

Dermatologists Launch New Web Site and Game to Teach Kids about Healthy Skin, Hair and Nail Habits *Sammy the Skin Cell is the Star Avatar at KidsSkinHealth.org*

SCHAUMBURG, ILL (Nov 2, 2009) – A unique new Web site created by [dermatologists](#) lets kids learn how to practice good skin care virtually, or risk the consequences of [pimples](#), greasy hair, a [poison ivy](#) rash and [sunburn](#). The interactive game, “It’s a Skin Cell’s Life,” is just one of the many features on the American Academy of Dermatology’s (Academy) new Web site www.KidsSkinHealth.org, which provides information about caring for skin, hair and nails to kids ages 8-12 and their parents.

“The Academy is committed to teaching children and their parents about skin, hair and nail care, and an interactive and engaging Web site is the perfect way to do that,” said dermatologist David M. Pariser, MD, FAAD, president of the Academy. “The Web site, which was created with feedback from children and their parents, helps us encourage the development of lifelong habits that ensure good health, such as using [sunscreen](#) for [protection](#) against the harmful rays of the [sun](#).”

The KidsSkinHealth.org home page features two portals: For Kids and For Grown Ups.

- Kids Portal – Sammy the Skin Cell guides kids through the site, which explains how skin, hair and nails work, and how to take care of them. There’s information on conditions that can affect them as well as fun facts, answers to common questions and a dictionary that includes audio pronunciations courtesy of Sammy. Kids can play “It’s a Skin Cell’s Life” as the avatar Sammy or Suzy the Skin Cell and earn points by using their new-found knowledge to take care of their avatars, search for words, test skin knowledge, catch bugs, explore mazes and zap ultraviolet rays.

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- Grown Ups Portal – Paralleling the information on the Kids Portal, the site guides parents in helping their children care for their skin, hair and nails, and provides information about adult conditions, such as [rosacea](#) and [psoriasis](#), and how to care for [aging skin](#). The site also includes activities for parents to do with their children and answers to common questions.

To develop the Web site, the Academy surveyed kids and moms about what they'd like to see on a site about skin, hair and nails. The top rated response for the kids was games (86 percent) but they also wanted information about:

- what to do if your [nail](#) gets hurt or bruised (60 percent)
- what makes [hair](#) grow (54 percent) and
- information about bug bites (49 percent)

Moms wanted to know that the site is run by a respected health organization (92 percent), for their kids to learn proper hygiene for skin, hair and nails (49 percent) and to have an area where they could interact with their child while learning about health issues (39 percent). It's all there on [KidsSkinHealth.org](#).

The Academy solely developed the Web site's content. The following industry supporters helped underwrite the cost of the Web site's creation: Beiersdorf, Inc., Dermik Laboratories, a business of sanofi-aventis U.S. LLC, Galderma Laboratories, L.P., Graceway Pharmaceuticals, LLC, Intendis, Inc., Merz Pharmaceuticals, LLC, Ortho Dermatologics, PharmaDerm, a division of Nycomed US, Inc., Procter & Gamble, and Stiefel Laboratories, Inc.

About American Academy of Dermatology

Headquartered in Schaumburg, Ill., the American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 16,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1-888-462-DERM (3376) or [www.aad.org](#)

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