

FOR IMMEDIATE RELEASE



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Illinois Dermatologists Tee Up for Sun Safety at Two World-Class Golf Championships

Women's Dermatologic Society volunteers will conduct free skin cancer screenings and education for golfers of all ages at the LPGA Solheim Cup and PING Junior Solheim Cup

(August 17, 2009—Chicago, IL)—Fueled by the mission to reduce the incidence of skin cancer at a time when melanoma rates are on the upsurge in younger females, board-certified Illinois dermatologists representing the **Women's Dermatologic Society (WDS)** will offer free skin cancer screenings and sun safety education to golf enthusiasts of all ages at the world-class LPGA Solheim Cup and the PING Junior Solheim Cup.

Breaking new ground in WDS outreach, **Amy Derick, MD** (Barrington, IL) will provide free skin checks and healthy tips to top-ranked American and European junior girls participating in the prestigious PING Junior Solheim Cup in Aurora, IL.

Jonith Breadon, MD and **Aisha Sethi, MD**, both of Chicago, will co-chair the subsequent outreach at the LPGA Solheim Cup at Rich Harvest Farms in Sugar Grove, IL, where local dermatologists will offer free screenings in the WDS tent on Friday, August 21 and Saturday, August 22, from 9 am-3 pm and on August 23 from 9 am-12 noon. Sun damage assessments, sun safety education and free broad-spectrum sunscreen will also be provided.

These events are part of a 3-year community outreach campaign, ***Play Safe in the Sun***, presented by WDS in collaborative partnership with **L'Oréal USA**. Led by WDS Service Committee co-chairs **Michel McDonald, MD** (Nashville, TN) and **Adrienne Stewart, MD** (Denver, CO), the volunteer service promotes sun safety among outdoor sports enthusiasts.

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.

