

FOR IMMEDIATE RELEASE



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Houston Dermatologists to Round Up for Sun Safety at World-Class LPGA Tour Championship

Women's Dermatologic Society volunteers will conduct free skin cancer screenings for golf fans

(November 16, 2009—Houston, TX)—While the best women golfers in the world vie for victory at the **LPGA Tour Championship Presented by Rolex**, Houston physicians representing the **Women's Dermatologic Society (WDS)** will reach out to golf fans to help defeat skin cancer, the nation's most common type of cancer. Led by Houston event co-chairs and board-certified dermatologists **Deborah MacFarlane, MD** and **Lucile White, MD**, volunteers will provide free skin cancer screenings, sun damage assessments and sun safety education in the **WDS** tent at the Houstonian Golf & Country Club on Friday, November 20 and Saturday, November 21, from 9:00 am-3:00 pm and Sunday, November 22 from 9:00 am-noon. Free sunscreen and sun safety tips will also be distributed to the public.

This event marks the sixth and final outreach of the 2009 season of **Play Safe in the Sun**, the award-winning WDS community service campaign that

is collaboratively supported by **L'Oréal USA. Michel McDonald, MD** (Nashville, TN) and **Adrienne Stewart, MD** (Denver, CO) co-chair the WDS Service Committee, which oversees this volunteer effort. Visit: www.playsafeinthesun.org.

ABOUT WDS

The Women's Dermatologic Society (WDS) supports the careers and professional development of women dermatologists. The WDS 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.

