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1ST CAMOUFLAGE CLINIC TO BE ESTABLISHED IN  
ESKISEHIR, TURKEY

San Francisco, California, October 3, 1997, Victoria L. Rayner a leader in the field of medical esthetics and camouflage therapy, announces the establishment of the first overseas camouflage therapy clinic in Eskisehir, Turkey.

Ms. Rayner recently was a featured speaker on *Cosmetology and Medicine: Camouflage Therapy* at the Third International Cosmetics symposium in Eskisehir, Turkey. The author of the only clinical textbook on the subject, *Clinical Cosmetology: a medical approach to esthetic procedures* (Milady: Buffalo, 1993), Ms. Rayner was invited to present a talk on the importance of cosmetic therapy treatment for patients with disfiguring conditions.

Ms. Rayner's attended the conference to inspire physicians and cosmetic chemists to acknowledge the need for cosmetic rehabilitation overseas. The initial effort was challenging because to date no clinical skin care or camouflage therapy clinics have been established outside of the United States.

Ms. Rayner spoke about current industry trends in the U.S. which have led to the successful alliance between medically trained estheticians and physicians. A slide show demonstrated before and after appearance of patients whose appearance had been normalized with the use of cosmetics. The slides represented her 17 year<sup>8</sup> of clinical experience which led to the establishment of 5 camouflage therapy clinics in teaching hospitals throughout the United States.

Associate Professor Dr. Yasemin Yaxan the official director of the symposium became aware of Ms. Rayner's clinic at the University of California, Dermatology Department while reading a scientific textbook entitled *Cosmetic Dermatology*, (Martin Dunitx Ltd: London 1994) in which Rayner had contributed a chapter on the many benefits of cosmetic rehabilitation. After reviewing the material Dr. Yaxan and a board of International Cosmetic Scientists wrote to Ms. Rayner requesting her participation at the 3rd International Cosmetic Symposium (ICoS).

Speakers from the United States and different European Countries meet every 2 years in Eskisehir at Anadolu University to share information and exchange scientific technologies which leads to innovative results in the field of cosmetics. Among the attendees and speakers this year were directors of L'Oreal, France, Shiseido, Japan, Channel,

France, Christian Dior, France, Colorants Wackherr, France, professors from the department of Dermapharmacology Universite Paris-Sud and a representative of the FDA's, office of Cosmetics and Colors.

Ms. Rayner's presentation was well-received by the audience of physicians and cosmetic industry professionals resulting the Dean of Pharmacy, Professor K. Husnu Can Baser requesting Ms. Rayner return to Turkey to meet with local dermatologists and surgeons towards establishing the first overseas clinic for patients. The goal is to create the first camouflage clinic to treat patients with disfigurements resulting from congenital disorders, acquired diseases, pigmentation and post-operative scarring.