



Dr. Roger Moore
111 North Nappanee Street
Elkhart, IN 46514

Phone (574)522-0265



www.DermacenterMD.com

The Skin Guru

Dr. Moore driving crazy?

[Learn more inside](#)

Also you will learn:

- The truth about moles
- What an auctioneer taught Dr. Moore
- Tips on improving your memory
- How to reduce nasty bug bites
- And more....

Remember to get your skin check as it could be the most valuable thing you do this year.

Call (574)522-0265

No referral needed



Dr. Moore's

Skin Wise



Enhancing
lives from
the skin in

111 North Nappanee St Elkhart, IN (574)522-0265

Crazy Drivers

Hello My Friend,

After picking up our youngest daughter from a friend's house I backed out of their driveway lined by trees on both sides. There was no way to see the highway very well as I eased out. Though I was only in my lane a car came barreling along on the opposite side of the road. Here I was halfway out into the street. When the car got close the passenger had her arms spread wide waving them with her jaw moving fast while her husband stared as they rolled by. Now I couldn't hear what was said, but I did not need to. I was a bit embarrassed for being caught in the road like that.

It is funny how a silly action or mistake won't leave us alone sometimes. In my case, I caught myself feeling a bit embarrassed several times later in the day. Then I remembered how someone had said, "You have to let mistakes stay behind or they will cause you to stumble as you move forward."

Though the embarrassment didn't vanish, I realized mistakes are going to happen. If we can learn from errors and move on we are more valuable to ourselves and those around us because we have experience on our side. Though we might wish for a life with no challenges, it just doesn't happen that way. What is possible though is to learn from life's experiences so we develop skills which make us stronger and better for our future.

I hope you have the wisdom to learn from each day so your tomorrows are brighter and better. May you find much peace, happiness, and success.

Roger
Roger Moore, MD

"To be agreeable in society, you must consent to be taught many things which you already know."

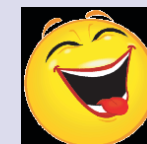
-Charles Maurice, Prince de Talleyrand-Pergior

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Hello! We are pleased to send you this issue of SKIN WISE. It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors

MONTHLY JOKE

THE CAPTAIN
SPEAKS



A large battleship on an evening voyage noted a light in the distance. The captain ordered his first mate to hail the opposing vessel and instruct him to turn 25 degrees to the west.

The instructions were followed to a T. However the response back, "No. You turn 25 degrees to the east."

The captain was angry as he was the commander of a grand warship and no vessel should speak to him in this way. He instructed the first mate to repeat what he said more sternly. The response back was the same, "No, you need to turn 25 degrees to the east."

The captain angrily took the microphone from his first mate's hand as the light grew ever closer. He yelled, "Do you not know to whom you are speaking? I am the captain of this battleship for the United States Navy and I order you to move 25 degrees to the west."

The reply came back, "Thank you Captain. You still might consider moving east. You see, I am the light house keeper."

[Thank you David Stenberg](#)

What is Incidental Sun?

It is stated over 85% of our lifetime sun exposure is “incidental sun exposure.” What is incidental sun? It is considered the sun rays that hit our skin when we really don’t think we are getting much exposure. That is driving in the car, walking in the parking lot to and from work or the store, going out to the mail box.

Why should I care?

Skin cancer is at epidemic proportions some believe. Over 3 million cases are diagnosed in the US per year. And the leading cause is you guessed it SUN. The sun we are exposed to over a lifetime is key in causing skin cancer. So the years of small exposures without sunburn add up to long term sun damage and ultimately skin cancers and precancers termed actinic keratosis.

Is it too late?

It is never too late to start protecting your skin. Wearing sunscreen on a daily basis is key to reducing your lifetime’s sun exposure. Sunscreen ingredients are now readily available in lotions, creams and make up. The better sunscreens block UVA and UVB rays. They will have one of the following ingredients:

Titanium dioxide , Zinc Oxide or Parsol 1789 (Avobenzone).

Get in the habit of wearing daily sunscreen and you will reduce your risk of skin cancer!

What is Mohs Surgery?

Mohs surgery is the latest and most advanced surgical technique to remove skin cancer. It allows Dr. Moore to take out less tissue, provides a higher cure rate and quicker results. Learn more from Dr. Moore’s “Mohs Educational Guide,” available for free at your visit.

Mole Myths You Must Know!

The mole you think is ok might not be. We actually hear every day people say, “It is not bothering me, so why should I worry?”

Well every mole we have on our body has potential to turn into a deadly cancer termed melanoma. This can occur at any age and ANY location on the body. The most frequent area melanoma is diagnosed in men is the back, while the number one site for women is the back of the thigh. These are not typical sites of sun (which many believe if they do not get sun on the mole they will not get cancer). And these sites are not easy for you to see, so routine dermatology exams can be life saving.

Because any mole can turn to melanoma, it is important to become familiar with your moles. Moles present since birth actually have a higher risk of melanoma in some cases, so they should be monitored. If you have a new or changing mole this can be highly worrisome, so you should come in to the office and let us look at it. Learn the ABCs of Melanoma: Asymmetry, Border Irregularity, Color changes, Diameter bigger than a pencil eraser, or Evolving (changing). Any of these signs tell you to get the mole checked.

Melanoma can be treated easily if caught early. The photo above is one of our melanoma survivors. Monthly self examinations and at least annual dermatology examinations can be life saving,



How Do We Limit Bug Bites?

Many of us need tips to reduce attacks on our skin by pesky bugs who act like we are their food some days. Fortunately, there are simple steps we can take to reduce their bites.

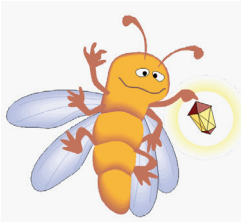


The most basic step is to cover yourself. Clothing can protect skin and help reduce the attacks. There is also a licensed technology termed Insect Shield which is placed in over 30 brands of clothing. It is a chemical, permethrin, placed in some clothing which has repellent qualities in it. The chemical is rated safe for children and pregnant women and lasts up to 70 washes. You can find out more at www.insectshield.com.

The second step is to make yourself less tasty for insects. This starts with spraying yourself with the chemical DEET in products such as OFF. This may need to be applied every hour or more to keep the mosquitoes and ticks off. For chemical-averse, a eucalyptus derived ingredient is the basis for OFF Botanicals. It is a bit less effective though.

Guarding your surroundings can help too. If you are localized in one area the traditional “bug zapper” lights sometimes help. Though not perfect, they do reduce the bugs in localized areas.

It is important to know no method is 100% effective. So think ahead and be cautious when outside.



Auctioneer And Integrity

There was an auctioneer who I knew growing up. He was from a family so poor they were one of the last to have an outhouse in his small town. He worked at gas stations and odd jobs until he finally became an auctioneer and eventually a business owner.



One summer riding in the pickup with him going to check on cattle, I asked him what traits were important to be a good auctioneer. He didn’t reply at first. He seemed a bit distant as though he was lost in thought. I began to wonder if he even heard what I asked.

Then after a few minutes the auctioneer went on to describe his trade. He mentioned how in the auction world some auctioneers would buy livestock that were a great value for themselves or drive up the price of livestock they might own. He said these techniques were common in the industry, but not fair to the customer. He explained how he worked to be more than fair and more than honest in his dealings with others. He said he decided early on he would always do what was right as he believed that would help build relationships and business for the long run. He said he would not participate in unfit behavior like many in the industry. He said. “Your integrity is the most important thing you have.”

The auctioneer died when I was 24 but I will always remember his words. The auctioneer was my father and he sure gave good advice.

Linking Your Brain In Shape

Have you ever forgotten something you wish you could have remembered? You might benefit from a technique called LINKing.



In the LINK memory method you tie a specific set of items together in your mind through pictures since we think in pictures. A LINK example might be the following series to remember. You need to buy a plane *ticket online*, get cloths at the *dry cleaners*, and pick up *milk* tomorrow. So before going to bed you imagine or LINK:

- 1) **Imagine seeing when you wake up your computer having a propeller on it.** You can feel the air and hear it when you wake up. *(ticket)*
- 2) **Then imagine seeing the computer cord running from your room to your car. There the computer power cord is wrapped around an ironing board stuck out the car window.** *(dry cleaning)*
- 3) **And when you follow the board into the car you see teetering on the end of the board, over your seat, a giant jug of milk.** *(milk)*

The story has the three items you need to remember LINKed together. Exaggerative stories woven together are easier for your brain to keep track of. The method takes practice and most of us are not naturally comfortable using these techniques, but the LINKing method is used by many memory experts. Practice LINKing some things together several times and see if you too can remember better.



Teaching ...?

Dr. Moore has been asked to mentor and educate IU Notre Dame medical students through a job shadowing program. This helps our next generation of medical professionals gain valuable knowledge for the future.

He is also honored to lecture and educate physicians and health care providers at ***Elkhart General Hospital and Goshen Health System.***

This teaching passion can be seen in our practice as well. One of DermacenterMD’s missions is to enlighten and educate as many people in Michiana as possible. We believe the path to a brighter future involves education and action. This is why Dr. Moore developed DermacenterMD’s own “Skin Cancer Educational Guide.” The guide includes photos and descriptions of key skin growths every person needs to learn about. It is free at your visits. We want you and those you care about to have a copy. It has already helped identify cancer in several patients.

It is our belief education can add value, make a difference and enrich lives. We appreciate you and your role.

Grow where you are planted

The opportunities each person has are unique and special to that person.