

Beverly Hills Plastic Surgery Center Launches Skin Cancer Prevention Program

Now that summer is approaching, a Beverly Hills plastic surgery center has launched a skin cancer awareness and prevention program.

September 21, 2007 (FPRC) -- Rodeo Drive Plastic Surgery, the first and only plastic surgery center on the world-famous street, has launched a skin cancer awareness and prevention program. So for those walking down Rodeo Drive, the Medical Director Dr. Lloyd Krieger recommends sun screen and hats.

Skin cancer is the most common form of human cancer. It is estimated that over 1 million new cases occur annually. The annual rates of all forms of skin cancer are increasing each year, representing a growing public concern. It has also been estimated that nearly half of all Americans who live to age 65 will develop skin cancer at least once. Los Angeles skin cancer is a growing concern.

"Since we are in Los Angeles, we all have a lot of sun exposure," says Dr. Krieger. "While of course we should all enjoy our great environment, we should also take appropriate precautions." Dr. Krieger recommends sun screen "every day no matter how cloudy or sunny" with at least an SPF 15, and hats and long sleeves whenever possible. He also suggests being checked once a year to see if there are any suspicious lesions on the skin. "All skin lesions that appear worrisome should have a biopsy to obtain a definitive diagnosis," Dr. Krieger concludes.

Rodeo Drive Plastic Surgery is Beverly Hills' most elegant of medical facilities, featuring state-of-the-art exam rooms, marble counter tops, bamboo floors, and leather chairs. Dr. Krieger completed his education at Stanford University and the University of Chicago. He completed his plastic surgery residency at UCLA and maintains operating privileges at UCLA and Cedars-Sinai medical centers.

While Los Angeles plastic surgeon Dr. Krieger and his super-elegant center are widely known for their specialized cosmetic surgery such as Beverly Hills tummy tuck and , Los Angeles liposuction he also offers his patients expert diagnosis and treatment for Los Angeles skin cancer. "I check all my patients for suspicious skin lesions, even when they are coming for our cosmetic surgery services," says Dr. Krieger.

Rodeo Drive Plastic Surgery and its medical director Dr. Lloyd Krieger have been featured in the local, national, and international media. Some recent stories have appeared on Access Hollywood, Elle, Star, InTouch Weekly, Life & Style, Maxim, The Los Angeles Times, Los Angeles Magazine, Fortune, The Wall Street Journal, The New York Times, The Los Angeles Daily News, The Washington Times, KTLA Morning News, Univision, Telemundo, France's Télévision Française 1, Japan's Chocolat Siene magazine, Mexico City's Reforma magazine, Denmark's Q magazine, Sweden's AftonBladet newspaper, New Zealand's Flipside magazine, and England's Daily Mail newspaper and Grazia magazine.

With this innovative program, the center shows that plastic surgery is about more than nip tuck.

Contact Information

For more information contact Katherine Tim of Los Angeles Liposuction
(<http://www.rodeodriveplasticsurgery.com/proced-lipo.html>)
3105506300

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