



MEDIA RELEASE

4 November 2023

7 Days of Skin Health: Supporting Australians to look after their skin, hair and nail health

4 NOVEMBER 2023: Today the Australasian College of Dermatologists (ACD) is launching its 2023 World Skin Health Day campaign with expert tips from Australian dermatologists on how to keep your skin, hair and nails healthy.

This year's campaign provides Australians with the opportunity to put themselves and their skin, hair and nail health first, with expert advice from dermatologists - the medical specialists in skin, hair and nails.

Beginning today, ACD is releasing a series of articles from dermatologists on topics including acne and adolescent skin; hair; nails; sweating; menopause and cosmetic procedures.

"We know that skin care is a hot topic, says ACD President, Dr Adriene Lee. At the same time, we are seeing an increasing amount of misinformation about skin health and skin care on social media and in the community."

"Unfortunately, a lot of the skin care advice on social media is ineffective, and in some cases harmful. People are spending a lot of time and money on routines and products that don't have scientific backing".

By sharing tips from the medical experts in skin, hair and nail health, this campaign highlights the importance of looking after our skin, hair and nails and provides expert, evidence-based information on how best to do this.

"Our skin plays a crucial role in protecting our bodies", says Dr Lee, "It is our body's largest organ and changes to our skin, hair and nails can also be one of the first signs of an underlying health concern or condition. As well as tips on caring for your skin, hair and nails, the articles highlight some of the signs and symptoms to look out for, when expert help may be needed, and who to see."

"As dermatologists, we know that problems with your skin, hair and nails can be distressing, and it is important not to suffer in silence", says Dr Lee. "If you notice anything out of the ordinary with your skin, hair or nails, seek professional advice early. Your GP can refer you to a dermatologist if you need specialist care".

For those who want to test their knowledge about skin, hair and nail health, the ACD has launched its 7 Days of Skin Health Quiz. To view the articles and take the quiz, visit the Australasian College of Dermatologists website at <https://www.dermcoll.edu.au/7-days-of-skin-health/>

--ENDS--



About the Australasian College of Dermatologists (ACD):

The ACD is the peak medical college accredited by the Australian Medical Council for the training and professional development of medical practitioners in the specialty of dermatology. They provide authoritative information about dermatology to Government, the media, other health professionals and the general public.

Dermatology is the area of medicine that deals with skin including the hair and nails. Dermatologists are medical specialists trained in the diagnosis, treatment and management of all skin diseases, including skin cancer.

Links to further information:

- Visit the [ACD website](#) to view the 7 Days of Skin Health articles and quiz
- Follow ACD on social media:
 - Facebook: [@DermatologyACD](#)
 - X [@DermatologyACD](#)
 - Instagram: [@acderm](#)
 - LinkedIn: [@theaustralasiancollegeofdermatologists](#)

Media enquiries:

For more information, or to arrange an interview with the Australasian College of Dermatologists or one of our dermatologists, please contact:

ACD Media Team
mediaenquiries@dermcoll.edu.au