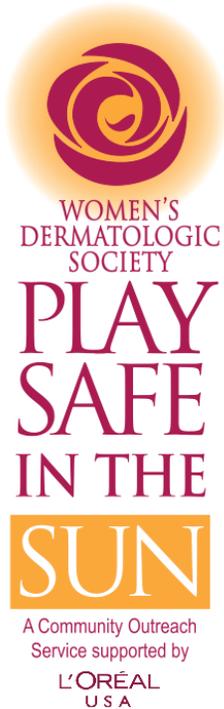


**FOR IMMEDIATE RELEASE**



**DATE** September 29, 2008

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## Physicians Champion Sun Safety at World-Class LPGA Tournament

California dermatologists team up at LPGA's Samsung World Championship to meet challenge of rising melanoma rates in younger women

(September 29—San Francisco, CA)—While the world's top 20 women golfers vie for a prestigious LPGA championship title, a team of California dermatologists representing the **Women's Dermatologic Society (WDS)** will unite to meet the challenge of reducing skin cancer rates at a time when there is an upswing in melanoma cases among younger women.

Under the leadership of board-certified San Francisco dermatologist and WDS Executive Committee member **Mary Spellman, MD**, a cadre of Bay Area volunteers will provide free skin cancer screenings, sun damage assessments, sun safety education and free sunscreen to golf fans visiting the **LPGA's Samsung World Championship** at Half Moon Bay Golf Links, from Friday, October 3 through Sunday, October 5, 2008.

Known as ***Play Safe in the Sun***, this community outreach is presented in collaborative partnership with **L'Oréal USA**. The campaign aims to promote sun safety practices among outdoor enthusiasts, who face a heightened risk

of developing skin cancer due to prolonged sun exposure. Volunteers have identified hundreds of skin cancers since the joint outreach launched in May 2008.

"We are very excited to be partnering with the Women's Dermatologic Society for the Play Safe in the Sun campaign, as together we continue to explore ways to inform and educate people about sun safety for their skin," says **Philippe Patsalides**, General Manager, Active Cosmetics Division, L'Oréal USA. "We look forward to further encouraging both players and spectators of outdoor sports to take care of their skin in the sun."

Although summer is over and the need to apply sunscreen may appear less obvious due to cooler and cloudier weather, the sun's harmful rays can still contribute to skin damage all through the year. **Dr. Spellman** points out that protecting the skin is a *must* for all seasons and for all skin types. "To properly guard against the risks and ravages of unprotected sun exposure, make a commitment to wear broad-spectrum sunscreen every day, and re-apply every two hours when outdoors," she advises.

WDS members **Adrienne Stewart, MD** (Denver, CO) and **Michel McDonald, MD** (Nashville, TN) serve as the co-chairs of the WDS Service Committee, which oversees the national ***Play Safe in the Sun*** campaign. The volunteer outreach draws from the organization's 1,600 members to increase sun safety awareness and promote healthy skin practices among outdoor sports enthusiasts. For further information, please visit: [www.playsafeinthesun.org](http://www.playsafeinthesun.org) or [www.womensderm.org](http://www.womensderm.org).

**WHO:** Board-certified California dermatologists and other volunteers representing the Women's Dermatologic Society.

**WHAT:** Play Safe in the Sun community service outreach-- offering free skin cancer screenings, sun safety tips and free sunscreen for golf fans.

**WHERE:** LPGA's Samsung World Championship, Half Moon Bay Golf Links, Half Moon Bay, CA

**WHEN:** Friday, October 3, 9:00 am-3:00 pm, Saturday, October 4, 9:00 am-3:00 pm and Sunday, October 5, 9:00 am-12 noon.

**FOR MORE INFO:** Contact the Women's Dermatologic Society, 877-WDS-ROSE or visit: [www.playsafeinthesun.org](http://www.playsafeinthesun.org)

### **ABOUT WDS**

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; 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'ORÉAL 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 Fragrances, Redken 5<sup>th</sup> Avenue NYC, Matrix, Mizani, SkinCeuticals and PureOlogy.

