

MIAMI BEACH, FL, October 08, 2013 /**24-7PressRelease**/ -- bioCorneum (www.biocorneum.com) the 1st and only FDA Cleared Topical Silicone Scar Treatment with SPF is committed to educating and supporting women dealing with Breast Cancer issues post surgery. Breast Reconstruction Awareness (BRA) DayUSA, occurs annually in October and is an initiative designed to promote education, awareness, and access regarding post-mastectomy breast reconstruction. bioCorneum will kick off their cause marketing support program at the second annual BRA Day on October 16, 2013 by contributing a portion of sales to the "BRA fund." Launched by The Plastic Surgery Foundation (The PSF) and the American Society of Plastic Surgeons (ASPS) the theme of this year's BRA Day is the "Team Approach" to breast cancer care, emphasizing the need for all breast cancer care physicians to work together to provide the patient with the best treatment plan that includes a well planned scar management plan. To learn more please visit us at booth 2005 at ASPS Plastic Surgery Meeting October 11 - 15th at the San Diego Convention Center 111 W Harbor Dr, San Diego, CA 92101.

"We would like to thank Enaltus, makers of bioCorneum, for their support of BRA Day USA," said Charles Verheyden, MD, PhD, president of The PSF. "Breast reconstruction can often accelerate the recovery from breast cancer, both physically and emotionally. Through their contribution to the BRA Fund, more women will be made aware of their reconstructive options, research will be furthered and more women will have access to breast reconstruction surgery."

Scar management is an important part of the healing process that must be discussed. Thanks to Angelina Jolie's brave, very personal New York Times Op Ed piece; conversations about options for Breast Cancer treatment and women's health have been pushed to the forefront of the media. Conversations have sparked emphasizing the importance of a successful step -by -step scar management plan. With these doors open and events like BRA Day women are able to expand important conversations about all stages of dealing with Breast Cancer. We encourage women to keep the conversation going by sharing their stories and asking questions by posting on our facebook <https://www.facebook.com/biocorneum> and/or twitter @BioCorneum.

bioCorneum is simple to use - apply gently twice a day for 60 to 90 days under your Doctor's supervisionbioCorneum is quick drying thus creating a protective barrier that is breathable, flexible, and waterproofbioCorneum protects the underlying tissue against chemical, microbial and physical invasion of the scar or scarsbioCorneum flattens, softens, and evens out scars along with reducing discoloration

bioCorneumBenefits

Helps prevent abnormal scarring after surgical procedures
1st and only FDA-accepted silicone scar treatment with SPF; a steroid version is also available
Self dries to form a transparent, flexible sheet within 4-5 minutes
Softens and flattens raised scars
Relieves associated itch and discomfort
Very water resistant
May be used on irregular surfaces, as well as large area scars
For further information contact Amber Clapp - 646-567-8114 or amberclapp@yahoo.com

BRA Day USA is a collaborative effort between the American Society of Plastic Surgeons, The Plastic Surgery Foundation, plastic surgeons, breast centers, nurse navigators, corporate sponsors and breast cancer support groups.

About EnaltusTM
EnaltusTM (www.enaltus.com), a dermatological products company headquartered in Suwanee, Ga., focuses on providing high-quality skin care products for both medical professionals and consumers with a concentration on scar management and safe skin care products for mothers and babies. The company's flagship products are Kelo-cote , a patented self-drying, silicone-based topical medical gel for scar management, the Belli Skincare line that sets the standard for cosmetic ingredient safety for mothers and babies, and bioCorneum , which combines silicone scar treatment with SPF 30 sunscreen to improve the appearance of existing scars and prevent future scarring.

About The PSF
The Plastic Surgery Foundation (The PSF), founded in 1948, supports research, international volunteer and visiting professor programs. The Foundation's mission is to improve the quality of patient care through research and development. The PSF accomplishes its mission by providing invaluable support to the research of plastic surgery sciences through a variety of grant programs, clinical trial networks, training programs and forums. The PSF works in concert with the American Society of Plastic Surgeons (ASPS). You can learn more by visiting The PSF at ThePSF.org.