

# L'ORÉAL

## L'Oréal rewards social initiatives led by dermatologists at World Congress of Dermatology in Milan

**Milan, 11 June 2019** – In partnership with the International League of Dermatological Societies (ILDS) and the 24<sup>th</sup> World Congress of Dermatology (WCD), L'Oréal announced the laureates of the third International Awards for Social Responsibility in Dermatology: *“Caring to Inspire Skin Confidence”*.

This aims to reward social initiatives led by dermatologists, improving patients' physical and psychological well-being, self-esteem, social integration and skin health, and enabling patients to re-engage socially.

**Brigitte Liberman, President of L'Oréal's Active Cosmetics Division**, said: *“Social responsibility is a priority for L'Oréal and we are proud to partner with the ILDS and the WCD to reward iconic dermatologists having positive actions on people's lives.”*

**Professor Harvey Lui, President of the ILDS**, added: *“Beyond the day-to-day activities of dermatologists in managing patients with skin issues, there is a vital social role, which is exemplified through our partnership for these awards and lies at the heart of the ILDS philosophy to promote skin health for the world.”*

A total of 123 projects across the world were evaluated by a panel of experts. Dermatological projects fulfilling at least one of the following three categories were accepted for assessment:

- Prevention and education on skin health;
- Improved quality of life and self-esteem for people facing skin issues;
- Access to care, coverage and surgery.

An independent jury of dermatologists representing the ILDS selected the top five projects (list next page). **Professor Giovanni Pellacani, President of WCD and jury member**, said: *“We are very pleased to give the awards in front of the dermatological community in the context of the World Congress of Dermatology.”*

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### **About L'Oréal**

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 26.9 billion euros in 2018 and employs 86,000 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce. Research and innovation, and a dedicated research team of 3,993 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 *“Sharing Beauty With All”* sets out ambitious sustainable development objectives across the Group's value chain.

For more information: <http://mediaroom.loreal.com/en/>

### **About the International League of Dermatological Societies (ILDS)**

Officially founded in 1935, ILDS has been promoting skin health around the world for over 80 years. Its forerunner began in 1889 as the first of many World Congresses of Dermatology. Today, ILDS represents dermatology at the highest level with over 170 Member Societies from more than 80 countries, we represent over 200,000 dermatologists. ILDS works closely with partners around the world including the World Health Organization (WHO), with whom we are in official relations, in order to improve skin health for all people around the world

For more information: <http://ilds.org/>

### **About the World Congress of Dermatology (WCD)**

The WCD, held every 4 years under the auspices of the ILDS, is one of the largest dermatology congresses in the world. It will see the participation of renowned dermatologists and scientists from all over the globe. After 47 years, the 24<sup>th</sup> WCD is returning to Italy, organised by SIDeMaST in Milan

For more information: <https://www.wcd2019milan.org/>

**International Awards for Social Responsibility in Dermatology 2019**  
**“Caring to Inspire Skin Confidence”**

**For Africa & Middle East:** Prof. Dalia Gamal Aly & Dr. Ragia Hany Weshahy from Egypt

**[For a Better Life after Burns](#)**

The project led by these dermatologists, in Giza, Egypt, is a joint venture with the Ahl Masr Foundation, an Egyptian non-profit organization providing support to burn victims and offering a preventive and awareness programs on burn accidents and their consequences to the most marginalized communities.

**For Asia:** Dr. Sabina Bhattarai from Nepal

**[Dermatology Patient Care in Rural Nepal: Reaching the Unreached](#)**

The project supported by Dr Bhattarai is run by a non-profit organization “Ek Ek Paila” created after the 2015 earthquake. It aims to provide free medical services on a regular basis to areas devastated by the earthquake and now to remote regions of Nepal. As no dermatologists were working in any of the areas visited, this health care initiative has brought screening, identification and treatment to 1,575 patients with skin diseases responsible for social stigmatization.

**For Europe:** Prof. Kathrin Giehl from Germany

**[Besonderhaut - Initiative for Children with Rare and Genetic Skin Diseases](#)**

The Besonderhaut project of Prof. Giehl is run by the “Deutsche Stiftung Kinderdermatologie” (German foundation on child dermatology). The project consists of different methods and activities to support patients and families with chronic rare and genetic diseases (ichtyose, epidermolysis bullosa, tuberous sclerosis, etc.). The main goal is to improve the quality of life and self-esteem of child sufferers in order to aid their integration into society.

**For North America:** Dr. Mark Holzberg from the United States

**[Volunteer Dermatologist Dermatology Clinic for Atlanta’s Homeless at the Mercy Care Clinic at the Gateway Center](#)**

Mercy Care Clinic delivers primary care, dental and vision, pediatrics, health education, and HIV treatment. In 2009, Mercy Care formed an association with the Gateway Center for the Homeless to provide primary care and dentistry for the homeless population in the metropolitan Atlanta area. The program set up by Dr. Holzberg adds full-service dermatology to the clinic with the help of 8 dermatologists and the Georgia Society of Dermatology and Dermatologic Surgery, thereby providing this population with access to dermatologic care.

**For South & Central America:** Dr. Carolina Reato Marçon from Brazil

**[Pró-Albino Program: Prevention, Diagnosis and Treatment of Actinic Skin Damage, Emotional Support and Social Inclusion in Albinism](#)**

The dermatology department of Santa Casa de Misericórdia Hospital recorded a high incidence of advanced skin cancers and actinic damage in albino patients. As a direct result, the department decided to set up a program to provide effective interventions for the prevention and early management of skin cancer, and to provide emotional and social support to albino patients.

For videos of the 2019 awarded projects: <http://www.inspireskinconfidence.com>

To discover more on the initiative and the other top projects per region coming from Lebanon, Nigeria, Philippines, Spain, Portugal, Russia, Canada, Mexico and Argentina: [click on the press kit](#)

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