

# Melanoma / Skin Cancer Detection and Prevention Month



Jennifer Allyn  
(847) 240-1730  
jallyn@aad.org

Michelle Aukstik  
(847) 240-1746  
maukstik@aad.org

## FOR IMMEDIATE RELEASE

### AMERICAN ACADEMY OF DERMATOLOGY HELPS CONSUMERS MAKE SUN-SMART CHOICES

*AAD Seal of Recognition™ Recognizes Products for Sun-Protection Benefit*

**SCHAUMBURG, ILL. (May 7, 2007)** – With summer right around the corner, people will be enticed by the sunny, warm weather to spend more time outside. Yet heading outdoors without proper sun protection can lead to sunburn, premature aging and even skin cancer. This year more than 1 million new cases of skin cancer will be diagnosed in the United States and 108,230 of those will be new cases of melanoma, the deadliest form of skin cancer. Excessive exposure to the ultraviolet (UV) radiation from the sun is the most important *preventable* cause of skin cancer.

In a further effort to emphasize the importance of proper sun protection and to help reduce the incidence of skin cancer, the American Academy of Dermatology (Academy) is introducing the AAD Seal of Recognition™. The AAD Seal of Recognition™ is designed to help consumers choose products that will provide the sun protection recommended by dermatologists, including broad-spectrum sunscreens with a Sun Protection Factor (SPF) of 15 or higher.

- more -



American Academy of Dermatology  
930 E Woodfield Road, Schaumburg, IL 60173  
Phone: (847) 330-0230  
Fax: (847) 330-8907  
Web: [www.aad.org](http://www.aad.org)

“The Academy is very pleased to announce the AAD Seal of Recognition™,” said dermatologist Diane R. Baker, MD, FAAD, president of the Academy. “Through this program, the Academy hopes to educate consumers how to choose effective sun-protection products and reduce the incidence of skin cancer, a treatable and largely avoidable condition.”

For a product to receive the AAD Seal of Recognition™, it must meet all the following criteria:

- Sun Protection Factor (SPF) SPF of 15 or higher
- Evidence of broad-spectrum protection (protects against UVA and UVB rays)
- Evidence of water resistance and product stability
- Evidence of phototoxicity testing
- Complies with United States Food and Drug Administration (FDA) Sunscreen Monograph

Before granting the use of the AAD Seal of Recognition™ to a product, the Academy’s Melanoma/Skin Cancer Committee of dermatologists reviews each application and the corresponding documentation to ensure the product meets the program criteria. Products applying for the AAD Seal of Recognition™ must submit extensive formulation and scientific testing data. Once approved, the product will display the following statement, “The American Academy of Dermatology recognizes this product for its sun-protection benefit.”

The first two products to receive the AAD Seal of Recognition™ are:

- AVEENO® CONTINUOUS PROTECTION SUNBLOCK™ Lotion SPF 55
- AVEENO® Baby CONTINUOUS PROTECTION SUNBLOCK™ Lotion SPF 55

Both of these products are manufactured by Johnson & Johnson Consumer Products Company.

The AAD Seal of Recognition™ is part of the Academy’s Skin Cancer Reduction: Intervention Plan for Tomorrow (SCRIPT Plan). The SCRIPT Plan is the Academy’s public health initiative to reduce mortality from and the incidence of skin cancer over the next 10-30 years.

“The AAD Seal of Recognition™ is one more step the Academy is taking to help the public understand the importance of practicing proper sun protection,” said Dr. Baker. “Everyone, regardless of skin type, needs to be aware of the dangers of excessive exposure to the sun and take proper steps to protect their skin.”

The Academy reminds everyone to Be Sun Smart™ by generously applying sunscreen, wearing protective clothing and seeking shade when appropriate, remembering that the sun’s rays are strongest between 10 a.m. and 4 p.m.

For more information about the AAD Seal of Recognition™ and to see an updated list of products that have received the seal, please visit [www.aad.org/seal](http://www.aad.org/seal).

May 7 is Melanoma Monday® and the official launch of Melanoma/Skin Cancer Detection and Prevention Month®. For more information about skin cancer, please visit [www.skincarephysicians.com](http://www.skincarephysicians.com) and click on “SkinCancerNet.”

The American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 15,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1-888-462-DERM (3376) or [www.aad.org](http://www.aad.org).

# # #