

Less Cancer to Train Beauty Professionals to Spot Early Signs of Skin Cancer

WARRENTON, VA, UNITED STATES, August 29, 2025

/EINPresswire.com/ -- The nonprofit organization [Less](#)

[Cancer](#) will host a groundbreaking training workshop in Logan, West Virginia, equipping cosmetologists, barbers, and manicurists to recognize early warning signs of skin cancer. The workshop takes place from 10:30 a.m. to 1 p.m. on Wednesday, Sept. 3. Michigan State

University will provide Continuing Medical Education (CME) credits.

“

We're teaching beauty professionals to recognize skin changes while also connecting clients to clinics that provide screenings. The bridge between early recognition and affordable care saves lives.”

Bill Couzens, founder of Less Cancer

The program, titled, “When You See Something, Say Something,” is designed for professionals who often notice clients’ skin, scalp, and nails more frequently than doctors do. The training emphasizes that when practitioners see a suspicious change—whether a mole, a lesion, or a discoloration—they should not simply cover it with polish, dye, or makeup, but instead encourage clients to seek medical evaluation.

This initiative comes at a critical time. Communities across

the country face less Medicaid, fewer healthcare resources, and shrinking access to care. “This program is all about access and pivoting in new and different ways where systems are failing,” said Bill Couzens, founder of Less Cancer. “We are not only teaching beauty professionals how to recognize concerning changes, but also connecting clients to clinics that provide screenings on a sliding scale or at no charge. That bridge between early recognition and affordable care can save lives.”

The September 3 workshop will include:

- Continuing Medical Education (CME) credits provided by Michigan State University.
- Training for cosmetology students from a local community college.
- Pathways to follow-up care, ensuring that when something is spotted, people have options for screenings and medical attention regardless of income or insurance status.
- Expert panel presentations, moderated by Bill Couzens, featuring:
 - o Tricia Petzold, M.D., chair, Less Cancer
 - o Caleb Runyon, N.P., The Closer Look Project
 - o Monica Baskin, Ph.D., Virginia Commonwealth University

- o Mary Ellen Conn, WVU Cancer Institute
- o Lisa J. Haddox-Heston, DDS, Dean of Allied Health and Nursing, Southern West Virginia Community and Technical College
- o Shayla Procopio, Coalfield Health
- o Brent Tomblin, Coalfield Health

Skin cancer is the most common cancer in the United States, yet it is highly preventable and treatable when caught early. This workshop reflects Less Cancer's commitment to community-based prevention, education, and access to care. For more information about the workshop or to register, contact Bill Couzens, founder of Less Cancer at info@lesscancer.org.

To learn more about Less Cancer's work or get involved, visit www.LessCancer.org.

#

About Less Cancer

Founded in 2003, Less Cancer (Next Generation Choices Foundation) is a grassroots nonprofit focused on reducing cancer risk and promoting public health through education, awareness, and access. The organization does not lobby, but instead engages the public and policymakers through evidence-based science, expert-led workshops, and practical tools to build healthier communities. Less Cancer pioneered National Cancer Prevention Day and the Bipartisan Congressional Cancer Prevention Caucus and continues to serve individuals, families, and professionals across the U.S. and globally. For more information, visit www.lesscancer.org.

Vicki Bendure

Bendure Communications, Inc.

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[X](#)



Bill Couzens, founder, Less Cancer

This press release can be viewed online at: <https://www.einpresswire.com/article/844420774>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.