

**FOR IMMEDIATE RELEASE**

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## Florida Skin Center to Provide Public with Free Skin Exams

FORT MYERS, Fla. (Jan. XX, 2018) — Florida Skin Center is kicking off 2018 with complimentary skin exams that are part of the adult/pediatric dermatological facility's 'free skin check campaign' for patients with or without insurance. The "Get Your Skin in the Game and Check It!" event will take place on Saturday, January 13<sup>th</sup>, from 8 a.m. to 1 p.m., at the Cape Coral office (4037 Del Prado Blvd.).

Anyone wishing to obtain a free skin exam will be seen by a Florida Skin Center doctor or physician assistant (PA) on a first-come, first-served basis. Staff members will address skin concerns and conduct a head-to-toe examination, utilizing the same tools they use every day. Following the screening, guests will be introduced to the best skin regimen based on their individual needs, as well as be invited to stay for food, refreshments and entertainment.

"One in every five Americans is diagnosed with skin cancer each year, but routine checkups by a Board-certified dermatologist or PA can prevent such a diagnosis," said Anais Aurora Badia, M.D., D.O., Founder. "In 2018, Florida Skin Center will prove that statement valid. To prompt an early start to this mission, we ask that you leave the burden of insurance and copays at the door, and simply let us help you."

For more information about this New Year event, call (239) 561-3376 or visit Florida Skin Center's Facebook page, @FloridaSkinCenter.



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In addition to the January 13<sup>th</sup> event, the ‘free skin check campaign’ is available at the Fort Myers, Lehigh Acres and upcoming Punta Gorda locations. These free checks save Southwest Floridians without insurance up to \$91. Those with insurance save \$15 to \$65 in copays. Florida Skin Center’s goal is to ultimately perform over 100 free skin checks per month.

### **About Florida Skin Center**

Florida Skin Center opened its doors in 2001. Now with three office locations in Fort Myers, Cape Coral and Lehigh Acres, as well as a fourth location coming to Punta Gorda in the first quarter of 2018, Dr. Badia and her staff maintain a focus on excellence in patient care, with same-day, early-morning and walk-in appointments readily available. Patients will always be greeted with spa-like treatment, including a hot towel, juice or coffee and informational videos as they wait for a provider to assist them. Insurance and billing are handled onsite, and scheduling is strategically constructed to move a patient’s day along as he or she desires. Call (239) 561-3376. Online at FloridaSkinCenter.com.

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