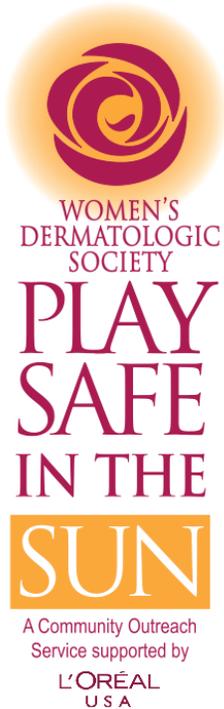


FOR IMMEDIATE RELEASE



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Florida Dermatologists Link Up for Golfer Sun Safety at LPGA Playoffs

Women's Dermatologic Society volunteers will provide free skin checks for ADT Championship golf fans amidst melanoma rate upswing in younger females

(November 17, 2008—West Palm Beach, FL)— At a time when melanoma rates in younger females have jumped to record levels, a volunteer corps of “Sunshine State” physicians representing the **Women's Dermatologic Society (WDS)** will promote year-round sun safety and skin cancer prevention at the ADT Championship LPGA Playoffs at Trump International Golf Club in West Palm Beach, FL from November 21-23.

Spearheaded by Board-certified Florida dermatologists **DeAnne Collier, MD** (Jupiter) and **Marta Rendon, MD** (Boca Raton), a team of local dermatologists will conduct free skin cancer screenings, sun damage assessments, and sun safety education for golf fans coming out for the heated competition among the LPGA Tour's top 32 players.

This event marks the first season's end for the ***Play Safe in the Sun*** campaign, a 3-year community outreach service presented by WDS in collaborative partnership with **L'Oréal USA**. Since the joint effort began touring golf and tennis events in May 2008, 44 dermatologists have volunteered their time, and have discovered several hundred skin cancers among the *Play Safe in the Sun* tent visitors.

As event co-chair **Dr. Rendon** points out, "It's so crucial for people of all skin types to protect their skin from the cumulative effects of deliberate and incidental sun exposure, particularly in our sun-soaked region." Whether under sunny or cloudy skies, this includes "a daily commitment to wearing and re-applying broad-spectrum sunscreen, covering up with protective clothing, sunglasses and a hat, and seeking shade whenever possible," states co-chair **Dr. Collier**. For golfers, this translates into an application of a golf ball-sized amount of sunscreen, reapplied every nine holes (every two hours).

WDS members **Adrienne Stewart, MD** (Denver, CO) and **Michel McDonald, MD** (Nashville, TN) lead the WDS Service Committee, which oversees 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.

WHO: Board-certified Florida dermatologists and other volunteers representing the Women's Dermatologic Society.

WHAT: *Play Safe in the Sun* community outreach service-- offering free skin cancer screenings, sun safety tips and free sunscreen for golf fans.

WHERE: The WDS tent on the tournament grounds of the ADT Championship LPGA Playoffs, Trump International Golf Club, 3505 Summit Blvd, West Palm Beach, FL

WHEN: Friday, November 21, 9:00 am-3:00 pm, Saturday, November 22, 9:00 am-3:00 pm and Sunday, November 23, 9:00 am-12 noon.

FOR MORE INFO: Contact the Women's Dermatologic Society, 877-WDS-ROSE or visit: www.playsafeinthesun.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

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Mizani, SkinCeuticals and PureOlogy.