



Email content for use with in-office emails

As dermatologists, we are committed to treating and preventing skin conditions. One skin condition that we feel is especially important to treat is actinic keratoses (AKs). This is a precancerous condition that develops as a result of years of sun exposure and can progress to invasive squamous cell carcinoma (SCC). It is estimated that up to 58 million people in the US have AKs.¹

AKs are rough textured, dry scaly patches on the skin that won't go away. They occur most often on sun-exposed areas such as the face, scalp and ears. They can range in color from skin-toned to reddish-brown. They can be as small as a pinhead or larger than a quarter.

Early diagnosis of AKs is critical. As much as 10% of AKs may develop into SCC within two years.² SCC represents the second most common form of skin cancer.³ There is no way to know ahead of time which AKs will develop into SCC. If you want to learn more about AKs, you can visit www.actinickeratosis.com.

We strongly encourage you to schedule regular skin exams with a dermatologist. If you would like to schedule an appointment with us, please feel free to contact us. We look forward to helping you maintain the proper care of your skin and prevent the development of skin disease.

**Call our practice
today to learn more
or schedule an exam.**

References:

1. <http://www.skincancer.org/skin-cancer-information/actinic-keratosis>
2. Fuchs A, Marmur E. The Kinetics of Skin Cancer: Progression of Actinic Keratosis to Squamous Cell Carcinoma. *Dermatol Surg.* 2007; 33:1099-1101.
3. <http://www.skincancer.org/skin-cancer-information/squamous-cell-carcinoma>





Email content for use with online email marketing services

What are actinic keratoses?

Actinic keratoses (AKs) are precancerous lesions that develop as a result of years of sun exposure and can progress to invasive squamous cell carcinoma (SCC). AKs appear as rough textured, dry scaly patches on the skin that won't go away. They occur most often on sun-exposed areas such as the face, scalp and ears. They can range in color from skin-toned to reddish-brown. They can be as small as a pinhead or larger than a quarter.

Why should AKs be treated?

It is estimated that up to 58 million people in the US have AKs.¹ As much as 10% of AKs may develop into SCC within two years.² SCC represents the second most common form of skin cancer.³ Because there is no way to know ahead of time which AKs will develop into SCC, we strongly encourage you to schedule regular skin exams with a dermatologist.

What should you do?

Early diagnosis of AKs is critical. If you want to learn more about AKs, you can visit www.actinickeratosis.com. It is also important to schedule regular skin exams with a dermatologist to maintain the proper care of your skin and prevent the development of skin disease.

What can we offer you?

As dermatologists, we are committed to treating and preventing skin conditions. Our practice has the medical education, experience and technology necessary to give you the latest and most effective treatments. Our staff is highly trained and is dedicated to creating an office environment that is comfortable, supportive and efficient.

How can you reach us?

If you would like to schedule an appointment with us, please feel free to contact us by phone or online. We look forward to helping you maintain the proper care of your skin and prevent the development of skin disease.

References:

1. <http://www.skincancer.org/skin-cancer-information/actinic-keratosis>
2. Fuchs A, Marmur E. The Kinetics of Skin Cancer: Progression of Actinic Keratosis to Squamous Cell Carcinoma. *Dermatol Surg.* 2007; 33:1099-1101.
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