

### **Treasure Your Skin!**

Many of us who live in the sunny Bay Area and/or have spent a lifetime enjoying the outdoors can agree that our skin is an amazing organ, tolerating such abuses as ultraviolet radiation, smog and tobacco smoke, just to name a few. Our skin should be applauded for its resilience! Like any other organ, we must maintain our skin's health so that it can continue to provide protection from the elements and can remain healthy and vibrant for years to come. In addition to environmental protection and cancer prevention, keeping our skin healthy promotes happiness, self-confidence, interpersonal relationships, even career success.

### **Can We Reverse Damage Already Done?**

In addition to sun-related and biologic skin aging, some of us have also suffered from dry or sensitive skin, acne with scarring, hormone changes with dyspigmentation, or rosacea with broken capillaries. Fortunately, there are several non-aggressive and non-surgical treatments available that can be tailored to our specific needs. Also, there are physician-grade skincare products that can help significantly in maintaining skin health.

### **Effective Ways To Promote Skin Health**

Jennifer Baron, MD, FAAD, FACMS is a board-certified dermatologist with extensive experience in many facets of skin health and rejuvenation, ranging from research and knowledge of effective skincare products to removal of skin cancers from the face and body. She has specialized fellowship training from the American College of Mohs Surgery and has trained both dermatologists and plastic surgeons at the university hospital faculty-level. She has also penned numerous peer-reviewed journal articles ranging in topics from management of "moles" in transplant patients to methods for improving the appearance of acne scars.

Dr. Baron will carefully examine your skin for both medical and cosmetic dermatologic concerns. With her extensive training and expertise, she will not allow a pre-cancerous growth or full-blown skin malignancy to go by unnoticed! She will review with you good skin care practices that will tailor to your specific needs. She will go over the pros and cons of the treatments that she offers and give you a range of treatment options. If she feels you would benefit from a treatment or procedure she does not perform herself, she will give you the names

## **Skin Examination, Skin Cancer Prevention**

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Sunday, 10 October 2010 19:11 - Last Updated Sunday, 17 March 2019 16:56

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of qualified specialists in the area whom she trusts and recommends.

### **Regular Skin Examinations for Skin Cancer Prevention & Surveillance**

As with other aspects of health and longevity, “an ounce of prevention is worth a pound of cure.” This cannot be more true of dermatology, especially in terms of skin cancer prevention and treatment of photoaging. Dr. Baron is first and foremost a medical and surgical dermatologist and is board-certified by the American Academy of Dermatology. She completed her residency at the Oregon Health Sciences University, known nationally for its strong surgical dermatology training and NIH-funded dermatologic research. She regularly attends academic conferences and keeps up-to-date on all important dermatologic and general medical topics. She enjoys educating her patients during the skin exam visit on good skin care, lesion surveillance, sun protection, and more. She considers the doctor-patient conversation a vital part of the visit since skin health education is a very powerful tool that should be shared with everyone.