

STUDY IS FIRST TO SHOW SUNSCREENS CUT CANCER RISK



Researchers test several SPF-30 sunscreens, find they protect against melanoma

NOTE: Embargoed until 5:15 PM EST Sunday April 17, 2016

The Ohio State University Comprehensive Cancer Center

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: http://bit.ly/1RCR67e
Package Length: 1:40	Content provided by: The Ohio State University Comprehensive Cancer Center

SUGGESTED TEASE	STILL TO COME, YOU KNOW SUNSCREENS CAN KEEP YOU FROM BURNING, BUT CAN THEY ACTUALLY KEEP YOU FROM GETTING SKIN CANCER? THE RESULTS OF A SURPRISING NEW STUDY, NEXT IN HEALTH NEWS.
ANCHOR LEAD	IT'S BEEN PROVEN THAT SUNSCREENS CAN LOWER YOUR RISK OF GETTING A SUNBURN, BUT IT MIGHT SURPRISE YOU TO KNOW THERE IS NO PROOF SUNSCREENS PROTECT YOU AGAINST SKIN CANCER. THAT IS, UNTIL NOW. RESEARCHERS HAVE COMPLETED THE FIRST TEST OF SUNSCREEN'S ABILITY TO PROTECT AGAINST MELANOMA, AND WITH THE RESULT OF THE STUDY, HERE'S CLARK POWELL.
	(Nats - Putting on sunscreen) :02
CG: Courtesy: The Ohio State University Comprehensive Cancer Center Shots of people using sunscreen Shots of various sunscreens	MOST OF US USE SUNSCREENS KNOWING THEY CAN HELP KEEP OUR SKIN FROM BURNING AND ASSUMING THEY PROTECT US FROM MUCH MORE. WHAT MANY DON'T REALIZE, HOWEVER, IS THE VAST MAJORITY OF SUNSCREENS ARE <i>COSMETIC</i> PRODUCTS - WHICH MEANS GOVERNMENT REGULATIONS ONLY REQUIRE THEM TO BE <u>SAFE</u> TO USE. :16
CG: Christin Burd, PhD The Ohio State University Comprehensive Cancer Center	"When sunscreens are manufactured, they're tested essentially for their ability to prevent burning. And so, that's what they're tested for and that's currently the standard." :11
Shot of people on the beach Shot of Burd walking to computer Shot of hand pointing to screen Wide shot of group at computer	IN AN EFFORT TO SEE IF SUNSCREENS OFFER EVEN MORE PROTECTION - AGAINST AN AGGRESSIVE FORM OF SKIN CANCER - CHRISTIN BURD CONDUCTED THE FIRST STUDY OF ITS KIND. AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER - SHE USED SPECIAL MICE WITH SKIN REMARKABLY SIMILAR TO HUMANS AND PROTECTED THEM WITH SEVERAL SPF 30 SUNSCREENS. THE RESULTS WERE

	SURPRISING. :18
Christin Burd (CG'd earlier)	“They all worked, so this was great news. So, we were really excited to see that all the SPF 30 sunscreens were able to protect our mice from getting melanoma.” :09
(Graphic) Without sunscreen -Tumors developed faster -More often	IN FACT, WITHOUT SUNSCREEN, TUMORS DEVELOPED FASTER AND MORE OFTEN - EVEN <i>WITHOUT</i> A SUNBURN. :09
	(Nats - Kelly with dog) :01
Shots of Kelly playing with dog Close up of Kelly	THAT COULD BE A MAJOR FINDING FOR PEOPLE LIKE KELLY HALDEMAN. THOUGH SHE'S NEVER HAD A SINGLE SUNBURN, AT THE AGE OF 20, KELLY WAS DIAGNOSED WITH STAGE 3 MELANOMA. :08
CG: Kelly Haldeman Had melanoma at age 20	“It's weird and doctors were even kind of unsure about the whole situation as well. They weren't positive what it was that caused that mole to come up and cause it to be cancer.” :10
Shots of Kelly putting on sunscreen	BUT WE NOW KNOW WE ALREADY HAVE A POWERFUL TOOL TO PREVENT IT. :03
Christin Burd (CG'd earlier)	“Now we have a mechanism to say yes, this sunscreen can protect against melanoma and we hope that we can now develop better sunscreens.” :08
Shots of Kelly with her dog	AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER, THIS IS CLARK POWELL REPORTING. :04
ANCHOR TAG	<p>DOCTORS USED SEVERAL BRANDS OF SPF-30 SUNSCREENS AND THOUGH THEY HAD DIFFERENT INGREDIENTS, THEY WERE ALL EFFECTIVE.</p> <p>THIS COULD LEAD TO A NEW CLASS OF SUNSCREENS THAT ARE MANUFACTURED AS <i>PHARMACEUTICALS</i> AND NOT JUST AS COSMETICS.</p> <p>THIS CHANGE IN HOW SUNSCREENS ARE DEVELOPED WOULD MEAN PRODUCTS DESIGNED SPECIFICALLY TO PROTECT AGAINST SKIN CANCER AND WITH THE FEWEST CHEMICALS POSSIBLE.</p> <p>THE RATE OF MELANOMA SKIN CANCER HAS NEARLY TRIPLED SINCE THE MID 1970's¹ - GROWING AT A FASTER RATE THAN ANY OTHER FORM OF CANCER.²</p>
 Share it! Suggested tweet:	Researchers @OSUCCC_James are first to test whether sunscreen can prevent skin cancer. Results: bit.ly/1RCR67e
 Suggested post:	We know sunscreens can protect us from sunburns, but can they prevent skin cancer? In a first of its kind study, researchers at The Ohio State University Comprehensive Cancer Center – James Cancer Hospital & Solove Research Institute found that SPF 30 sunscreens <i>are</i> effective in preventing melanoma, and hope to use their findings to develop even smarter sunscreens in the future.

	<p>Details of the study here: bit.ly/1RCR67e</p>
<p>References -</p>	<p>¹<i>SEER Stat Fact Sheets: Melanoma of the Skin, National Cancer Institute, March 2016.</i> Online: http://seer.cancer.gov/statfacts/html/melan.html</p> <p>²<i>Melanoma Stats, Facts and Figures, AIM at Melanoma Foundation, March 2016.</i> Online: https://www.aimatmelanoma.org/about-melanoma/melanoma-stats-facts-and-figures/</p>
	<p style="text-align: center;">Extra Bites</p>
<p>CG: Christin Burd, PhD The Ohio State University Comprehensive Cancer Center</p>	<p><i>Burd talks about the increasing rate of melanoma -</i> “The incidence of melanoma continues to rise at an incredible rate. Really up there among the top cancers in rising incidence. We need to really tackle this incidence rate and the way to do that is prevention.”</p> <p><i>Burd explains how sunscreens are currently classified -</i> “Sunscreens are mainly marketed not as a pharmaceutical, but as a cosmetic. And so, the testing for the cosmetic industry is very different than what would be a pharmaceutical-grade sunscreen.”</p> <p><i>Burd talks about the reason she chose to test SPF-30 sunscreens -</i> “SPF 30 seems to be the most commonly used SPF among consumers, and so we went out looking for an SPF 30 sunscreen.”</p> <p><i>Burd explains why she tested several different sunscreens -</i> “The goal wasn’t necessarily to test brands head-to-head as much as it was to look at the components. So, each type of brand will have their choice components that they like. And so we were actually trying to look for different components.”</p>
<p>CG: Kelly Haldeman Had melanoma at age 20</p>	<p><i>Kelly talks about when she first noticed the mole on her leg -</i> “It started out, I had a bump on the back of my leg and it started out kind of pinkish, almost like a bug bite. But then, as the months went by it started to turn brown.”</p> <p><i>Kelly says she spent a lot of time outdoors, but never had a sunburn -</i> “I was outside all the time, but I would tan. I was dark and blonde and I never really burnt.”</p> <p><i>Kelly talks about her first appointment to have her mole checked -</i> “As soon as I went to the dermatologist, he didn’t even hesitate, he said, ‘We’re taking that off.’ “</p> <p><i>Kelly talks about the results of her treatment and biopsy -</i> “They just took out the mole and cut around the mole and then it got sent away and then after a couple weeks they called me back and I came in that’s when they told me it was malignant melanoma.”</p> <p><i>Kelly shares her advice with friends and family -</i> “I would always tell them - put that sunscreen on. But that’s just, you know, something I know I need to do to help protect myself because I don’t want to go through that again.”</p>

Producers & Reporters:

To download scripts, video and photos go to:

<http://james.multimedianewsroom.tv>

For viewer information on this story contact:

The Ohio State University Wexner Medical Center: 1-800-293-5123

Log onto <http://wexnermedical.osu.edu> - click on "Media Room"

Produced by:

MEDIA  SOURCE

1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

www.mediasourcetv.com

**Video content provided by: The Ohio State University Wexner Medical Center
Media Relations Department: (614) 293-3737**