

FOR IMMEDIATE RELEASE



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Portland Dermatologists to Show LPGA Safeway

Classic Fans How to *Play Safe in the Sun*

Women's Dermatologic Society volunteers to reach out in area with proven need for greater sun safety awareness

(August 25, 2009—Portland, OR)—In a region known more for its rainfall than sunshine, a team of Portland dermatologists representing the **Women's Dermatologic Society (WDS)** will return for the third time in six years to the LPGA Safeway Classic to promote sun safety for all seasons and skin types. This picturesque yet often cloudy venue has proven to draw golf lovers who need greater awareness about skin protection, shown by the previous screenings' 37% skin cancer discovery rate.

Led by event chair **Phoebe Rich, MD** (Portland), dermatologists will offer free skin cancer screenings, sun damage assessments and education on Friday, August 28, 12 noon-3 pm, Saturday, August 29, 9 am-3 pm and Sunday, August 30, 9 am-12 noon. The outreach will occur in the WDS tent at the Pumpkin Ridge Country Club.

The 3-year community outreach, *Play Safe in the Sun*, is collaboratively supported by **L'Oréal USA. Michel McDonald, MD** (Nashville) and **Adrienne Stewart, MD** (Denver) co-chair the WDS Service Committee, which oversees the program. Visit: www.playsafeinthesun.org and www.womensderm.org

ABOUT WDS

The Women's Dermatologic Society 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 in New York, New Jersey, Kentucky, Arkansas, Illinois, Ohio, Colorado and Texas. L'Oréal's 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.

