



INTERNATIONAL AWARDS FOR SOCIAL RESPONSIBILITY IN DERMATOLOGY

A PARTNERSHIP BETWEEN



L'Oréal, in partnership with the International League of Dermatological Societies (ILDS) and the World Congress of Dermatology (WCD), developed the International Awards for Social Responsibility in Dermatology.

The 4th Edition of these Awards is deployed in the context of the 25th World Congress of Dermatology, which is taking place in Singapore from July 3rd to July 8th, 2023.

The International Awards for Social Responsibility in Dermatology aim to reward and capture projects having a positive impact on patients and people facing dermatological problems in 3 main categories :

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

Through this initiative, L'Oréal, ILDS and WCD aim to contribute to the recognition of dermatology and dermatologists as key players in social responsibility and, ultimately, to support patients in need, improve and restore lost self-esteem and quality of life.

This year's edition of the International Awards for Social Responsibility in Dermatology is bringing forward five projects that make a difference for people facing skin issues. Each winning project is rewarded with a €20,000 grant, allowing the awardees to continue their work.

The call for applications, which ran from April 2022 to April 2023, was a great success, with 193 applications submitted by dermatologists from 66 different countries all around the world.

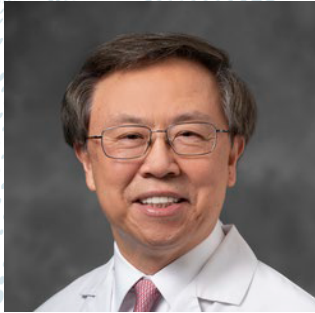
**Caring to
Inspire skin
confidence**



**INTERNATIONAL AWARDS
FOR SOCIAL RESPONSIBILITY
IN DERMATOLOGY**

THE JURY

An independent scientific committee of five dermatologists from the International League of Dermatological Societies undertook the selection of the 5 best projects, one from each of the ILDS geographical regions.



NORTH AMERICA
**Prof. Henry
W. Lim**



**SOUTH &
CENTRAL
AMERICA**
**Dr. Maria-
Ivonne Arellano-
Mendoza**



EUROPE
**Prof. Lars
French**



**AFRICA &
MIDDLE EAST**
**Dr. Hassan
Galadari**



ASIA PACIFIC
Prof. Roy Chan

A PARTNERSHIP BETWEEN



AWARDED PROJECT ★

PROVIDING ACCESS TO DERMATOLOGIC CARE IN RURAL AND UNDERSERVED AREAS OF JAMAICA

Dr. Louise Kaufmann - United States of America

Launched in 2016 in cooperation with the LJDR Davis Foundation initiative, the project provides free dermatological services to people in rural Jamaica who have never had access to a dermatologist. In the four years since the Dermatology Clinic's opening, 1,200+ people have benefitted from free dermatological care.

The grant will be used to extend the program by educating healthcare professionals, expanding healthcare personnel in the Dermatology Clinic, and helping the community access clean, running water.



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OTHER TOP PROJECTS



IDENTIFY FIREFIGHTER SKIN CANCER
Dr. Christine Kannler

USA

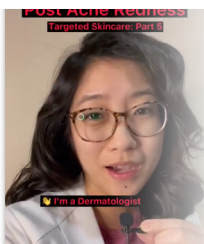
The Firefighter Cancer Support Network (FCSN) provides rapid post-diagnosis resources followed by one-on-one support from fellow firefighters. It responds quickly and delivers an FCSN signature toolbox free of charge. The toolbox contains critical resources to help plan, communicate and take action with doctors, family and colleagues.



WAR ON MELANOMA
Prof. Sancy Leachman

USA

The Oregon Health and Science University War on Melanoma™ (WoM) is an all-fronts effort to eliminate melanoma as a cause of death, primarily focusing on the link between early detection of melanoma leading to improve rate of survival. The project started with health promotion and education efforts. For the past year and a half, it has expanded to include skin screenings and towards expansion into tele dermatology targeting particularly people living in dermatology deserts in Oregon. Thanks to outreach activities and skin screening, 274 tests were carried out. More than a thousand people were reached by the educational material distributed in the communities visited.



DERMCAFÉ
Dr. Annie Liu

Canada

DermCafé is Canada's first national virtual dermatology clinic aimed at addressing the crisis of limited access to dermatologists in the country. They provide virtual dermatologic care, focusing on limited inflammatory dermatoses diagnosed via standardized photos. By utilizing technology and eliminating the physical limitations of brick-and-mortar clinics, DermCafé aims to reduce wait times to approximately one to two weeks and improve access to care across the nation.



SPOTS - SUN PROTECTION OUTREACH TEACHING BY STUDENTS
Dr. Sofia Chaudhry

USA

The SPOTS program was established to address this issue by educating students from preschool to high school about the importance of early detection and prevention of skin cancer, utilizing innovative approaches such as interactive activities, personal stories, and a focus on skin of color. The program, led by medical students, has expanded to over 40 medical schools and has shown positive results in improving students' knowledge, attitudes, and behaviors regarding skin cancer prevention and detection.

AWARDED PROJECT ★

GOING BEYOND SKIN IN COLOMBIAN PACIFIC COAST RURAL AREAS Dr. Adriana Raquel Cruz Aconcha - **Colombia**



Colombia ranks seventh among the world's most unequal countries according to the World Bank, which has serious implications to accessing dermatological care, especially in rural areas. The MISIÓN PAÍS team travels to distant Pacific Coast territories and has treated over 180 patients suffering from skin issues like scabies, impetigo and atopic dermatitis.

The grant will be used to enhance skin health services, increase visits to rural communities and develop Scabies Mass Treatment programs through education, improved patient documentation and telemedicine.



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OTHER TOP PROJECTS



AMOR EM CADA FIO PROJECT Prof. Maria Fernanda Reis Gavazzoni Dias

Brazil

The «Amor em Cada Fio» Project initiated in 2018 addresses the stigmatizing reality faced by patients with hair loss, leading to psychosomatic symptoms associated with their dermatological condition. The project aims to boost self-esteem and treatment adherence by providing free hair prosthesis made from donated hair to patients at the Alopecia clinic of Hospital Universitário Antônio Pedro. It serves as a social arm of the clinic, addressing the social and psychological needs of patients who have lost their hair due to alopecia, a condition that often requires long-term treatment.



EXTENSION PROJECT - SAÚDE E CIDADANIA EM FRONTEIRAS Dr. Gabriel Lazzeri Cortez

Brazil

The «Saúde e Cidadania em Fronteira» project, established in 2012 in collaboration with the Brazilian Navy, aims to extend medical care services to remote areas of the Amazon region, ensuring quality healthcare for populations in need. Through the partnership with the Brazilian Navy's health team and the Hospital Ship of Healthcare Assistance (NAsH), groups of students, residents, and fully qualified doctors are deployed to provide comprehensive medical assistance to communities. The project has conducted 9 missions from 2013 to 2022, delivering a total of 10,953 healthcare services, including dermatological consultations, excisions of lesions, and clinical care for various pathologies.



EDUCATIONAL PROGRAM TO TEACH COLOMBIAN CHILDREN ABOUT PHOTOPROTECTION

Dr. Maria Aluma-Tenorio

Colombia

The «Fundación Cáncer de Piel Colombia» has created several activities and campaigns to educate the community, especially children, about the prevention and early detection of skin cancer. The main initiative is the creation of a solar character named Aurelio «the rising sun» and a story that teaches children about the role of the sun, how to behave and the different elements of sun protection. The foundation visits schools with children aged 4 to 7, where the story is presented via video and an artist interacts with the group. At the end, a dermatologist stresses the importance of using the various sun protection measures, and each child receives a book and activity pack to reinforce their knowledge. The project was created in 2015 and has so far managed to reach over 5,000 children, mainly in Medellín and the metropolitan area. Last year, 1,320 books were donated to different cities in the country, with the support of the Colombian League Against Cancer.



TELEMEDICINE SAS BRASIL – PREVENTION AND SCREENING OF SKIN CANCER IN FISHING AND RURAL VILLAGES

Dr. Maria Cecília de Carvalho Bortoletto

Brazil

SAS Brasil is a philanthropic organization that has been providing free specialized healthcare to low-income populations in remote areas of Brazil for 10 years. Recognized for their work, they received an award at the World Economic Forum for providing over 200,000 specialized health services during the Covid-19 pandemic. Using a hybrid model of remote and face-to-face care, they focus on mental health, cervical cancer, dermatology, pediatric ophthalmology, and care for maternal-infant and chronic patients. Their mobile and fixed structures, along with a telemedicine platform, enable them to reach numerous cities across Brazil and expand their services to include prevention and screening of skin cancer.



JARDIM DAS BORBOLETAS (GARDEN OF BUTTERFLIES)

Dr. Isadora Mota Coelho Barbosa

Brazil

The Garden of Butterflies directly serves 120 people with Epidermolysis bullosa (EB), a rare genetic disorder characterized by extremely fragile skin, and accompanies them in all their needs. It offers nutritional, social, psychological, legal, nursing assistance, in addition to offering other types of assistance services, whenever necessary, such as: equipment purchases, adaptive reforms in their homes, medical monitoring and additional exams.

It also sends its beneficiaries a monthly box with essential items for the treatment, such as dressings, medicines, supplements and special cosmetics. In addition to that, throughout the year, it carries out social projects and campaigns, such as distribution of basic food baskets, assistance to people facing social vulnerability, campaigns to disseminate knowledge and awareness.

AWARDED PROJECT ★

SUN PREVENTION IN SCHOOLS

Dr. Nathalie Sultan - France

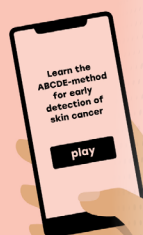
Reunion Island experiences high levels of UV radiation and has seen skin cancer cases increase. Mission Soleil Réunion (MiSolRé) aims to change student behavior around sun exposure through sun prevention programs, teacher training and the distribution of sun protection products. MiSolRé also works to raise awareness in pre-schools and encourage municipalities to invest in shaded areas.

Over 15,000 students have been reached since the campaign's launch. The grant will be used to extend the group's efforts to include nursery schools, train general practitioners in skin cancer screening and help workers exposed to UV radiation.



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OTHER TOP PROJECTS



**CHECK-A-MOLE-
EDUCATIONAL
GAME**
Dr. Göran
van Rooijen

Netherlands

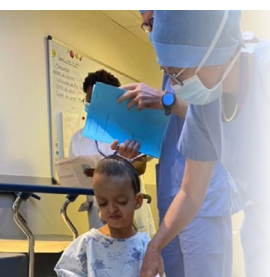
Founded in 2015, this free educational game collaborates with artists, athletes, patients and dermatologists around the world to raise awareness of melanoma and other types of skin cancer. The aim of this game is to encourage people to start a conversation with their loved ones and their doctor about the importance of skin cancer prevention and detection. Millions of people have been reached by the game, as well as by communication campaigns.



**THE
DERMATOLOGIST
PODCAST - A
PODCAST ABOUT
THE SKIN, HAIR AND
NAILS**
Dr. Marta Laskowski

Sweden

The goal of the podcast is to spread current information strictly based on scientific evidence about primarily the skin and skin care, but also about venereological conditions. It aims to present these facts in an entertaining and easily accessible manner in order to raise awareness on skin health and skin diseases, educate the general public as well as the health personnel and favor the prevention of dermatological illnesses. Awareness is raised not only in order to inform about skin conditions, but also as a way of reducing stigma commonly associated with dermatological illnesses.



**UN SOURIRE
EN FACE**
Prof. Boris LAURE

France

«Un sourire en face» is a humanitarian association dedicated to providing quality care for children with rare craniofacial malformations. They work to alleviate the unbearable living conditions faced by these children due to poverty, lack of facilities, and misperceptions about their conditions. The association acts as a link between the families and the medical team, handling logistics, administrative procedures, and ensuring the child's safety and accommodation during their stay for surgical interventions and multidisciplinary consultations.

**AIPLABS & SEMMELWEIS UNIVERSITY
CATAPULTING PUBLICLY AVAILABLE
DERMATOLOGICAL CARE ON AN
EXPONENTIAL SCALE THROUGH
INNOVATIVE TECHNOLOGY**
Dr. Adrienn Poor

Hungary

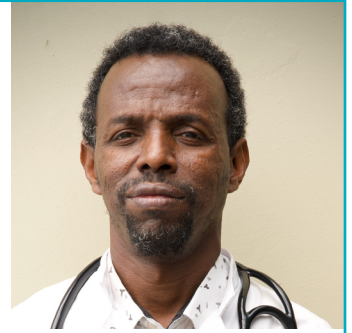
The projet aims to leverage artificial intelligence (AI) and broader technology infrastructure embedded into a "Digital Dermatology Hospital" to exponentially increase the availability and accessibility of high-quality and free dermatological care. It helps to significantly empower philanthropic and remote contributions of global dermatologists through the connective platform that catapults case processing efficiency by up to 10x+.

AWARDED PROJECT ★

IMPROVING ACCESS TO SERVICES FOR PODOCONIOSIS AND CUTANEOUS LEISHMANIASIS PATIENTS IN AMHARA REGION**Prof. Wendemagegn Enbiale Yeshaneh - Ethiopia**

NaPAN aims to provide medical care to Ethiopians with skin Neglected Tropical Diseases (NTDs) – in particular, podoconiosis and cutaneous leishmaniasis. Podoconiosis, which affects 1.5 million Ethiopians, is non-infectious leg swelling caused by long-term exposure of bare feet to irritant soils. Leishmaniasis is a parasitic disease that impacts skin and internal organs. NaPAN raises community awareness, trains health professionals and provides disease management and disability prevention (MMDP) within the affected communities, resulting in more than 300,000 patients having accessed MMDP services.

The grant will be used to expand access to treatment for podoconiosis patients with massive nodules by training healthcare professionals in highly endemic areas, and exploring the feasibility of decentralizing cryotherapy treatment for cutaneous leishmaniasis.

**Watch the Movie****OTHER TOP PROJECTS**

ENSURING ACCESS TO SUN PROTECTION, MEDICAL CARE, PROMOTION OF SOCIAL INCLUSION AND PSYCHOLOGICAL SUPPORT FOR PERSONS WITH ALBINISM

Dr. Carolina Marcon**Angola**

Nissi is a Brazilian NGO that has been providing extensive support in Angola for 14 years, including building a school, offering education and meals to approximately 1000 children, distributing basic baskets to widows, accommodating children, and providing education and training for youth. The organization is expanding its efforts by establishing a medical clinic and housing for albinos, aiming to provide medical care, social inclusion, and talent development for this underserved population. The project has garnered support from local governments, private companies, and individuals worldwide, consolidating and perpetuating assistance to the previously neglected community.



WANT TO BE RECONCILED WITH THE SUN
Dr. Fatima Zahra Mernissi

Morocco

This specialized program aims to provide comprehensive care for patients with Xeroderma pigmentosum which is a rare genetic disorder characterized by extreme sensitivity to ultraviolet (UV) light, leading to severe sunburns and an increased risk of skin cancer. The program includes consultation and hospitalization rooms with anti-UV filters. With a multidisciplinary team of dermatologists, surgeons, ophthalmologists, and geneticists, they prioritize meticulous examination and early detection of tumors, utilize medical treatment for smaller lesions, emphasize physical and chemical photoprotection, provide specialized consultations with ophthalmologists and maxillofacial surgeons, conduct genetic screenings, and organize awareness events to promote photoprotection and provide social and psychological support for patients and their families.

FIGHTING AGAINST SKIN CANCERS AMONG PEOPLES LIVING WITH ALBINISM IN 3 REGIONS
Dr. Gaylord Inena Wa Inena

Democratic Republic of Congo

The aim of the CORBETTA RDC is to support and provide medical care for vulnerable groups, including people living with albinism. They work towards effective assistance and legal protection for these groups and fight against all forms of discrimination, while promoting the social integration of vulnerable individuals. The activities include organizing free dermatological consultations, early detection of precancerous lesions, free treatment of precancerous lesions and skin cancers, community health education sessions on albinism and related issues, advocating for the availability of sun protection creams, distributing sun creams to people living with albinism, and organizing mobile clinics and outreach programs for their education and care.



DERMALAWI: IMPROVING DERMATOLOGICAL HEALTH IN RURAL MALAWI
Dr. Gisela Hebe Petiti

Malawi

Dermalawi, established in 2015, focuses on prevention, diagnosis, and treatment of skin conditions in vulnerable populations, while also building capacity among local health workers. Their efforts encompass general dermatological care, addressing neglected tropical skin diseases, leprosy, skin cancer in albino population, feminine intimate care, and vulvar pruritus. Through clinical and surgical campaigns, as well as tele dermatology, Dermalawi ensures continuous support, remote diagnosis, and training for medical professionals, aiming to provide ongoing quality dermatology care. Since 2015 Dermalawi has assisted over 70,000 patients.

AWARDED PROJECT ★

IMPROVING ACCESS TO SKIN CARE THROUGH TELEDERMATOLOGY IN EASTERN INDONESIA

Dr. Marlous Grijzen - Indonesia



Indonesia's Oxford University Clinical Research Unit (OUCRU) launched a teledermatology service, in a remote and economically underdeveloped island with a high burden of skin diseases. Since its launch, the platform has trained and supported 30 health workers, with the intent to treat over 600 patients with a broad range of common and neglected skin diseases. Around 8,000-10,000 patients who presented with skin diseases have since benefitted from the initiative.

The grant will be used for continuous education and training on common and neglected skin diseases, strengthening quality of care for people, and increasing local capacity to deliver multidisciplinary healthcare services.



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OTHER TOP PROJECTS



ELIMINATION OF THE STIGMA AND DISCRIMINATION ASSOCIATED WITH PERSONS AFFECTED BY LEPROSY

Dr. Rabindra Baskota

Nepal

The project aims to eliminate the stigma and discrimination associated with leprosy in Nepal through multiple strategies, including early diagnosis and treatment, free leprosy and disability care, advocacy, and awareness. By involving persons affected by leprosy, schools, and communities, the project seeks to promote acceptance and inclusion, reduce inequalities, and restore dignity and respect for those affected by leprosy. The project started in 2018 and is expected to continue until 2030, aligning with the country's commitment to achieving the Sustainable Development Goals.



OBSERVE, ELIMINATE, AND PREVENT SCABIES – TOWARDS INDONESIA FREE OF SCABIES 2030

Dr. Sandra Widaty

Indonesia

This project, initiated in 2017 by a group of dermatologists, aims to eradicate scabies infestations in Islamic boarding schools in Indonesia. By targeting students and non-medical staff, the project seeks to raise awareness, provide early detection, and ensure proper treatment for scabies. This national-wide program, known as «Observe, Eliminate, and Prevent Scabies - Towards Indonesia Free of Scabies 2030 (Deskab-Menuju Indonesia Sehat Bebas Skabies 2030),» aligns with WHO's goal of eliminating scabies by 2030.



**XERODERMA
PIGMENTOSUM
MEDICAL AND SOCIAL
PROJECT**
Dr. Sudip Parajuli

Nepal

This project aims to address the challenges faced by patients with Xeroderma Pigmentosum (XP) which is a rare genetic disorder characterized by extreme sensitivity to ultraviolet (UV) light, leading to severe sunburns and an increased risk of skin cancer, such as physical and psychological suffering, social exclusion, and reduced life expectancy. By focusing on early diagnosis, education about UV exposure and photoprotection, early detection of skin cancer, and providing social and psychosocial support, the project aims to improve the quality of life and life expectancy of the patients. With about 68 patients currently enrolled and plans for future expansion, this holistic approach marks an innovative step in managing XP in Nepal, where rare genetic diseases have often been overlooked.



**COLOUR OF BEAUTY
IS THE COLOUR YOU
OWN -
BUILDING
CONFIDENCE IN
NATURAL SKIN
COLOUR**
Dr. Nayani
Madarasingha

Sri Lanka

The organization aims to advance knowledge and research in dermatology, ensure quality care for skin-related issues, and disseminate knowledge to the public. They achieve this through conferences, clinical meetings, research support, expert opinions, public education, and activities to support individuals with skin problems. In response to the prevalence of skin whitening practices and the health hazards associated with it in Sri Lanka, the organization launched a public awareness campaign called «The Colour of Beauty is the Colour you Own.» The campaign aims to promote natural skin color, educate the public about the risks of skin-lightening agents, and empower individuals with accurate skincare knowledge, ultimately reducing discrimination and improving self-confidence.

About L'Oréal

For over 110 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 36 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4 000 scientists and 5 500 tech and digital professionals, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.

More information on:
<https://www.loreal.com/en/mediaroom>

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About the International League of Dermatological Societies (ILDS)

Officially founded in 1935, the International League of Dermatological Societies (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, the ILDS represents dermatology at the highest level with over 202 Member Societies from more than 98 countries, representing over 200,000 dermatologists. ILDS works closely with partners around the world including the World Health Organization (WHO), with whom they 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 World Congress of Dermatology (WCD), which is held every 4 years under the aegis of the International League of the Dermatological Societies (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. For this 25th edition, the WCD will take place in Singapore.

For more information:
<https://www.wcd2023singapore.org/>

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