Ron Moy, MD:

- Thank you, and good morning everyone.

- On behalf of the more than 12,000 U.S. members of the American Academy of Dermatology... thank you for inviting us to participate in this important announcement.

- It is a privilege to be here to talk about why these new sunscreen regulations are so important and helpful to all of us.

- I’ve been a dermatologist for more than 30 years... and I have diagnosed and treated countless patients with many different types of skin cancer, including basal cell carcinoma, squamous cell carcinoma, and melanoma.

- Skin cancer is a serious disease and the number of cases continues to rise faster than any other cancers.

- Basal cell and squamous cell carcinomas, which are considered non-melanoma skin cancers, are the two most common forms of skin cancer, but both are easily treated if detected early.

- Melanoma is the deadliest form of skin cancer and once it spreads, it is very difficult to treat.
• Everyone is at risk – no matter what your skin tone or ethnic background.

• The good news is that if you find skin cancer early, it can be easily treated and often cured, and even better news, there are steps you can take to reduce your risk of getting skin cancer in the first place.

• There are a few easy things you can do to protect your skin from ultraviolet radiation. And today the FDA’s new sunscreen labeling requirements make it even easier for us.

• I’ll talk more about this in a few minutes.

• First, I want to share some facts that show why skin cancer is such a serious public health problem.

• Each year in our country, we diagnose and treat more than 3.5 million cases of skin cancer.

• Current estimates are that one in five – that’s 20 percent of Americans -- will develop skin cancer in their lifetime.

• And, think about this staggering fact…

• Every hour, one American dies from melanoma….
• Let me tell you about one of those patients. Every doctor has patients they can’t forget. Joanna was one of those patients. She was a lovely and vibrant woman in her 30s who had a melanoma on her back. She was fine for 10 years. She recently died when the cancer spread. She left behind a husband and three young children.

• Melanoma used to be a disease of older men.

• Now melanoma is the most common form of cancer for young adults in their late 20s.

• And, melanoma is increasing faster in young women than in young men...

• ...and a possible reason is that women are more likely to lie out in the sun and use indoor tanning beds.

• Melanoma is the deadliest of the skin cancers, but the non-melanoma skin cancers also take their toll.

• One of my patients had a basal cell carcinoma that went right through her nose. She was a 17-year-old girl getting ready for her junior prom. Luckily, we were able to save her nose, but she’ll always have that scar in the middle of her face.
• Years ago, basal cell carcinoma was unheard of in someone so young.

• But not anymore.

• In fact, a recent study found that basal cell carcinoma and squamous cell carcinoma are increasing in men and women under 40. In the study, basal cell carcinoma increased faster in young women than in young men.

• Unfortunately, the number of people of all ages affected by skin cancer is growing every year.

• So, what are we doing about all this?

• Well, I can tell you that dermatologists are dedicated to stopping skin cancer.

• For more than 25 years, the American Academy of Dermatology has been educating the public about skin cancer detection and prevention, and conducting free skin cancer screenings.

• We continue to spread the word that exposure to UV radiation is one of the risk factors for developing skin cancer, including melanoma.

• And we’re not the only ones beating this drum.
• The U.S. Department of Health and Human Services and the World Health Organization’s International Agency for Research on Cancer agree: exposure to UV radiation causes cancer.

• Today, the FDA’s new sunscreen label requirements strengthen our collective message.

• Exposure to the sun increases the risk of skin cancer and early skin aging, but there are things you can do to reduce this risk.

• Here’s what I hope we all remember today…

• UV exposure is the most preventable risk factor for skin cancer…

• But you have to properly protect your skin when outdoors, and don’t use tanning beds.

• Sunscreen is just one important tool in the fight against skin cancer.

• Dermatologists recommend a few easy ways to protect your skin…

• First, apply… and reapply … a water-resistant, broad-spectrum sunscreen with an SPF value of 30 or higher
• Second, seek shade

• And third, wear sun-protective clothing, hats and sunglasses

• I’m sure you’ve heard this all before…but there’s a difference now.

• The FDA has defined broad-spectrum protection so that consumers more easily understand how to select a sunscreen that will better protect the skin.

• Broad-spectrum protection means that the sunscreen protects the skin from UVA and UVB rays of the sun – which both can cause skin cancer.

• But we know that people are not fully protecting themselves because they don’t use enough sunscreen.

• In fact, the American Academy of Dermatology recently increased its recommendation on the SPF number from 15 or higher to 30 or higher because scientific evidence confirms that people do not apply enough sunscreen to get adequate protection.

• For sunscreen to be effective, you should liberally apply it, and reapply it at least every two hours.
• To cover an adult body, we recommend using one ounce, which is about the size of a golf ball, or a shot glass or palm full of sunscreen ...and apply it at least 15 minutes before you go outside.

• Dermatologists want people to lead active, healthy lifestyles, and we want you to protect yourself from the sun when outdoors.

• I’m a surfer and I play tennis. I of course put on the sun screen before I head to the beach or the tennis court.

• But that’s not good enough. Though I’m dark skinned, I wear sunscreen every day, even if I’m running errands or on my way to work.

• It’s really this simple – apply sunscreen, wear protective clothing and sunglasses, and seek shade whenever possible.

• This is quite a remarkable day.

• For a long time, the public has needed clear information about the effectiveness of sunscreens, particularly with respect to broad-spectrum protection.

• We thank the FDA for seriously considering the comments submitted by the American Academy of
Dermatology and nearly 2,900 other interested organizations and individuals.

- We are encouraged that there are now simple, consistent labeling requirements so the public can make informed decisions about sun-protection products.

- We look forward to our continued partnership with the FDA and skin cancer stakeholders as we educate the public about UV safety.

- We also look forward to future guidance from the FDA on the other sunscreen issues not covered by this ruling.

- We thank Dr. Janet Woodcock and the entire FDA team for inviting us to be here today and for their leadership and tireless efforts to protect the public from the dangers of UV radiation.

- Thank you all for your attention.