



INTERNATIONAL AWARDS
FOR SOCIAL RESPONSIBILITY
IN DERMATOLOGY

BY L'ORÉAL

CARING *to*
INSPIRE SKIN
CONFIDENCE

PRESS REPORT MAY 29, 2015

SUPPORTED BY L'ORÉAL



INTERNATIONAL AWARDS FOR SOCIAL RESPONSIBILITY IN DERMATOLOGY

The International Awards for Social Responsibility in Dermatology were first launched at the World Congress of Dermatology in Seoul, Korea, in 2011.

Following the success of these awards in supporting the development of initiatives worldwide that improve the care of those with dermatological conditions, L'Oréal was proud to introduce the International Awards for Social Responsibility in Dermatology: "Caring to Inspire Skin Confidence", with the support of the International League of Dermatological Societies (ILDS) and World Congress of Dermatology (WCD).

People with dermatological conditions may frequently face discrimination and feel socially excluded. L'Oréal is committed to recognizing the significant and positive social impact of dermatologists, when helping patients to restore their self-confidence in living with their conditions on a daily basis.

The aim was to reward projects that favor social inclusion and self-esteem for patients with dermatological diseases, through improvement of quality of life, education and access to care. The awards brought to the forefront five projects from different continents and will allow the winners to continue their work to improve the quality of life of their patients.

The 2015 awards enjoyed great success – with 118 applications received from all around the world, showcasing different voluntary initiatives run by dermatologists, coming from individuals, associations or hospitals and providing a real benefit to patients' confidence, independent of their treatment, in three main areas:

- 1 Educating patients and providing support for preventing dermatological conditions**
- 2 Improving the physical and psychological quality of life and self-esteem of those affected**
- 3 Providing patients with better access to care, coverage and surgery**

All projects were analyzed by an independent Scientific Committee of six internationally renowned dermatology experts:

AFRICA AND ARAB STATES

Doctor Fatimata Ly
Professor Abdul-Ghani Kibbi

ASIA-PACIFIC

Professor Xuejun Zhang

EUROPE

Professor Christopher Griffiths

LATIN AMERICA

Professor Jorge Ocampo-Candiani

NORTH AMERICA

Professor Jerry Shapiro

At the end of a deliberation period, five winners, representing the five major global geographical zones were selected by the committee members. Each winning project will receive a trophy and funding to reward the initiative and to help them continue the development of the project. The awards ceremony will be held during the L'Oréal Gala Evening at the WCD Vancouver, Canada, on June 9, 2015.

L'Oréal was proud to partner with the ILDS and the 23rd WCD for the 2nd International Awards for Social Responsibility in Dermatology.

THE SCIENTIFIC COMMITTEE OF THE INTERNATIONAL AWARDS FOR SOCIAL RESPONSIBILITY IN DERMATOLOGY

It was due to the knowledge, experience and expertise of six independent Scientific Committee members with internationally renowned dermatology expert status, that five inspirational initiatives were chosen to win the award.



AFRICA & ARAB STATES

Prof. Abdul-Ghani Kibbi
(Middle East)

Professor Abdul-Ghani Kibbi is Professor and Chair of the Department of Dermatology and Director of Faculty Affairs at the University of Beirut Medical Centre, as well as a member of the WCD 2015 Scientific Programme Committee and a Committee Member of the ILDS. He has been appointed to several prestigious academic positions, including Director of Faculty Affairs, Office of the Dean, and Faculty of Medicine. He has also been on the editorial board of several dermatology publications and authored more than 140 publications on topics including laser tissue interactions, inflammatory skin diseases and the pathologic basis of skin diseases.



AFRICA & ARAB STATES

Dr. Fatimata Ly (Africa)

Doctor Fatimata Ly is Head of the Department of Medicine and Specialties at the Faculty of Medicine and the Odonto-Stomatology Institute Cheikh Anta Diop University, Dakar. She studied medicine at several universities in Africa and Europe, following which she trained in dermatology with a sub-specialist interest in infectious diseases. She also holds several other degrees, including tropical dermatology and sexually transmitted diseases, and is a founding member of AIIDA, an association that fights against the use of skin-bleaching products.



ASIA-PACIFIC

Prof. X Zhang

Professor Xuejun Zhang's interests lie in the fields of genetics and the genomics of skin diseases. He is also a member of the WCD 2015 Scientific Programme Committee and is a Committee Member of the ILDS. Professor Zhang is President of the Anhui Medical University, Anhui, China, and holds several other prestigious titles at the University such as, Professor of Dermatology and Venerology, Director of Institute of Dermatology and Director of Key Lab of Dermatology President. He has published more than 150 scientific (or medical) articles in renowned journals such as the *New England Journal of Medicine* and *Nature*.



EUROPE

Prof. Christopher Griffiths

Professor Christopher Griffiths is Professor of Dermatology at the University of Manchester, UK, a member of the WCD 2015 Scientific Programme Committee and is a Committee Member of the ILDS. He started off his career training in medicine and then focused on dermatology. He is co-founder of the International Psoriasis Council and is its President-Elect. In 2009, he received the psoriasis lifetime achievement award of the American Skin Association. His research includes immunological mechanisms of psoriasis, where he has been instrumental in the development of new key therapies – including topical agents for the repair of skin ageing.



LATIN AMERICA

Prof. Dr. Jorge Ocampo Candiani

Professor Jorge Ocampo Candiani is Presidente of CILAD (an organization that promotes the development of Ibero Latin American Dermatology), Professor of Dermatology at the Universidad Autónoma de Nuevo León, Mexico, as well as holding several other prestigious titles, including Committee Member of the ILDS. He specialized in dermatologic surgery and Moh's micrographic surgery. He holds several awards for clinical research, has authored over 60 publications, and conducted over 390 lectures. Professor Ocampo Candiani is also a member of numerous societies, including the Colombian Society of Dermatology and Dermatologic Surgery.



NORTH AMERICA

Prof. Jerry Shapiro

Professor Jerry Shapiro is one of the most prestigious hair dermatologists in the world and is President of the WCD 2015 National Organizing Committee and a Committee Member of the ILDS. He is Clinical Professor at the New York University and the University of British Columbia, as well as being Director of the Hair Transplant Centre at the latter. He is the founder of the first comprehensive integrated medical and surgical hair clinic, and has published over 100 peer-reviewed articles. Professor Shapiro is well regarded in his field, having spoken at every American Academy of Dermatology meeting for the past 20 years.

AFRICA & ARAB STATES

WINNER: SAUDI ARABIA

Charity Society known as (Faal) to empower and support vitiligo patients in Saudi Arabia

Prof. Khalid Mohammed AlGhamdi, President of Faal Society, King Khalid University Hospital, Riyadh, Saudi Arabia



This project started in 2008 and aimed to increase awareness about vitiligo, a long-term skin condition that causes pale, white patches on the skin due to a lack of melanin. People with vitiligo may frequently face discrimination and feel socially excluded. Therefore, the overall aim was to provide psychological and social support to patients with vitiligo.

The ambassadors of the initiative visited schools to educate parents and children on what vitiligo is, how to treat it and where to get treatment. Awareness was also spread via TV broadcasts. It also provided financial support to patients alongside training courses and different education programs.

This was the first ever charity for patients with vitiligo in the Arab world – offering innovative, high quality and integrated services to meet the demands of patients. The project team aims to use the prize money to expand out into more remote areas and into neighboring countries. The program has supported 300 patients to date.

OTHER TOP PROJECTS



LEBANON

Nationwide awareness campaign about abuses in cosmetic dermatology

Dr Josiane Helou, Hôtel-Dieu de France, Beirut, Lebanon

The first nationwide media campaign to raise awareness about the dangers of treatments aimed at modifying physical esthetics – potentially reaching the ~5 million population.



LEBANON

Creation of a non-profit reference center for the diagnosis, management and care of genetic skin conditions

Dr. Hala Abi Rached Megarbane, Saint George Hospital, Beirut, Lebanon

This initiative aimed to help patients suffering from genetic skin diseases to access free primary care, and support the patients and their families. Four families were helped.



SOUTH AFRICA

Skin Cancer Foundation promoting skin cancer awareness in South Africa

Dr Marc Roscher, Skin Center, KwaZulu-Natal, South Africa

This awareness campaign reached one million people and promoted the early detection of skin cancer by using social media to raise awareness of the disease. Free skin cancer screening was provided and data on skin cancer in the population was collected by the charity.



ASIA-PACIFIC

WINNER: SOUTH KOREA

Sharing skin love - skin health promotion for orphanages and low-income youth

Dr. Jeong Chan-Woo, JF Dermatology & Anti-Aging Clinic, Seoul, South Korea



This initiative, started in 2004, was established to help children from low-income families, without parents or those living away from their parents, to receive education on how to prevent skin diseases. They also had access to high quality treatment if they were already suffering from a dermatological condition.

Seoul was the target region, where 2,500 children in orphanages – who may face frequent discrimination and feel socially excluded – were helped.

With the prize money the team behind the initiative will be expanding the project into different areas of Korea and into other social welfare facilities. The project team will also be researching the impact of preventative education for skin diseases.

Furthermore, the dermatologists working on the project wish to produce a training manual to advise on the proper prevention and management of atopic dermatitis – a common condition in young people – as well as a national awareness campaign.

OTHER TOP PROJECTS



CHINA

Health education courses for psoriasis patients

Dr. Yong Cui, China-Japan Friendship Hospital, Beijing, China

Psoriasis is a common, chronic, immunological condition characterized by skin lesions that usually cause itching. The skin lesions seen in psoriasis can vary from minor, localized patches to complete body coverage. The aim of this project was to help patients with psoriasis understand their condition and so improve their quality of life. Patients and dermatologists were brought face-to-face using a social communication platform.

An estimated 5,000 people benefitted from the initiative.



INDIA

Community dermatology program to promote skin care for all

Dr. Sarvajnamurthy Sacchidanand, Community Dermatology Society, Bangalore, India

Unlike previous dermatology projects in India, this one used digital technology to target people who are not usually easily accessible. An e-learning platform, skin hygiene program and screening of skin and nail diseases helped over 200,000 people increase their awareness of skin diseases.

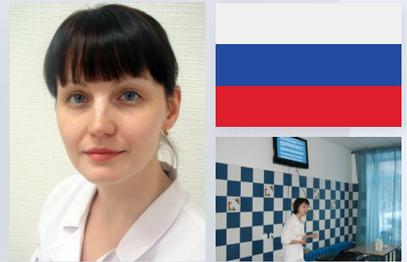


EUROPE

WINNER: RUSSIA

A healthy child means a healthy family – targeting prevention of dermatitis and adherence to treatment

Dr. Ksenia Sorokina, Municipal Autonomous Institution, Ekaterinburg, Russia



This project consists of the first ever website to allow patients living in remote areas of the Russian Federation to access a consultation with a dermatologist, as well as attend online training seminars.

Started in November 2012, the aim was to assist people in preventing the onset and worsening of chronic dermatitis and to increase adherence to therapy for patients as well as their parents, within four Russian territories. Overall, this improved the quality of life and prolonged the remission period of dermatitis for patients who may often face discrimination and feel socially excluded.

With the help of the prize money, the next steps are to create more online videos, conduct seminars to expectant mothers, and evaluate the effectiveness of the website to ensure continual improvements are made.

OTHER TOP PROJECTS



GERMANY

Health camps for young people with psoriasis to improve their quality of life

Dr. Sascha Gerdes, University Medical Center Schleswig-Holstein, Kiel, Germany

Germany set up health camps for young people aged 15–25 years who suffer from psoriasis, to bring people together and help improve their quality of life. Six health camps supported 84 children to build confidence through physical activities, social groups and mentoring.



FRANCE

Social reintegration through enhanced self-esteem and sport

Dr. Georges Abirached, Hôpital Saint Louis, Paris, France

The aim was to improve participants' self-esteem by providing retreats where participants improved their mental and physical quality of life through sporting activities, visits to cultural sites and creative expression outlets. The targets were vulnerable people, including the homeless and at-risk young people, mostly suffering from dermatological conditions, benefitting from support provided by a dermatologist. 72 people were assisted through the program.



LATIN AMERICA

WINNER: PANAMA

The Moon Children - providing mobile surgery clinics to 40,000 Indigenous people

Dr. Gioconda Gaudiano, Consultorios Medicos Paitilla, David, Panama



This initiative provided real, on-the-ground assistance to the 40,000 indigenous people from the Archipelago of San Blas, a region with the highest incidence of albinism in the world. Albinism in humans is a skin condition characterized by the partial or complete absence of color in the skin, hair and eyes. Therefore, albinos are very sensitive to UV light and sun exposure can result in severe skin problems, such as skin cancer. Those affected by the condition usually face discrimination and feel socially excluded.

The aim of this initiative was achieved via mobile surgery clinics that were able to travel to the Archipelago of San Blas – a community that often shuns medical treatment and avoids protective measures against skin cancer. The project team offered free consultations and subsequent medical treatment, as well as education and means of sun protection. Another important aspect was an anti-bullying campaign in schools.

Through hard work and consultations with the indigenous chiefs to gain support for the program, since the project's start in 2009 there has been a visible change in behavior of the people from a community that is guided by ancient and rigid rules and beliefs. Local people learned to trust the initiative and even began reaching out for help; such as being treated in their own homes and asking for assistance in the case of bullying of an albino child.

The prize money will be used to develop an ongoing communication campaign that will work with the other measures, continue to purchase sun protection measures, and hire a doctor specialized in albinism to conduct workshops.

OTHER TOP PROJECTS



MEXICO

Comprehensive care clinic for patients with psoriasis

Dr. Delfina Villanueva Quintero, Instituto Dermatologico de Jalisco, Jalisco, Mexico

This initiative established the first clinic for psoriasis patients to seek treatment and nutritional guidance, alongside support groups, talks and workshop for patients and their families. 3,000 patients participated in the program.



EL SALVADOR

Fundaderma – supporting patients with skin cancer to fund their treatment

Dr. Enrique Hernandez-Perez, Center for Dermatology and Cosmetic Surgery, San Salvador, El Salvador

El Salvador does not have any surgical facility capable of treating patients, with no public or social organization available. The team in El Salvador supported 2600 patients with skin cancer without social security or private health insurance to access the treatment they needed – from diagnosis to surgical treatment.



NORTH AMERICA

WINNER: CANADA

Camp Liberté – summer camp for children with skin disorders

Dr. Danielle Marcoux, CHU Sainte-Justine, Ottawa, Canada



This one-week summer camp enlisted children aged 7–12 with moderate-to-severe skin disorders and their families – bringing them together for support, social interaction and to increase their confidence.

A range of physical and social activities were on offer; including swimming, canoeing, zip lining, fishing and crafts. All the activities aimed to increase patients' confidence and self-esteem, improve social skills, reduce stigma about their condition and improve adherence to treatment.

Established in 2009, the weeklong camp was fully funded by donors and ran by volunteer dermatologists and nurses. Overall, 100 children – who may frequently experience discrimination and feel socially excluded – were involved.

The prize money will be used to expand the camp into Western Canada and develop a long-term fundraising strategy to allow the program to continue into the future.

OTHER TOP PROJECTS



USA

Global Health Dermatology Surgery & Albinism Care Program – development of a dermatologic surgery curriculum & training programs

Dr. Vishal Patel, Columbia University, New York, NY, USA

The aim was to develop and implement a dermatologic surgery curriculum and training program for residents and faculty trainees at the New Mexico School of Ministry, to train providers in developing countries in comprehensive cutaneous oncology and surgical dermatology. 43 patients benefitted.



USA

Fair & Fashionable, Inc. – to change the popular belief that sun-tanned skin is healthy and beautiful

Dr. Molly Menser, Sunflower Dermatology & Medical Day Spa, Riverside, MO, USA

This initiative targeted the fashion industry in order to try to change the perception that tanned skin is healthy. They conducted runway fashion shows and lectures and gained good media coverage. An estimated 5,337 people from three cities were reached.





INTERNATIONAL AWARDS FOR SOCIAL RESPONSIBILITY IN DERMATOLOGY

BY L'ORÉAL

THE INTERNATIONAL AWARDS FOR SOCIAL RESPONSIBILITY IN DERMATOLOGY AIMED TO HIGHLIGHT **RESPONSIBLE INITIATIVES** FOR PATIENTS WITH SKIN CONDITIONS. THIS SECOND EDITION WAS A **HUGE SUCCESS** WITH MORE THAN 100 APPLICATIONS SENT FROM **ALL OVER THE WORLD**.

L'ORÉAL IS VERY PROUD TO HELP RAISE AWARENESS ON THESE ACTIONS THAT BRING A **GREAT BENEFIT** FOR THE PATIENT IN TERMS OF PREVENTION, EDUCATION, ACCESS TO CARE, QUALITY OF LIFE OR SOCIAL INTEGRATION.

THIS AWARD AND A PRIZE WILL BE GIVEN TO THE FIVE WINNERS FOR THEIR IMPACTFUL WORK AND WILL HELP THEM KEEP ON DEVELOPING THEIR FUTURE INITIATIVES.

THE VIDEOS OF THE 2015 AWARDEES WILL BE AVAILABLE ON TUESDAY JUNE 9 VIA THE FOLLOWING WEBSITE: WWW.INSPIRESKINCONFIDENCE.COM

CONTACT :

L'Oréal | Active Cosmetics International

Bertrand CHUBERRE

Bertrand.CHUBERRE@loreal.com

SUPPORTED BY L'ORÉAL

