

Help us help you !

A graphic showing two hands, one on the left and one on the right, cupping a white heart. The hands are rendered in a light blue color with white outlines for the fingers and palms. The heart is a simple white shape with a slight shadow.

Dermatologist from the Heart

In partnership with

The logo consists of a solid blue square.

LA FONDATION
LA ROCHE-POSAY

Under the aegis of Fondation de France

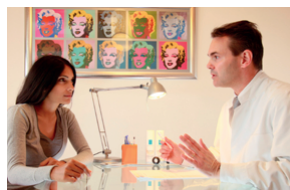
Our mission: to make dermatology available to all in partnership with you.

La Fondation LA ROCHE-POSAY was developed based on two key axes:

- > The scientific axis that finances research.
- > The humanitarian axis that supports community outreach initiatives by dermatologists.



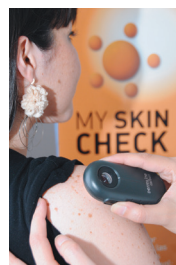
La Roche-Posay has always been committed to working along-side dermatologists. As a testament to this commitment, La Fondation La Roche-Posay was created in 1995 to encourage dermatological research in clinical medicine, biology and pharmacology. Each year, in partnership with La Fondation La Roche-Posay, awards are granted to the most promising research projects among young dermatologists across 4 continents: Europe, Latin America, North-America and Asia-Pacific. As today, over one hundred research teams have received funds allowing them to finance further work.



Today, in partnership with La Fondation La Roche-Posay, «Dermatologist from the Heart» supports dermatologists committed to making their skills and knowledge available to a broader public. This new initiative will award an annual grant to the most altruistic and generous-spirited project focused on enhancing patients' quality of life. The program will live across numerous countries where the brand is present.



This initiative is in line with our global objective involving other projects aimed at enhancing patients' quality of life. For instance, the Atopy Schools support patients (and their families) suffering from atopic dermatitis and Corrective Make-up Workshops, where patients with noticeable skin lesions learn to camouflage affected skin areas to regain self-confidence as a result of these make-up techniques.



In addition, skin cancer prevention programs have been supported for over 10 years including free screening days organized by the Euromelanoma Group for Europe, and by a variety of national dermatology societies in other countries. In 2012 alone, 2,600 dermatologists in 21 countries screened over 60,000 people.



To become....

Dermatologist from the Heart

Launched in France in 2011, this program aims to encourage and support generous-spirited initiatives for dedicated, community-centered dermatology outreach across the globe.

- > Would you like to make dermatological care accessible to underprivileged populations?
- > Would you like to provide dermatological procedures to isolated populations?
- > Would you like to organize skin cancer screenings for at-risk populations?

If you would like to become involved in a community-oriented dermatological project, we would love to hear from you by submitting a grant proposal by September, 22nd, 2017 to:

Secretariat General • La Roche-Posay Laboratoire Dermatologique
10 Hudson Yards • New York, NY 10001 • Attention : Tyler.Steele@loreal.com

For questions regarding grant proposals and submissions, feel free to contact Tyler.Steele@Loreal.com

A 3-5-member panel of dermatologists will be responsible for evaluating the submitted projects to select the winner based on the «Dermatologist from the Heart» mission: to enhance patients' quality of life. \$10,000 will be awarded overall.

How can I get involved?

The competition is open to all dermatologists practicing in the country, with the exception of the panel of judges, La Roche-Posay co-workers or any other entities involved in creating the competition.

- > The application dossier can be submitted by a single dermatologist or by a group.
- > Each candidate or group of candidates can only submit one project dossier.
- > Existing or future community-minded projects must be patient-centered and run.
- > Your project, should fall under one of the five following domains aimed at enhancing patients' quality of life:

1. Information and prevention

(information workshops, disease-prevention advice, school initiatives, screening campaigns...).

2. Health professional training

(nurses, dermatologists, other doctors or professionals).

3. Advice and support

(psychological support for patients and those around them, helping patients to accept their illness, lifestyle advice, improving self-esteem...).

4. Improving social integration

(make-up workshops, behavioral therapies, activities for children with skin diseases, group support sessions...).

5. Improving access to healthcare

(free skin screening, free consultation, physicians visits, consultations in remote areas...).

The application dossiers must be submitted before 09/22/2017.

The selection criteria for application dossiers are as follows:

- > Falling under one of the operation's five categories.
- > Relevance in context of this program.
- > Feasibility in view of projected means/funds.
- > Originality and innovativeness of the initiative.
- > Sphere of influence, e.g. the number of patients to benefit and the extent of its activity.
- > Benefit to the patient: access to healthcare, acceptance of disease and treatments, patient's well-being, self-esteem, compliance with treatment and social integration.



In partnership with



LA FONDATION
LA ROCHE-POSAY

Under the aegis of Fondation de France

L'OREAL USA INC.
10 Hudson Yards . New York 10001
Tel : + 1 212 818 15 00