



Helping Children & Their Families

Girls Learn About Skin Care and More

A teenage girl's complexion can be a big issue. Daniele Wieder, 15, whose father is a dermatologist, told her parents that she thought they should do something so that teen girls who cannot afford to see a dermatologist

Dermalogica's staff who would give the girls an in-depth demonstration on proper skin care. Each girl's skin type would be assessed, and she would be given a basket of the correct products for her needs. If a girl has



Daniele Wieder (l), daughter of S.K.I.N. founder Susan Wieder, along with Molly Wurwand (r), daughter of Jane Wurwand, Dermalogica founder and CEO

could have information, products and treatment for their skin needs.

With her daughter's idea as motivation, Susan Wieder formed the non-profit S.K.I.N. (Skincare for Kids In Need) and took her idea to Jane Wurwand, founder and CEO of Dermalogica, to see if she would be interested in partnering in such a worthy venture.

With Jane enthusiastically on board, Susan contacted Aviva to see if we were interested in receiving such services for the girls in our residential centers. Without hesitation, we accepted their generous offer. With 42 teen girls living at Aviva, skin issues are always a hot topic. A plan was created to provide two skin care workshops a year conducted by

severe acne that is not responsive to the daily care regimen, Dr. Wieder would provide treatment in his clinic.

The first workshop was held in December. The girls were very motivated to learn the proper way to clean their skin daily. Jane also spoke to the girls about how she started out as an esthetician and how that career led her to creating Dermalogica and her line of skin care products. She pointed out that being an esthetician is a career option they could consider as well.

It means a lot to our girls that Susan and Jane care enough to take time from their demanding lives to make this unique opportunity available.