

IS IT A MELANOMA?

Melanoma skin cancer includes melanoma in situ and malignant melanoma, and can develop from a "dysplastic" mole. Melanoma skin cancer can be the deadliest, but is often preventable.



ASK THE ABCD'S.

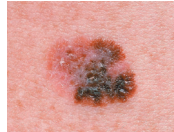
Actual photos of melanoma.

Is the left half different from the right half?



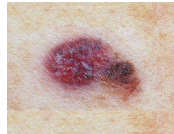
A
ASYMMETRY

Does border have uneven jagged edges?



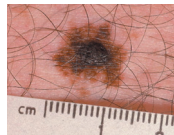
B
BORDER

Are there two or more colors?



C
COLOR

Is the diameter greater, larger than six mm?



D
DIAMETER

SIGNS & SYMPTOMS

- ❶ Is there a family history of melanoma?
- ❷ Do family members have many moles?
- ❸ Ever sunburned or used a tanning bed?
- ❹ Do any spots show signs or symptoms?

✓ Bleeding? ✓ Itching? ✓ Scaling?
✓ Growing? ✓ Changing color?

**TWO ABCD'S POSITIVE
OUT OF FIVE MAY BE A SIGN
YOUR MOLE NEEDS A BIOPSY.**



DOCTOR, IS IT SKIN CANCER?



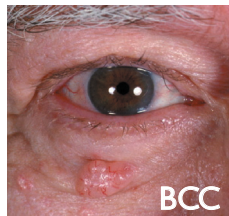
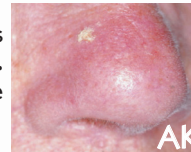
This is an important question, especially if you have fair skin and have tanned or sunburned. Skin cancer is the number one cancer in humans, far exceeding the total of all other cancers. With a diminishing ozone, one in six Americans will get skin cancer in his or her lifetime.

"Doctor, I haven't been in the sun for 30 years!" The fact is, skin cancer may not appear until 10, 20, 30, or 40 years after a sunburn. How can you tell if you have skin cancer? Skin cancer usually begins as a small non-healing spot on the skin. The spot does not hurt, but may itch or bleed. Many do not see a doctor until pain or bleeding occurs, or until the spot has grown into a larger tumor. A simple way to understand skin cancer is to categorize it as either ❶ Non-melanoma skin cancer or ❷ Melanoma skin cancer.

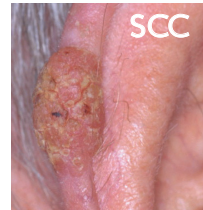
IS IT AK, BCC, OR SCC?

Non-melanoma skin cancers usually grow from precancers on sun exposed sunburned skin, and can form Basal Cell Carcinoma (BCC) and Squamous Cell Carcinoma (SCC).

AK: Actinic Keratoses are precancerous scales that grow on sun damaged skin. If left untreated, AKs can become more aggressive BCC or SCC skin cancers.



BCC is a low-grade cancer that can cause severe facial disfigurement or loss of an eye, nose, or ear if not treated. SCC is a skin cancer that can spread to your lymph nodes if not treated. A simple ounce of prevention is worth a pound of cure.



ARE YOU AT RISK?

Are you at risk for skin cancer? Should you be concerned? Finding out is easy to do. Here are six easy questions to ask and see if you are at risk for skin cancer.

- ❶ Do you have a persistent non-healing sore on your skin?
- ❷ Do any of your relatives have a history of skin cancer?
- ❸ Have any of your moles changed in color, shape, size?
- ❹ Are your eyes blue, green, hazel?
- ❺ Is your skin fair or light in color?
- ❻ Have you ever been sunburned?

If you answered "yes" to any, you are at risk and must get checked!



DERMATOLOGY

Randy Jacobs, MD

The skill for healing,
the art for beauty,
& the love for caring.



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SE HABLA ESPAÑOL

WELCOME!

Hello, and welcome to the dermatology office of Randy Jacobs, MD, FAAD. Some people are blessed with the most beautiful skin, and it's all natural. Others have to work at it. Healthy skin is lovely to behold, comfortable to live in, and a pleasure to touch. Like a watered garden, healthy skin is well moisturized and healed from the damaging effects of weather, age, sun, wear, and tear. This blessing of healthy skin is our sincerest wish for you. If your skin cries for help, you need our skill for healing, our art for beauty, and our love for caring. With time, patience, and the right doctors to guide you, this blessing is yours.

"HEALTHY SKIN IS..."

When the exposures of life overwhelm you and time takes its toll, your skin will need help. Who do you call if you have skin problems? You should see a true dermatologist. The difference is in the education. A board certified dermatologist is a medical specialist, residency trained and educated to understand your skin from the inside out. This dermatologist has focused three or more years of medical residency devoted specifically to the treatment of human skin in health and disease.

WHAT IS A DERMATOLOGIST?

What can you expect from a clinical dermatologist? Dermatology is a visual medical specialty, thus, most of the time, a dermatologist will simply look and make a diagnosis or decision. For a clinical dermatologist, a picture is worth a thousand words. Because of this visual basis, dermatology office visits are often quick; because, just as a radiologist can look at an x-ray to diagnose a fracture, a true dermatologist can look



at your skin under a light or under a microscope and make a visual medical analysis. If the diagnosis is not 100% clear, the dermatologist can order special blood tests, hormone tests, allergy tests, cultures, and biopsies for clarification. Five minutes with a dermatologist can save you many hours of uncertain guessing about your skin diagnosis and treatment.

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RANDY JACOBS, MD, FAAD

Dr. Jacobs is a board certified clinical dermatologist with special expertise in skin cancer prevention, skin cancer treatment, acne care, complexion care, and care for all people with dry and sensitive skin conditions.

Dr. Jacobs was born in Long Beach, California. After Long Beach Woodrow Wilson High School he completed six years of pre-medical studies and graduated from Loma Linda University with a B.S. in Biology and Theology Minor. Afterwards, he completed four years of Medical School at the University of Southern California School of Medicine, graduating with an M.D., and then, six years of medical residency training at Loma Linda University Medical Center. Dr. Jacobs' six years included two internship years, one in Internal Medicine and one in Pediatrics, plus, four years of post-graduate education in Dermatology.

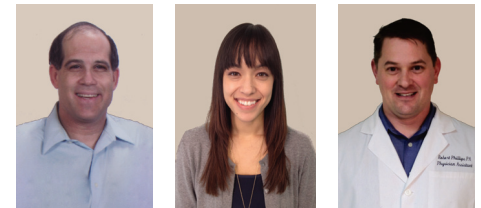
TWENTY PLUS YEARS

Dr. Jacobs began in Sun City in 1988, more than twenty years ago, when Temecula and Sun City were smaller towns. Over the years, Dr. Jacobs' clinic has cared for over 500,000 patients.



BOARD CERTIFICATION

Dr. Jacobs now serves on the teaching faculty of Loma Linda University as Assistant Clinical Professor, is a Diplomat of the American Board of Dermatology, and a Fellow of the American Academy of Dermatology.



KENNETH ALPERN, MD, FAAD
CHARITY MORRIS, PAC
ROBERT PHILLIPS, PAC

Our office works as a team. In addition to Dr. Jacobs, our dermatology team includes: Kenneth Alpern, MD, FAAD, team member since 1993, Board Certified dermatologist with special expertise in Psoriasis and General Dermatology, Robert Phillips, PAC, team member since 2002, and Charity Morris, PAC, team member since 2009, Our PA's are specialty trained in dermatology and work very closely with the doctor. Each member of our team brings to you unique skills and a heart of compassion to help you and your family feel a special touch of care with a listening ear and friendship in time of need.

OUR SERVICES INCLUDE...

- ✓ Skin Cancer Prevention & Treatment
- ✓ Cryo, Electro, & Mohs Micro Surgery
- ✓ Sun-Damaged, Pre-Cancerous Care
- ✓ Mole, Wart, & Skin Growth Removal
- ✓ Acne, Rosacea, & Complexion Care
- ✓ Dry-Sensitive Skin Care & Hand Care
- ✓ Laser Care for Acne, Scars, & Wrinkles
- ✓ Facial Peels, Botox, Juvederm Care
- ✓ Leg Vein "Spider Vein" Sclerotherapy

Ask about Saturday office appointments.

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