



DATE June 18, 2008

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**PLAY
SAFE
IN THE
SUN**

A Community Outreach
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MARYLAND DERMATOLOGISTS SET NEW RECORDS IN SUN SAFETY OUTREACH AT POPULAR LPGA TOURNAMENT

"Play Safe in the Sun" volunteers reach new heights in checking for skin cancer and raising awareness among crowds of sun-drenched golf lovers, LPGA Tour players, caddies and news reporters

(June 18, 2009—Havre de Grace, MD)—Amidst sweltering temperatures and huge crowds of golf fans, a dedicated team of volunteers representing the **Women's Dermatologic Society** (WDS) broke its national records for "Play Safe in the Sun", a 3-year community outreach service in collaborative partnership with **L'Oreal USA**. The well-received WDS skin cancer screenings and sun safety outreach took place at one of the major tournaments in pro ladies' golf, the **McDonald's LPGA Championship presented by Coca-Cola** in Havre de Grace, MD.

WDS members and board-certified Maryland dermatologists

Karen Beasley, MD (Hunt Valley, MD) and Valerie Callender, MD (Mitchellville, MD) co-hosted the successful outreach event, supported by an energetic team of volunteers joining them to offer free skin cancer screenings, and sun safety outreach to tournament spectators over the busy weekend. In addition, volunteer dermatologists conducted private skin cancer screenings and sun damage assessments for a record number of LPGA Tour players, caddies and sports writers during a special day of outreach designed to heighten awareness about the risks of prolonged sun exposure that come with the game of golf.

"The record-breaking number of people who were screened by the WDS is a testament to the growing awareness and importance of sun protection among golfers, caddies and spectators alike," said Philippe Patsalides, General Manager, Active Cosmetics Division, L'Oreal USA.

"The partnership between L'Oreal USA and the WDS behind the Play Safe in the Sun Campaign has played a major role in helping to make this happen and we are proud to be associated with this important endeavor."

The following local dermatologists performed free skin cancer

screenings and provided sun safety education: **Christine Ambro, MD, Karen Beasley, MD, Valerie Callender, MD, David Jaffe, MD, Beverly Johnson, MD, Oanh Luring, MD, Kelley Redbord, MD** and **Margaret Weiss, MD**. Additional volunteer support was provided by: **Kim Brazil, CMA, Sonya Davis, MD, Maria Kessides, Chesahna Kindred, MD, Angela Lotsikas, MD, Clinzo Mickle, MD, Ire Rodney, MD, Jody Seling, Sarah Slade, PA, and Mary Trageser.**

Corporate volunteers who contributed hands-on support included: **Gene Colon, Paul Fehn, Jodie Hebert and Mike Scenna**, all representing L'Oreal USA; **Thomas Moog and Robin Holmes, RN**, of Canfield Imaging Systems, which furnished the sun damage assessment photographs; and **Kass Benchoff, Kristi Lake, Neal Rafferty** and **Marijean Zawrcz**, all from Galderma.

Highlights from the event include:

- A grand total of 328 skin cancer screenings were provided during this 4-day outreach to the golf community, representing a cumulative 125 hours of volunteer service by WDS members and supporters.

- 67 LPGA Tour players, caddies and members of the golf news media underwent free skin cancer screenings with a remarkable 46% of these individuals referred to dermatologists for further diagnosis/biopsy of suspicious sites presumptively diagnosed as skin cancer.

- 87 from those groups received sun damage assessments with the UV reflectance camera, representing the highest participation since "Play Safe in the Sun" began in 2004.

- Volunteers conducted total of 261 skin cancer screenings for the public, with a one-day screening record set on Saturday with 117 screenings performed for golf fans and an equally record-breaking heat index.

- An overall 30% of all individuals screened were referred to dermatologists for further management of lesions suspicious for skin cancer or pre-cancer.

- 25,000 samples of various broad-spectrum sunscreens were distributed to the public with the message, "re-apply every nine holes!" Booth visitors had the chance to slather on sunscreen

and learn that a golf-ball sized amount of sunscreen constitutes a proper application for the body and face.

- Havre de Grace Mayor Wayne Dougherty declared “Play Safe in the Sun” Day in the city in recognition of the local sun safety outreach.

In addition to funding support from L’Oreal USA, product donations for the public, players and members of the media were provided by Garnier, Lancome, SkinCeuticals and La Roche Posay.

The WDS national campaign, is co-chaired by WDS members Adrienne Stewart, MD (Denver, CO) and Michel McDonald, MD (Nashville, TN).

The service effort draws from the Society’s 1,500 dermatologist members to provide volunteer support in local communities to heighten sun safety awareness and promote healthy skin practices among outdoor sports enthusiasts. WDS will present “Play Safe in the Sun” at the Safeway Classic in Portland, OR and as its first foray into the world of professional tennis, at the Pilot Pen Classic in New Haven, CT in August. For further information, please visit:

www.playsafeinthesun.org or www.womensderm.org.

ABOUT THE WOMEN'S DERMATOLOGIC SOCIETY

The Women's Dermatologic Society supports the careers and professional development of women dermatologists. The mission of the Women's Dermatologic Society is to help women in dermatology achieve their greatest personal and professional potential by striving to foster, promote, and support women's issues in dermatology; identify, train, and recognize women leaders in dermatology; and provide a forum for developing relationships and the exchange of ideas and research relevant to women's issues; and promote the highest possible standards of ethics, research, patient care and education, as well as public education.

ABOUT L'OREAL USA

L'Oréal USA, headquartered in New York City, is a wholly-owned subsidiary of L'Oréal SA, one of the world's leading beauty companies. L'Oréal USA has Research and Development, Manufacturing and Distribution facilities across eight states in the U.S., including New York, New Jersey, Kentucky, Arkansas, Illinois, Ohio, Colorado and Texas. L'Oréal's impressive portfolio of brands includes Lancôme, Giorgio Armani, Shu Uemura, L'Oréal Paris, Garnier, Vichy, La Roche-Posay, L'Oréal Professionel and Kérastase. The U.S. is the base for the product development, international marketing and advertising for L'Oréal's nine American brands: Maybelline New York, Soft-Sheen.Carson, Kiehl's Since 1851, Ralph Lauren, Redken 5th Avenue NYC, Matrix, Mizani, SkinCeuticals and PureOlogy.