

The Children's Melanoma Prevention Foundation of Hingham and South Shore Skin Center teamed up at the Special Olympics held last week at Weymouth High School to educate children and their families about skin cancer prevention and sun safety.



Armed with one gallon of Blue Lizard sunscreen, Don't Fry Day handouts and knowledge to share, Mimi Svenning, Assistant Director of the Children's Melanoma Prevention Foundation and Lori Skinner, RN of South Shore Skin Center who is a board member of Children's Melanoma Prevention Foundation, educated attendees on proper sunscreen application and ways to protect themselves in the sun.

This sun safety and skin cancer prevention event at the Special Olympics was part of the Children's Melanoma Prevention Foundation's Don't Fry Day line-up of events. Don't Fry Day is an initiative sponsored by the National Council of Skin Cancer Prevention (NCSKP) meant to raise awareness of sun safety. According to Skinner, "I was so pleased to be able to educate parents about proper sunscreen use. There are a lot of misconceptions about sunscreen efficacy. I was able to teach many parents about sunscreen key ingredients and that it needs to be reapplied every two hours despite the SPF."

One of the teachers at the Special Olympics commented that it was fortunate that Children's Melanoma Prevention Foundation tent was on hand, as many children and adults needed to reapply sunscreen throughout the day.

"Our mission is to teach children and their caretakers about prevention and early detection of skin cancer. We must remember that skin cancer is the most common of all cancers and that one person dies every hour from this preventable and easily recognizable disease," explained Maryellen Maguire-Eisen, RN, MSN, Director of the Children's Melanoma Prevention Foundation.

Dr. Richard Eisen, M.D., dermatologist at South Shore Skin Center and Children's Melanoma Prevention Foundation Medical Director said, "This was the second annual Don't Fry Day and we made it our business to get out into the community to teach the public about skin cancer prevention."

## About Children's Melanoma Prevention Foundation

The Children's Melanoma Prevention Foundation is a non-profit educational foundation established in 2003 to deliver a comprehensive sun safety and melanoma awareness program, free of charge, to school children in Massachusetts. The Children's Melanoma Prevention Foundation was created to aggressively focus attention on the need to teach prevention or sun protection to children and their caregivers. The foundation's SunAWARE Program is delivered primarily to children in elementary and high schools and teaches both skin cancer prevention and early detection. A "Don't Fry Day" handout is available on their website. 781-875-1SPF (1773) or [www.melanomaprevention.org](http://www.melanomaprevention.org).



## South Shore Skin Center

South Shore Skin Center is a progressive dermatology practice offering a wide range of medical, surgical and cosmetic services. The practice has attained and maintained an "A" rating on Angies List Health.



Chesapeake Virginia Spa & Salon owners Suzanne Garcia and Audrey Brown together with two of their employees Amber Yankow and Kathleen Newberry took the winning trophy in the

first annual Amazing Race for CHIPS. Chesapeake Health Investment Program (CHIPS) is a non-profit organization that provides support, education, and referral services to parents of children, prenatal through age six, in Chesapeake. The Winning Elements Team had the highest combination of challenge points, bonus points, and money raised by 4p.m. to take home the trophy. Mayor Krasnoff was at the finish line to award the winners and show his support for the outstanding effort's of the CHIPS organization.

Murad, Inc has partnered with the Los Angeles Dodgers to provide sunscreen and a full regimen of products for the legendary baseball team. The winning baseball establishment will have Murad's Waterproof Sunblock SPF 30 in the dugouts to battle Southern California's strong UVA and UVB rays and the full Murad Man skin care collection, specifically designed to address male skin care concerns, in the locker room for post-game cleanup.

Reviva Labs was the key co-sponsor of New York Public Theatre's human rights play, to help raise funds for Habitat for Humanity's relief efforts in Chile. The production, "Speak Truth For Power" featured Meryl Streep, Julianne Moore, Paul Sorvino, Stanley Tucci, Marcia Gay Harden, Viggo Mortenson, Alfred Molina, Debra Winger, Elias Koteas, and Gloria Reuben. Reviva Skincare Labs and Janson-Beckett Cosmeceuticals funded the event and donated gift bags of their skin care products to the celebrities.

## Announcements

Repêchage's 30<sup>th</sup> Anniversary is approaching quickly. It would seem impossible that there has been time to create and now launch the master site, [www.lydiasarfati.com](http://www.lydiasarfati.com), but it is finally here. This blog will feature informative posts to the site regularly by world renowned skin care expert Lydia Sarfati, CEO and founder of Repêchage.

Milady has announced its participation in the 46<sup>th</sup> annual SkillsUSA National Leadership and Skills Conference (NLSC). More than 5,000 outstanding career and technical education students from across the country will meet at the conference to compete in 96 different trade, technical, and leadership categories.