

**FOR IMMEDIATE RELEASE**



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## **Women's Dermatologic Society Volunteers Make Huge Impact at Four Sun Safety Events in August**

**Outdoor enthusiasts of all ages and skin types reap big benefits at busy screenings in three states**

(September 21, 2009—San Francisco, CA)—In the most concentrated effort to promote sun safety and skin cancer prevention in the 35-year history of the **Women's Dermatologic Society (WDS)**, volunteer dermatologists in three states recently provided free skin cancer screenings and sun safety education to spectators, professional athletes and media members at four major golf and tennis events throughout the month of August. All tolled, WDS members conducted 569 free skin checks, with an overall average referral rate of 29% for further diagnosis/biopsy of suspected skin cancers.

This bustling period of outreach involved the largest-ever assemblage of 52 volunteers, accomplishing several firsts for the WDS community service project known as *Play Safe in the Sun*—which is currently in its second season of a 3-year campaign supported by **L'Oréal USA**.

“As the WDS *Play Safe in the Sun* initiative continues to grow and flourish, L’Oréal is proud to be an integral part of the project. The program’s expansion to men, women and young adults in both golf and tennis further gets the message out about sun safety education and skin cancer prevention,” comments Henric Sark, General Manager of Active Cosmetics Division for L’Oréal USA

Collective efforts led to the following ground- breaking outcomes:

- Skin cancer screenings were expanded beyond tennis fans to include first-time access to professional tennis players and members of the media at the Western & Southern Financial Group Masters and Women’s Open, chaired by **Allison Moosally, MD** (Cleveland, OH). Volunteers broke the WDS campaign’s one-day screening record with 157 skin cancer checks performed. 20% of the people screened were referred to dermatologists for further diagnosis/biopsy of suspicious sites presumptively identified as skin cancers.
- WDS paved further inroads into the golf world with an inaugural outreach for junior girl golfers at the PING Junior Solheim Cup in Aurora, IL, offering free skin cancer screenings and sun safety education to the young members of the American and European teams, chaired by **Amy Derick, MD** (Barrington, IL). 22% of the teens who were screened were referred to dermatologists for further diagnosis/biopsy of suspicious sites on their skin. Dr. Derick taught the girls about developing daily sun safety habits, so crucial at a time when melanoma is on the upswing in younger females.
- Volunteers reached out to record crowds of 120,000 at the world-class LPGA Solheim Cup in Sugar Grove, IL, co-chaired by **Jonith**

**Breadon, MD** and **Aisha Sethi, MD** (both of Chicago), performing 176 skin cancer screenings, with the highest referral rate of 42% for further diagnosis/biopsy.

- Portland, OR dermatologists returned for the third time to the LPGA Safeway Classic, chaired by **Phoebe Rich, MD** (Portland, OR) to conduct outreach in an area with a proven need. Physicians screened 218 golf enthusiasts, LPGA Tour Players and members of the media, leading to a 30% referral rate.
- 329 sun damage assessments were conducted at these events utilizing a UV reflectance camera that reveals photo-damage underneath the surface of the skin that is not visible with the naked eye. Without fail, individuals expressed surprise at the degree of sun damage evidenced in these photographs. Volunteers provided sun safety tips to encourage skin protection as a way of life.
- 35,000 free samples of broad-spectrum sunscreen were distributed at the four venues.
- 52 WDS volunteers, including board-certified dermatologists, medical residents and students, nurses, corporate reps and family members rallied through the month to promote sun safety and skin cancer prevention, including the following individuals:
  - **Western & Southern Financial Group Masters and Women's Open (Cincinnati, OH)**: Ohio board-certified dermatologists **Allison Moosally, MD** (event chair), **Brett Coldiron, MD**, **Charles Fixler, MD**, **Lana Long, MD**, **Christine Poblete-Lopez, MD** and **Justin Woodhouse,**

**MD. Amy Chen, MD, Anita D'Entremont, RN, Alan D'Entremont, Dawn Leonardi, RN, John Rook and Sherry Rook, RN** provided additional volunteer support.

- **PING Junior Solheim Cup (Aurora, IL)** Illinois board-certified dermatologists **Amy Derick, MD** (event chair) and **Amanda Friedrichs, MD** along with **David Mann, MD**.
- **LPGA Solheim Cup (Sugar Grove, IL)** Illinois board-certified dermatologists **Jonith Breadon, MD** (co-chair) and **Aisha Sethi, MD** (co-chair), **Amy Derick, MD, Sharon Horton, MD, Joy Kunishige, MD,** and **Wendy E. Roberts, MD, WDS President**. Other volunteers included: Northwestern University medical students **Rob Eilers, Alex Glaser,** and **Megan Pirigyi**; SkinCeuticals representatives **Burke Harting, Marcel Howard, Eric Mraz,** and **Mary Fran Whelton**; and, **Diana Kost, Shivani Nanda, Jacob Plummer, Khalid Sethi, Dorothy Shope** and dermatology resident **Nana Smith, MD**.
- **LPGA Safeway Classic (Portland, OR)** Oregon board-certified dermatologists **Phoebe Rich, MD** (chair), **Raymond Cornelison, MD, Carolyn Hale, MD, Debbie Miller, MD, Heather Dawn Rogers, MD,** Other volunteers included: **Blair Christy, MA, Justin Leitenberger, MD, Jill McKenzie, MD, Jill Moore, MD, Anisha Patel, MD, Vinny Seiverling, MD** and **Amy Simpson, PA. Jenny Opatrny, Sharon Foster, William Schaefer, and Ben Vaday,** all Galderma

representatives, plus **Jamie Colonna** and **Rick Colonna** of Coria also helped with the busy outreach.

**Michel McDonald, MD** (Nashville) and **Adrienne Stewart, MD** (Denver) co-chair the WDS Service Committee, which oversees the award-winning *Play Safe in the Sun* campaign. The next WDS outreach will take place during the LPGA Tour Championship in Houston, TX, from November 20-22, chaired by **Deb McFarlane, MD** and **Lucie White, MD**.

Visit: [www.playsafeinthesun.org](http://www.playsafeinthesun.org) and [www.womensderm.org](http://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 Professionnel 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.