NEW ORLEANS (Feb. 4, 2011) – The American Academy of Dermatology (Academy) is holding its 69th Annual Meeting in New Orleans, Feb. 4-8, 2011, at the Ernest N. Morial Convention Center. With an anticipated attendance of more than 17,000, this meeting will feature world-renowned leaders in the field of dermatology presenting the latest research in the diagnosis and medical, surgical and cosmetic treatment of skin, hair and nail conditions.

Scientific News
This kit features some of the news and research that will be presented during the 69th Annual Meeting, including the following news releases:

- Athletes Prone to a Rash of Skin Conditions
- Data Show Incidence of Skin Cancer Rising at Alarming Rate
- Dermatologists Caution that Atopic Dermatitis is a Strong Precursor to Food Allergies
- Dermatologists Warn that Plants Can Cause a Garden Variety of Pesky Skin Problems
- Going to Great Lengths for Beautiful Hair? Dermatologist Shares Hair Care Tips for Healthy and Damaged Hair
- Red, White and Brown: Defining Characteristics of Common Birthmarks will Determine Type and Timing of Treatment
- Skin Conditions Could Hinder Treatment in Cancer Patients, Negatively Impact Quality of Life
- Small Changes in Skin Care Routine Can Significantly Improve Skin Affected by Acne and Rosacea

Additional Academy announcements are posted to the Academy newsroom.

The above information will be featured in a variety of on-site media activities for registered media. Media planning to attend the 69th Annual Meeting must register on-site in the Academy Press Office located in Room 286 of the Ernest N. Morial Convention Center. The Press Office phone number will be (504) 670-4527 beginning Friday, Feb. 4.

The American Academy of Dermatology, 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 AAD at 1-888-462-DERM (3376) or www.aad.org.

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