

## Skin Cancer Reaches Epidemic Proportions

Submitted by [Rasik Sharma](#) on Tue, 05/04/2010 - 12:54 TopNews.co.uk

Ultraviolet rays have been proven to cause not only skin cancer, but also wrinkles and other signs of premature aging. Two studies published in the March Archives of [Dermatology](#) provide the best estimate of the significant and steadily growing prevalence of non-melanoma skin cancers in USA. While, these cancers are rarely fatal and can be treated if caught early, one must not mistake them as being entirely harmless, with many experts concerned non-melanoma skin cancers are reaching epidemic proportions.

A recent study by researcher from Harvard indicates over 13 million white, non-Hispanic people living in the USA in 2007 had had at least one non-melanoma, primarily either basal cell or squamous cell carcinoma. The second, more detailed study of data from two Medicare databases conducted by Howard Rogers, a Connecticut dermatologist and his colleagues at several [medical schools](#) found that the number of procedures for treating such skin cancers between 1992 and 2006 ballooned nearly 77%, to around 2 million cases annually. Researcherrs using additional federal survey data, deduced the occurrence of non-melanomas had grown from around 900,000 to 1.2 million in 1994, to over 3.5 million cases in 2006.

Non-melanomas unlike melanomas are not reported to national cancer registries, making it impossible to gauge just how widespread they are.

Dermatologist Suraj Venna, Director of the Melanoma Centre at the Washington Cancer Institute at Washington Hospital Centre adds, recent research shows cases of rare and much more deadly melanomas are also rising, particularly among white women aged 15 to 39 years of age. UV rays can be said to be the primary cause of skin cancer, with no such thing as a safe tan. Sun worshippers, who basted themselves with baby oil are now beginning to suffer the medical consequences of all that tanning.

Sun protection is important, but it is equally important to know that genetics do play a role in the development of skin cancer. However, intentional excessive UV exposure is the most modifiable risk factor, with Venna citing protective measures like limiting time in the sun during the day, avoiding tanning booths and making diligent use of sunscreen, [sunglasses](#), hats and umbrellas, including clothing with built-in UV protection.

Use [natural sunscreen](#), in form of Zinc Oxide, the only sunscreen [ingredient](#) FDA recognises as having both UVB and UVA broad spectrum protection. Unlike chemical sunscreen, the skin is unable to absorb natural sunscreen zinc oxide, and which is not metabolized by the body. It also does not degrade in the sun.

Whereas, common chemical sunscreen ingredients like diethanolamine, triethanolamine (DEA, TEA), padimate-o, octyl dimethyl PABA, benzophenone, oxybenzone, homosalate, octyl-methoxycinnamate (octinoxate), salicylates, and parabens, are known carcinogens and/or hormone disrupters.

The natural sunscreen mineral zinc oxide is recognised as the most effective natural sunscreen, without the toxicity, comfortable to use on babies, children, adults, grandparents.