

2 Nevertheless, the Canadian **Dermatology** Association says, “No tan is a good tan,” since all exposure to solar radiation²—whether from the sun or a tanning lamp—damages the skin to some extent. To the sun-obsessed, you might as well be saying, “No air is good air.” Young people, especially, have embraced tanning **with a vengeance**, heading to tanning salons and, in warm weather, soaking up the sun. Last month, the American Academy of Dermatology released a survey indicating 79 percent of youths between 12 and 17 know sun tanning can be dangerous. Furthermore, 81 percent recognize that sunburns during childhood up the risk of skin cancer, yet 60 percent said they burned last summer. It gets worse: while more than a third of those surveyed said they knew someone who had skin cancer, almost half said people with tans look healthier.

3 Teenage boys are the worst offenders, with only 32 percent of those 15 to 17 reporting they’re either very or somewhat careful under the sun. “This lax³ behavior could explain findings from a previous study published in the January 2003 issue of the *Journal of the American Academy of Dermatology* in which older white men had a higher **incidence** of skin cancer,” the academy reported.

4 North Americans are chasing ultraviolet radiation⁴ more vigorously than ever. According to Statistics Canada, Canadians last year made almost 1.5 million trips to countries in the Caribbean for stays of one night or more, a searing 74 percent increase

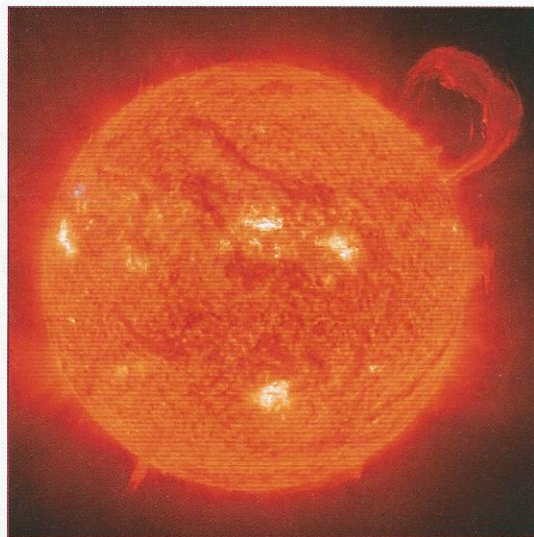
over the 860,000 visits made in 2000. Similarly, the US 5-billion-dollar tanning-salon market in North America has shown **phenomenal** growth, going from fewer than 10,000 outlets in the early 1990s to about 50,000 today. “Gold equals healthy and white equals ill,” says Daniel Maes, vice president of global research and development for Estée Lauder in Melville, N.Y. “Nobody wants to deal with people who look ill. This is what pushes people to go lie down on a beach and get burned. They look around and everybody looks better than them.”

5 Skin cancer is the most common type of cancer in Canada, accounting for one-third of all **diagnoses** of the disease, with 82,400 cases forecast for this year. There are three kinds: basal, squamous,

and melanoma. Basal and squamous are less serious and far more common than melanoma, and will account for roughly 78,000 cases in 2005. They’re usually treated without hospitalization. However, the incidence of melanoma, with 4,400 diagnoses and 880 deaths **projected** for this year, has risen alarmingly—an average of 2.4 percent a year in men and 1.8 percent in women since 1992. Various cancer agencies agree: since sun exposure is linked to most skin cancers, reduced

exposure to ultraviolet radiation would cut the number of new cancer cases to the same extent that quitting smoking cuts cancer in tobacco addicts.

6 Deborah Kellett grew up in Ontario and spent a lot of time sunning herself in cottage country north of Toronto. Kellett, 47, has **olive-toned** skin and



² **solar radiation**: powerful and dangerous rays that are sent out from the sun

³ **lax**: not strict, severe, or careful enough about work, rules, or standards of behavior

⁴ **ultraviolet radiation**: radiation that causes the skin to darken