SKINAID 2019 Bio short for 5CC

SKINAID is a skin-centric media and consulting company:

- With evidence as a guiding star, the media arm curates dermatology and skin science information to nurture a conversation with professionals, patients, and consumers. @ducrest
- Our consultancy services focus on strategic planning and processes to ensure that evidence-based conversations are up to speed within the scientific community as well as on social media.

In one word: skin addict
Skin is fascinating! As well as being the largest organ of the body, skin is the silent mirror of important systemic disorders (compromised skin) and the mirror of external concerns (healthy skin and ageing skin). Skin taps into various disciplines: hard science (scientific and medical), soft science (psychology, sociology, anthropology...). Last but not least skin is playing a gateway role for applications of today's digital revolution (Internet of Things, social media, artificial intelligence, big data,...)

Bibliography:

- Why is social media important for dermatologists and patients? [https://user-cc0betr.cld.bz/EADV-News-69-Winter20181](https://user-cc0betr.cld.bz/EADV-News-69-Winter20181)

As medical writing support: