

FOR IMMEDIATE RELEASE



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Ohio Dermatologists to Help Tennis Community Get into the Swing of Sun Safety

Women's Dermatologic Society volunteer physicians will provide free skin checks and education at the Western & Southern Financial Group Master's and Women's Open

(August 10, 2009—Mason, OH)— Amidst rising melanoma rates in younger females, a team of Ohio physicians representing the **Women's Dermatologic Society (WDS)** will provide free skin cancer screenings and sun safety education for tennis fans enjoying the *Western & Southern Financial Group Master's and Women's Open* in Mason, OH on Saturday, August 15, from 9:00 a.m.-5:00 pm. Led by board-certified dermatologist **Allison Moosally, MD (Cleveland)**, the outreach will take place in the WDS tent at the Lindner Family Tennis Center. Free broad-spectrum sunscreen will also be provided.

This volunteer service is part of a 3-year community outreach campaign, ***Play Safe in the Sun***, presented by WDS in collaborative partnership with **L'Oréal USA**. The program draws from the

organization's 1,600 members to promote sun safety among outdoor sports enthusiasts. **Michel McDonald, MD** (Nashville, TN) and **Adrienne Stewart, MD** (Denver, CO) lead the WDS Service Committee, which oversees this national, award-winning campaign. Visit: www.playsafeinthesun.org and www.womensderm.org

ABOUT WDS

The Women's Dermatologic Society (WDS) supports the careers and professional development of women dermatologists. Our mission is to help women in dermatology achieve their greatest 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, and 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.

