

# San Diego

## MAGAZINE



### SKIN CANCER ON THE RISE

Local  
dermatologist  
takes action with  
SolSearch  
2014 event

“One in five Americans will be affected by skin cancer. Skin cancer touches nearly every family, especially here in sun-filled San Diego,” says Dr. Melanie Palm, the founder of Art of Skin in Solana Beach. “I stress to patients the importance of a thorough, annual full skin examination by a board-certified dermatologist. This should include an examination of the scalp, mucous membranes, eyes and all body folds. Patients play a crucial role in skin cancer detection. Monthly self-exams allow patients to identify new or evolving lesions, allowing earlier detection of skin cancers such as melanoma, which can be lifesaving.”

Dr. Palm, an ambassador for sun protection, and her team at Art of Skin are hosting the fourth annual SolSearch, on May 1, a “soirée for safe skin,” which raises money for the Skin Cancer Foundation and offers public education about prevention and treatment. In conjunction with the awareness campaign, free skin cancer screenings are available at Art of Skin on Saturday, April 26.