Nationally recognized experts share what’s new and what’s next in skin of color dermatology treatments, trends and emerging tech.

**PARTICIPATE IN THIS EXCITING MEDIA EVENT**
- Fascinating **sessions with leading expert teams**, covering new research, hot topics, emerging tech and best practices in skin of color dermatology (medical, cosmetic and surgical)
- Thought-provoking **panel discussion** on important needs, trends and issues affecting people of color
- Ask the **Experts session**—A lively, interactive Q & A period covering high-interest topics

**4TH ANNUAL SOCS MEDIA DAY SPONSORSHIP OPPORTUNITIES**
Sponsor this exciting and informative event that offers national magazine editors, dermatology trade media, health/beauty bloggers and content producers a unique opportunity to learn about a wide array of hot topics in skin of color dermatology straight from nationally and globally recognized SOCS experts.

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<th>ITEM</th>
<th>$2,500–4,999</th>
<th>$5,000–14,999</th>
<th>$15,000+</th>
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<td>Provide gift items and information for the editor bags given to all participating editorial guests</td>
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<td>Receive recognition in all promotional materials sent to media and on the SOCS website/through social media</td>
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<td>Company representative(s) may attend the Media Day event with an expo area</td>
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<td>Special verbal recognition for Media Day support would be given at the podium during the President’s address at the Annual SOCS Scientific Symposium, held in conjunction with the AAD Annual Meeting, March 19, 2020.</td>
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<td>Dedicated space at Media Day on Feb. 11</td>
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PROGRAM

LUNCH BUFFET

WELCOME

Dhaval Bhanusali, MD, FAAD

OPENING REMARKS

Lynn McKinley-Grant, MD, MA, FAAD, President, Skin of Color Society

THE SESSIONS: EXPERT TEAMS AND TOPICS (Rotations from room to room)

STATE-OF-THE-ART IN TREATING PIGMENTATION DISORDERS & SKINCARE PRODUCTS
Get the scoop on new drugs and devices for treating pigmentation disorders, such as melasma and vitiligo, including new advances in combination treatments, cosmeceuticals and skincare products for patients of skin of color

Seemal R. Desai, MD, FAAD and Laura Scott, MD

HAIR HAPPENINGS
Expand your knowledge about the growing body of new research and innovative treatments for hair disorders in people of color

Amy McMichael, MD, FAAD & Crystal Aguh, MD, FAAD

PATIENT SAFETY WITH COSMETIC PROCEDURES
Understand important patient safety issues and special considerations in performing cosmetic procedures on individuals with skin of color

Andrew Alexis, MD, MPH, FAAD and Dhaval Bhanusali, MD, FAAD

EXTERNAL SIGNS OF INTERNAL DISEASE
Diseases present differently on darker skin. Gain insights into the nuances of detecting, assessing and treating systemic diseases in darker skin types

Lynn McKinley-Grant, MD, MA, FAAD & Donald Glass II, MD, PhD

SKIN CANCER & SUN PROTECTION in MELANIN-RICH SKIN
Learn the facts and myths about skin cancer in skin of color and understand the keys to sunscreen use and selection for darker skin types

Maritza Perez, MD, FAAD & Susan C. Taylor, MD, FAAD

PANEL DISCUSSION (30 minutes)

Delving into diversity: The “why” behind the need for greater diversity in the specialty and more broadly, in healthcare

Complications, controversies, caveats and considerations in treating skin of color circa 2020

Q & A’s

Private appointments with experts will be available after the formal program concludes for more in-depth conversation.

Diversity in Action
Dedicated to promoting awareness and excellence in skin of color dermatology

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