

I was so honored to have the opportunity by the Women's Dermatologic Society to attend the Proctor & Gamble (P&G) Science Behind Symposium this year. It was such an educational experience and was so wonderful meeting new people in the field with similar passions. The program was very well-designed and streamlined to accommodate all of us. I was pleased to have the opportunity to meet other award winners from different programs including the Skin of Color Society and programs in Canada.

We stayed at the 21C hotel in downtown Cincinnati, OH, which is a boutique hotel and contemporary art museum, very fun! We were greeted by the P&G team early morning in the lobby Friday. It was so great to meet the other mentee Farhaan Hafeez, MD and this year's WDS program mentors Marlyanne Pol-Rodriguez, MD and Frankie Rhodon, MD. After the meet and greet, we were then taken to the main P&G lab. We had a full day of scientific lectures by company scientists that are dedicated to their field in skin and hair care. The lectures concluded with a discussion where we contributed our thoughts based on patient experience. I was astounded by the science that backed up P&G products. I was also introduced to the process of product development and the "trial and error" that it involves.

We then toured the actual P&G laboratories. It was so interesting to learn more about cutting edge techniques including genomic studies being used to advance skin and hair care. The lab tour was combined with lectures from scientists who discussed the technologies behind what they do and why—so impressive!

We also had the opportunity to visit the P&G global head-quarters located in downtown Cincinnati. We had a lecture on ingredient safety which P&G takes very seriously and then concluded the day at the company's archives department where we learned more about the history of the company.

I am so grateful to have had this educational opportunity and leave with greater understanding of the remarkable science behind P&G skin and hair care. In addition, the insight I have gained from the symposium on dermatologic conditions such as seborrheic dermatitis, antiaging, and allergic contact dermatitis (just to name a few) will allow me to better serve my patients. I want to thank the WDS for this opportunity—I definitely recommend it!!

Sheila Jalalat, MD

Main P&G lab



Selfie inside the haircare lab!

