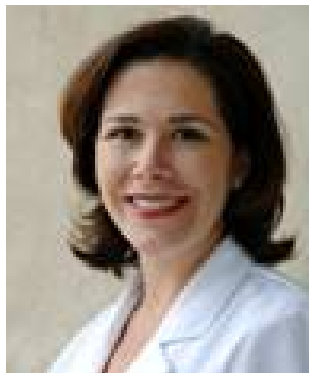


May is Skin Cancer Awareness Month

Dr. Heather Haley to host **FREE** screening on **Saturday, May 16th**

Fairhope, AL (April 28, 2009) – Living on the Gulf Coast lends itself to spending time outdoors. Hunting, fishing, golfing, beach-going – it’s all a wonderful part of our southern lifestyle.

It’s easy to spend endless hours outdoors without thinking of the consequences. Too much sunlight can be harmful, particularly to very young children. “More than 50% of sun damage occurs before the age of 18,” says Dr. Heather Haley. “I tell parents that if they can protect their children at least until the teenage years, they can make a real difference in preserving the health of their child’s skin. Parents can provide a great deal of protection those first ten-plus years.”



Choosing the right sunscreen is the key to providing that protection. Dr. Haley says it’s the ingredients, not the SPF number that determines an effective sunscreen. “Most products are chemical sunscreens that provide protection from only UVB rays,” explains Dr. Haley. “I like zinc oxide or titanium dioxide for the best protection. They cover UVA and UVB rays. We offer a powder sunscreen in our office called Colorsience. It is zinc oxide, so it provides all the protection you need, and it’s great for babies. They don’t have much hair, so you can apply it to the scalp easily.” (Photo: Dr. Heather Haley)

How do you protect your young child? How do you know if his or her skin has been overexposed already? Dr. Haley will tell you at **NO COST**. May is Skin Cancer Awareness Month, so Dr. Haley is hosting a **FREE** screening on **Saturday, May 16th at Haley Dermatology at 202 Rock Creek Parkway in Fairhope. The free screening runs from 8AM to 10AM.** Patients are screened on a first-come, first-served basis.

“We offer a full skin check from head to toe,” explains Dr. Haley. “It’s non-invasive. It doesn’t hurt. I use no special tools, only my eyes and my experience. It’s an easy thing to do to give you peace of mind.” For more information, please contact Haley Dermatology at (251) 928-3844.