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South Florida Dermatologists Win Over Golf Fans with Sun Safety Outreach at LPGA Playoffs

Physicians catch high percentage of skin cancers at Women's Dermatologic Society screening

(December 8, 2008—West Palm Beach, FL)— In a region saturated with sunshine, South Florida physicians won the attention of appreciative golf enthusiasts at the recent ADT Championship LPGA Playoffs in West Palm Beach with free skin cancer screenings and sun safety education presented by the **Women's Dermatologic Society (WDS)**. Local dermatologists conducted skin examinations for 249 spectators, LPGA Tour caddies and members of the media, with 36% of individuals screened referred for further diagnosis or biopsy of suspicious sites on the skin.

Led by board-certified Florida dermatologists **De Anne Collier, MD** (Jupiter) and **Marta Rendon, MD** (Boca Raton), a team of local dermatologists volunteered for a busy weekend of

screenings, sun damage assessments, and sun safety education for crowds of the sunbelt's golf lovers. This effort chalks up the year's fifth and final outreach event for the Women's Dermatologic Society's *Play Safe in the Sun*, the 3-year community service campaign presented in collaborative partnership with L'Oreal USA. Since the joint effort began in May 2008, 56 dermatologists have volunteered 300 hours of their time and have identified hundreds of likely skin cancers among the WDS tent visitors.

"We are extremely pleased with the number of people who were screened at the ADT Championship LPGA Playoffs. Sun safety and protection start with educating all people, especially those who spend a lot of time outdoors. L'Oréal USA is proud to partner with the WDS' *Play Safe in the Sun* campaign and to be a part of this important initiative," states **Philippe Patsalides**, General Manager, Active Cosmetics Division, L'Oreal USA.

Board-certified dermatologists who volunteered for the screenings include: **Giovanna Ciocca, MD, De Anne Collier, MD, (Co-chair), Lynora Curtis, MD, Dana Corpus Holl, MD, Shauna Kay Kranendonk, MD, Ricardo Mejia, MD, Marta Rendon, MD (Co-chair), Leonid Trost, MD,**

Jill Waibel, MD and **Donna Ann Zeide, MD**. Additional volunteer support was provided by: **Marianna Blyumin, MD**, **Shawna Hardy**, and **Martha Viera, MD**. Boston University medical students **Cindy Bae** and **Lisa Nguyen** conducted sun damage assessment surveys. Medicis representatives **Matt Woodall** and **Todd Goldberg** also assisted with the outreach.

Highlights from this event include:

- Board-certified dermatologists conducted 249 skin cancer screenings for fans, PGA Tour caddies and members of the media;
- 36% of the individuals screened were referred for further diagnosis/biopsy of suspicious sites presumptively diagnosed as skin cancers;
- Volunteers performed 196 sun damage assessments with the UV reflectance unit;
- 12,000 samples of free broad-spectrum sunscreen were distributed to the public with reminders to “re-apply every nine holes”;
- West Palm Beach Mayor Lois Frankel supported the WDS initiative by proclaiming a citywide “*Play Safe in the Sun*” Day to help raise awareness of the importance of sun protection.

The 3-year outreach campaign is made possible through a

generous grant from L'Oréal USA to the WDS Foundation.

Product donations were provided by Garnier, Lancôme and La Roche-Posay.

WDS members **Adrienne Stewart, MD** (Denver, CO) and **Michel McDonald, MD** (Nashville, TN) serve as co-chairs of the WDS Service Committee, leading the national ***Play Safe in the Sun*** campaign. The volunteer outreach draws from the organization's 1,600 members to heighten sun safety awareness and promote healthy skin practices among outdoor sports enthusiasts. For further information, please visit: www.playsafeinthesun.org or www.womensderm.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 5th Avenue NYC, Matrix, Mizani, SkinCeuticals and PureOlogy.