



Figurra Institute and the Canadian Dermatology Association host free public skin cancer screening for the Greater Moncton Area

DIEPPE, NB, July 10, 2018 – The summer sun is sizzling, but that does not mean your skin needs to do the same. As more people flock to parks, beaches and campgrounds to spend time outdoors, they are putting their skin at higher risk for developing Canada’s most common form of cancer – skin cancer.

Local certified dermatologist Dr. Chantal Chiasson is holding a free skin cancer screening clinic for those in the community that have concerns about their skin. Members of the community will be seen on a first-come, first-serve basis. A maximum of 100 persons will be seen.

Interview and photo opportunities are available to members of the media.

Date: Tuesday, July 10, 2018

Time: 2:00 p.m. to 4:30 p.m.

Location: Figurra Institute, Suite 2A, 250 Champlain Street, Dieppe, NB

“The importance of regular self-examination of the skin for suspicious lesions, freckles or moles cannot be understated, and a certified dermatologist is the best equipped to make a diagnosis,” says Dr. Chantal Chiasson. “Clinics like this are essential, because they allow people to meet with a certified dermatologist and gives us the opportunity to educate people, as well as potentially catching skin cancer early, while it’s still highly treatable.”

“What is concerning is that many people will avoid getting checked, not realizing that the prevalence of skin cancer cases across the country is increasing across all age groups, particularly in younger generations,” adds Dr. Chiasson. “Millennials born in the 1990s are two to three times more likely to develop skin cancer than Baby Boomers and Gen Xers born in the 1960s, primarily because of poor sun-care habits, climate change, and the use of tanning beds.”

The 2017 Canadian Cancer Statistics from Health Canada and the Canadian Cancer Society show that between 1992 and 2013, melanoma diagnosis grew 2% annually for women, and 2.1% for men.

If caught early, the prognosis for skin cancer is usually good. Nevertheless, prevention is key to avoiding a skin cancer diagnosis. Good habits must be used all year round – not only in summer months. Start with seeking shade between 11 a.m. and 3 p.m., which are the peak hours for ultraviolet radiation; covering exposed skin with clothing made of tightly knit fibres; wearing a wide-brim hat and sunglasses before heading outdoors; and applying a broad-spectrum sunscreen with a sun protection factor (SPF) of at least 30 on exposed skin to minimize the risk of skin cancer.

“Even though we live in the northern hemisphere, we still have damaging ultraviolet rays from the sun, especially in southern Canada,” says Dr. Chiasson. “We encourage everyone to stop by the free clinic and have any suspicious skin lesions looked at.

More prevention tips for all year round

1. Regularly perform a skin evaluation. See a certified dermatologist if you have any concerns.
2. Avoid the sun as much as possible between 11 a.m. and 3 p.m. during summer months when the UV Index is 3 or higher; seek shade or use an umbrella for shade.
3. Wear close-fitting wraparound sunglasses or eyeglasses with UV-protective lenses all year around. Look for glasses labelled “UV400” or “100% UV protection”.
4. Cover your skin as much as possible with clothing that is appropriate for your activity and the weather.
5. Use a “broad spectrum” and “water-resistant” sunscreen with a minimum 30 sun-protection factor (SPF) and reapply as necessary.
6. Avoid UV tanning equipment and deliberately trying to get a suntan.
7. Top it all off with a wide-brim hat to keep UV rays off the scalp, face, ears and neck.

About Figurra Institute

The Figurra Institute was founded by Dr. Chantal Chiasson, a certified dermatologist, in 1999. The Institute specializes in medical aesthetic & laser services and offers an array of advance treatments to promote, revive and maintain body and skin health by using a wide variety of state-of-the-art equipment. Figurra serves the Greater Moncton Area, New Brunswick, Nova Scotia, and PEI. Visit figurra.ca for more information about our services or follow us on [Facebook](#), [YouTube](#), or [Instagram](#).

About the CDA

The Canadian Dermatology Association, founded in 1925, represents Canadian certified dermatologists. The association provides easy access a reliable source of medical knowledge on dermatology. CDA exists to advance the science and art of medicine and surgery related to the care of the skin, hair and nails; provide continuing professional development for its members; support and advance patient care; provide public education on sun protection and other aspects of skin health; and promote a lifetime of healthier skin, hair and nails. By doing so, CDA informs and empowers both medical professionals and the Canadian public. To learn more about what the work CDA does visit dermatology.ca or join the conversation on [Twitter](#), [Facebook](#) or [Instagram](#).

-30-

For further information, please contact:

Rejean LeBlanc, Business Manager
Figurra Institute
Office: 1-506-389-8777
rejean@figurra.ca

Nimmi Lawrence, Officer, Marketing and Communications
Canadian Dermatology Association
Office: 1-800-267-3376, ext. 228
nlawrence@dermatology.ca