥ National Office in Washington DC
  ♥ Lobby Congress for funding

♥ MRF Advocacy Accomplishments
  ♥ 1st Melanoma Foundation -> meet with NIH
  ♥ Partnering with Advocacy Group
    ♥ Allured Publishing
    ♥ Day Spa Association

May Melanoma Awareness Month
The MRF and SPA Association Goal

- Increased Research
- Education & Advocacy
- A Cure for Melanoma
Thank You Allured and Skin INC

Together we can make a significant difference in the lives of those we serve

Have a Great Conference !!!!