

## Tru-Skin Dermatology Slated to Host Life-Saving Event during Austin Beauty Week

Written by Australian Business

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AUSTIN, Texas, Sept. 10, 2013 /PRNewswire/ -- [Tru-Skin Dermatology](#) has teamed up with [Austin Beauty Guide](#)

to host

*Beauty Saves Lives*

, an exclusive event to be held during

[Austin Beauty Week](#)

featuring life-saving skin cancer education specific to local hair stylists and makeup artists. Hair and makeup professionals know their client's skin better than they do, so it's important for them to learn how to spot the signs of skin cancer.

Skin cancer is growing at a faster rate than any other cancer in America. In fact, 1 in 5 Americans will be diagnosed with skin cancer in their lifetime. But with early detection, melanoma has an almost 100% five-year survival rate. Tru-Skin Dermatology is making it their mission to educate beauty specialists, so they can alert their clients if they see a spot that looks questionable.

This exclusive event will include a skin cancer preview presented by Dr. Daniel Ladd, Board Certified Dermatologist and Mohs Surgeon, and will be held on

Tuesday, September 24

<sup>th</sup>

from

6:00pm to 8:00pm

at Tru-Skin's central office located at 3500 Jefferson Street. In addition to education, guests will be able to snag free products, enter giveaways and get the chance to win fun door prizes including cosmetic services, medical-grade products and even an opportunity to be featured on the Dr. Dan Radio Show, which airs Sunday mornings on KLBJ, 590AM and 99.7FM.

Tru-Skin Dermatology was founded on the principals of healthy skin. Their mission is the prevention, detection and treatment of skin cancer. They recently founded [The Shade Project](#), a non-profit organization dedicated to preventing skin cancer through education, outreach and building shade structures where children play. A portion of every service, patient visit and product purchase at Tru-Skin Dermatology is donated to The Shade Project to help skin cancer prevention efforts. In addition, Tru-Skin is a full-service dermatology practice offering the latest advances in anti-aging and skin rejuvenation procedures, injections and laser treatments.

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For more information on Beauty Saves Lives, visit [http://austinbeautyweek.com/ai1ec\\_event/tru-skin-dermatology](http://austinbeautyweek.com/ai1ec_event/tru-skin-dermatology). You can also view more information on Tru-Skin Dermatology at <http://www.tru-skin.com>

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