



Contact: Tania Hernandez-Andersen, Sr. Marketing Manager
877-AGE-DEFY, ext. 4256
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Age Defy Dermatology & Wellness Teams Up with Olay and the American Society for Dermatologic Society to Fight Skin Cancer
Free Skin Screenings in May – Skin Cancer Awareness Month

(Campbell, CA) May 13, 2008 – Age Defy Dermatology, Olay and the American Society for Dermatologic Surgery (ASDS) have teamed together to offer free skin cancer screenings for the community during May with the Skin Cancer Takes a Friend program. Age Defy is the only center in the South Bay Area participating in this worthwhile program.

May is Skin Cancer Awareness month, and Silicon Valley's largest accredited cosmetic dermatology medical center is doing its part to fight this deadly disease. This year, more than one million people will be diagnosed with skin cancer, and more than 100,000 people will die from melanoma, the deadliest form of skin cancer. The good news is that, when caught at its earliest stage, melanoma has an almost 100 percent five-year survival rate.

"Having an annual skin cancer screening is something important that everyone can do for their health," said Medical Director Dr. Rick Noodleman, board-certified dermatologist, dermasurgeon and member of ASDS. "It only takes a few minutes and it saves lives. A yearly skin check should be a part of everyone's wellness routine."

Dr. Noodleman and Age Defy's Nurse Practitioner, Joe Gorelick, are highly skilled in the diagnosis and treatment of cancerous and pre-cancerous lesions. Dr. Noodleman also performs *Mohs surgery*, a state-of-the-art surgical technique to precisely remove skin cancer that offers the lowest recurrence rate possible.

To schedule a screening for you and a friend, call 877-AGE-DEFY. Space is limited.

Key Skin Cancer Statistics from the American Society for Dermatologic Surgery

- Almost every hour, someone in this country dies from melanoma, the deadliest form of skin cancer.
- Skin cancer is the most common form of cancer in the United States, with more than one million new skin cancer cases reported each year.

3803 S. Bascom Ave. Suite 200, Campbell, California 95008
1518 Cypress Drive, Pebble Beach, California 93953
www.agedefy.com

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- Melanoma (the deadliest form of skin cancer) is the second most common form of cancer in women aged 20-29.
- When skin cancer is detected and treated early, it is almost 100 percent curable.

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ABOUT AGE DEFY DERMATOLOGY AND WELLNESS

Age Defy DERMATOLOGY AND WELLNESS is the largest cosmetic dermatology medical center in California's Silicon Valley. In August 2007, they opened a second clinic at The Spa at Pebble Beach.™ Medical Directors Drs. Rick and Arlene Noodleman and their team of skin care experts offer an integrated approach to healthy aging, ranging from cosmetic surgery to integrative medicine services. All are designed to help their patients *Look and Live Well*. Patients enhance and maintain their results with Revercel® skin care for younger-looking, healthier skin. Visit www.agedefy.com or call 877-AGE-DEFY to learn more.

About Dr. Rick Noodleman, M.D., *Medical Director, Cosmetic Dermatology and Surgery*

Medical Director of Silicon Valley's largest accredited cosmetic dermatology medical center, Dr. Rick Noodleman is a pioneer in the development of innovative minimally invasive surgical procedures and skin care formulations. After completing his dermatology residency at Stanford University school of medicine, he served a dermatologic surgery fellowship at Duke University Medical Center with subspecialty training in Mohs surgery. Dr. Noodleman received his M.D. from the University of Minnesota and his B.A. from Harvard University. He is the author of numerous articles for professional and consumer publications and is a regular health care contributor on Bay Area television.

About Arlene Noodleman, M.D., M.P.H., *Medical Director, Complementary Medicine*

Board-certified in preventive medicine, Dr. Arlene Noodleman practiced preventive and occupational medicine in California's Silicon Valley and held senior management positions in Bay Area pharmaceutical and biotech companies. She and her husband, Dr. Rick Noodleman, created and launched the Revercel product line. In addition to her role as Medical Director of Complementary Medicine, Dr. Noodleman is CEO of both Age Defy and Revercel LLC. She holds B.S. and M.D. degrees from the University of Minnesota, a Masters degree in Public Health from the University of California-Berkeley and served a fellowship at Duke University Medical Center.

About Joe Gorelick, Nurse Practitioner (NP)

Joe Gorelick joined Age Defy in 2004. Skilled in treating dermatologic conditions, Gorelick earned a Master's degree and completed his RN and NP training at Vanderbilt University. He also holds a B.S. in physiology from UC Davis and is on the NP program faculty at Holy Names College. Joe is experienced in all aspects of medical and cosmetic dermatology.

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