

LETTERS TO THE EDITORS

(Continued from page 110)

melanomas and other skin cancers remain the primary goals for continuing education of the public and health care community.

Katsuji Kubo MD
President
Hawaii Plastic Surgery Society

Yes, it is possible to have fun out of the sun in Hawaii. In recent years, the mass media have repeatedly echoed the concern of dermatologists and ophthalmologists about the dangers of overexposure to the sun. It is now clear that the American public has taken note. With the ozone thinning, the problems are going to be even greater than earlier estimates indicated. Sunscreen sales have skyrocketed, people are now aware of the significance of the SPF (Sun Protective Factor), major cosmetic companies have launched "Tan without the Sun" products, and fair-skinned models now grace the covers of many fashion magazines.

In light of these recent trends, I wrote the first Oahu guidebook devoted exclusively to indoor activities in 1991 and am presently updating it again to add even more fun indoor activities. *Fun Out of the Sun/The complete guide to Oahu's great indoors* is the ideal guide for "sun smart" consumers who want to avoid or limit their exposure to the sun, particularly from 10 AM to 2 PM when the sun's rays are the most intense. This unique guidebook includes a wide range of out-of-the-sun activities, everything from visits to Oahu's most popular indoor attractions such as the Bishop Museum to offbeat diversions like ice skating, a submarine ride, or experiencing a Japanese tea ceremony. We really don't have to give up outdoor fun—just use common sense and enjoy the indoors.

The Hawaii visitor and resident of the 1990s is ready for this indoor guidebook. Existing visitor literature focuses heavily on outdoor, sunny weather pursuits. It really doesn't address the many visitors and locals who are looking for indoor activities during the hot mid-day period, or those who are already sunburned, or the visitor and resident who is sun-sensitive. Exposed to almost constant sunshine year-round, Islanders are prime candidates for "undercover" activities. *Fun Out of the Sun's* emphasis on indoor activities makes it an excellent guidebook for rainy days too. Residents and visitors alike are often stumped for things to do during Oahu's rainy season. Visitors especially run out of ideas when the downpour lasts longer than two or three days.

All profits from the sale of *Fun Out of the Sun* are donated to Friends of Foster Kids, a non-profit organization dedicated to developing and supporting quality foster care in Hawaii. *Fun Out of the Sun* is available at book shops throughout Oahu or can be ordered by phone: 262-0071.

Christine Trecker

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Finally, a line of sunblock products that protect for 8 hours with one application!



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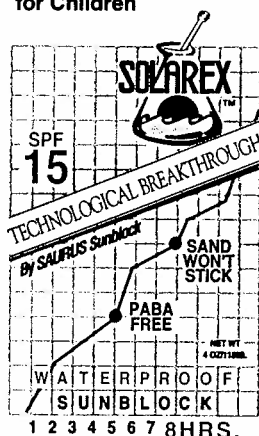
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Editor's note:

Christine Trecker is a 20-year resident of Oahu. She lives on the windward coast with her husband and daughter and enjoys the indoors and outdoors. Her background is in marketing research and advertising.

She realized the need for this type of publication for our resi-

dents and our visitors as well. All profits from the book sales go to the Friends of Foster Kids. Books are available at Liberty House and most bookstores..

Norman Goldstein MD

NEW ULTRAVIOLET MONITORING (continued from page 116)

scientific and nontraditional settings. The EMTEC Uviscan™ PDU is a public display unit approximately 1 meter square (Figure 1). Data on UV intensity are displayed as individual "time-to-burn" values for each skin type. (The EMTEC Uviscan™ PDU has been calibrated for skin types 1 to 4.) The unit's display rotates through 360° to ensure maximum visibility from all surrounding areas. A measurement of UV is made at the beginning of a series of 4 rotations; the unit then displays the estimated time-to-burn for each skin type. When the cycle is complete, the UV sensor takes a new measurement and the display values for each skin type are updated. Measurements are made every 4 minutes, though this rate can be adjusted to suit the unit's particular application. The unit is intended for installation in public recreation areas such as beaches and playgrounds; Figure 1 illustrates the positioning of the EMTEC



Figure 1: Copyright EMTEC Ltd

Uviscan™ PDU above a lifeguard station on Waikiki Beach in Hawaii, one of the first sites to employ EMTEC technology. The unit has been designed so that the display is visible from up to 100 meters away, even under the most glaring conditions.

Two similar but smaller devices are presently being designed: The EMTEC Uviscan™ Professional and the EMTEC Uviscan™ Domestic. The Professional has been designed for use in commercial establishments with high popula-

tion density, where long-distance visibility is not essential. Hotel swimming pools and tennis courts are 2 typical applications for this device. The EMTEC Domestic has been designed for the home environment, again for use near the swimming pool or during children's backyard playtime.

EMTEC technology also makes possible accurate personal UV monitoring. The pocket-size EMTEC Uviscan™ Personal is an intelligent device that allows the user to insert his or her skin type, sunscreen SPF number and the amount of sun exposure per day. The Uviscan Personal then displays the estimated time-to-burn. Every 30 seconds the unit takes new measurements and updates the display accordingly.

A final product is designed for use on children. It is non-programmable, allows for only 1 skin type (type 1) and the parent is required to apply a sunscreen of SPF 15 or higher to the child. In this manner, EMTEC hopes to encourage a relationship between the regular use of sunscreen and an adequate SPF number for the child's protection against the sun. The unit measures and records accumulated UV exposure and displays the accumulated dose in the form of up to "10 suns" on a liquid crystal display. When the tenth sun has appeared, an alarm sounds which means that the child should be taken indoors in order to avoid overexposure.

Summary

The EMTEC sensors include a range of products appropriate for different uses in different locations. It is envisioned that this technology, used in conjunction with public health education, will have a significant impact on sun-oriented behavior. The message being delivered will be accompanied by quantified information directly useful for gauging sun exposure.

With the technological elements now in use, a low-cost, ground-based UV monitoring network can be established. EMTEC is actively establishing such a facility in association with interested organizations on a worldwide basis. Dissemination of this information will raise public awareness of skin cancer issues and assist institutions in vital research.

The development of the EMTEC sensor marks a new era in UV monitoring and places an emphasis on the responsible use of products based on new technology.

GENDER-RELATED ISSUES IN MALIGNANT MELANOMA (continued from page 124)

Centers for Disease Control (CDC) show that the death rate from melanoma in women increased 21% from 1973 to 1988 while the death rate for men increased 50%.⁶ In fact, according to the CDC, the death rate for melanoma in men is increasing faster than for any other cancer.

Conclusion

The incidence of melanoma is increasing most rapidly in women under 40 whereas the death rate from this tumor is rising more rapidly in older men. Because the only cure for this cancer remains early detection and treatment, increased public education and promotion of awareness among both women and men are needed in order to minimize the hazards from melanoma.

Editorial comment:

Dr. Rigel is a "world authority" on melanoma.

Norman Goldstein MD

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