

SKINAID 2020 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,...)

Value Proposition:

We deliver actionable and powerful recommendations for skin-centric businesses that are informed by unique and exhaustive validation techniques both from a scientific and thought leadership global analysis. We excel at connecting global thought leaders in the skin field with innovative companies, thus enabling the skin companies to identify specific and differentiated product, brand or service investments resulting in significant growth

Bibliography:

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- Women's attitudes to beauty, aging, and the place of cosmetic procedures: insights from the QUEST Observatory <https://onlinelibrary.wiley.com/doi/10.1111/jocd.12192>
- HUD : appareils grand public pour le visage et le corps <https://www.realites-dermatologiques.com/2018/12/hud-appareils-grand-public-pour-le-visage-et-le-corps/>
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- Physicians' attitudes toward home-use devices: are we moving towards a prescription? AAD Poster, Washington, D.C. 1st - 5th March 2019. <https://www.aad.org/eposters/view/Abstract.aspx?id=8080>
- French academic dermatology on Twitter <https://www.em-consulte.com/article/1338010/la-dermatologie-academique-francaise-sur-twitter>
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As medical writing support:

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