

**For Immediate Release**

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**PCA Skin gets Cancer Survivors and Celebrities Runway ready for Phoenix Fashion Week Gala benefiting Susan G. Komen**

**AUGUST, 2009** – Phoenix Fashion Week is proud to add another high profile sponsor to its list of supporters.

PCA SKIN, founded in Scottsdale nearly 20 years ago, provides best-in-class skin health solutions to physicians and clinicians worldwide. The company's commitment to providing technically advanced daily care options to address a wide variety of skin conditions and skin colors, sets them apart from other clinical skin health lines.

"We are thrilled to have PCA SKIN as partner with Phoenix Fashion Week in our 5<sup>th</sup> annual celebrity gala event, giving cancer survivors the confidence to walk a fashion catwalk" Brian Hill Executive Director Phoenix Fashion Week states.

Knowing the importance of feeling good and looking healthy while undergoing chemotherapy treatment, PCA SKIN has created a skin health programs designed to help keep patients' skin healthy and radiant by fighting the common dermatological side effects of treatment.

As part of the participation in this year's event, PCA SKIN will provide a skin analysis, daily care products and several professional treatments over the next 3 weeks to 10 of the runway models, including cancers survivors, for the Fashionable Pink & Celebrity Runway Show, benefiting the Susan G. Komen Breast Cancer Foundation. "Cancer survivors and their skin go through a tough battle with chemotherapy and radiation treatments, taking care of their skin and feeling beautiful is a wonderful and important state of mind," said Allison Levin, Marketing Director of Susan G. Komen for the Cure Phoenix.

Although a growing global presence, PCA SKIN has reaffirmed its commitment to remaining in the Phoenix metropolitan area, and are in the process of renovation to create an environmentally sound and modern facility on Camelback Road.

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**Phoenix Fashion Week** is *the* leading fashion industry event in Arizona. The organization's

mission is bridging national and international designers with premier retailers and prestige fashion media. *Phoenix Fashion Week's* ultimate goal is to garner global exposure for Arizona's fashion industry. Through educational fashion seminars, year-round fashion events and charitable partnerships, *Phoenix Fashion Week* is gaining rapid acclaim for its community service efforts and for infusing world-class innovation into the valley. For more information log onto [www.phoenixfashionweek.com](http://www.phoenixfashionweek.com)

### **PCA SKIN**

PCA SKIN is recognized globally as the innovator of clinically researched products and chemical peels to promote skin health, originally marketed directly to physicians information is available on PCA SKIN'S website [www.pcaskin.com](http://www.pcaskin.com)