




Dr. Susan Taylor's
Brownskin.net

Media Press Kit

A close-up photograph of a woman's hand with brown skin resting on a light-colored computer mouse. The hand is positioned as if about to click. The background is dark with a blurred, colorful, wavy pattern in shades of orange, red, and brown. A semi-transparent grey horizontal band is overlaid across the middle of the image, containing the text.

where women with
brown skin
love to go



for beautiful skin,
hair and nail info!



Skin	Hair	Nails
Pigmentation		Melasma
Vitiligo		Post-Inflammatory Hyperpigmentation
Acne		Drug-Induced
Eczema		Cosmetic Induced
Scars		
Psoriasis		
Skin Cancer		
Seborrheic Dermatitis		

Dr. Susan Taylor's Brownskin.net

Navigation: Skin | Hair | Nails | Identity | Nuts & Haul | Ageless | Urban Vixen | Procedures | Pregnancy | Men | Child

Identity: What is Brown Skin?
Brown skin is **Diverse, Unique** and **Beautiful**. Diverse backgrounds from across the globe traced back to one woman and man in Africa. Unique skin, hair and nails are different from Caucasians. Our Beauty shines in mind, spirit. **We are women with Brownskin!**

Procedures! Stay on top of the latest and greatest! - **Laser Treatments, Microdermabrasion, Dermal Fillers or Chemical Peels** -

Diverse Brownskin - Women with brown skin are a diverse group of women. We originate from backgrounds and cultures from across the globe.

In the News!
The New York Times
New York Times, September 22, 2005
Shin Deen: When It's Hair, You Can Be Too Thin - ...Controversy braids, hot combing and hair relaxing treatments have led to an "epidemic" of hair loss among black women, said Dr. Susan C. Taylor... -

Brown Skin: Dr. Susan Taylor's Prescription for Flawless Skin, Hair and Nails
This book is exclusively devoted to the concerns of women of color written by a woman dermatologist of color!

Web Portal.

A completely unique web portal for women with brown skin.

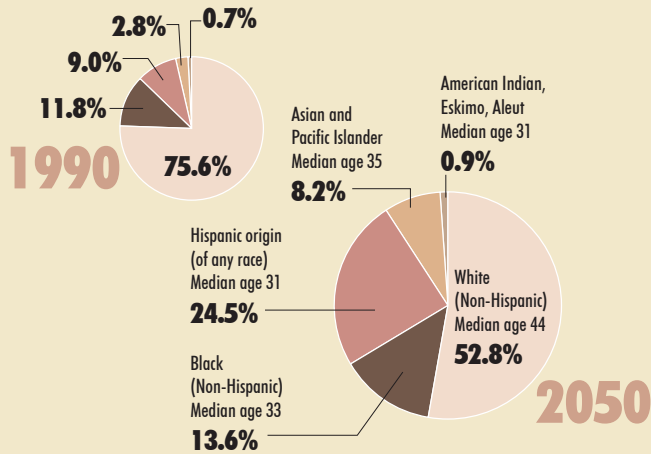
What demographic group are we appealing to?

Primary: Ages 28 - 38

Secondary: Ages 18 - 28

Ages 38 - 58





Population of the United States
(U.S. Bureau of the Census)

The fastest growing segment of the US population.

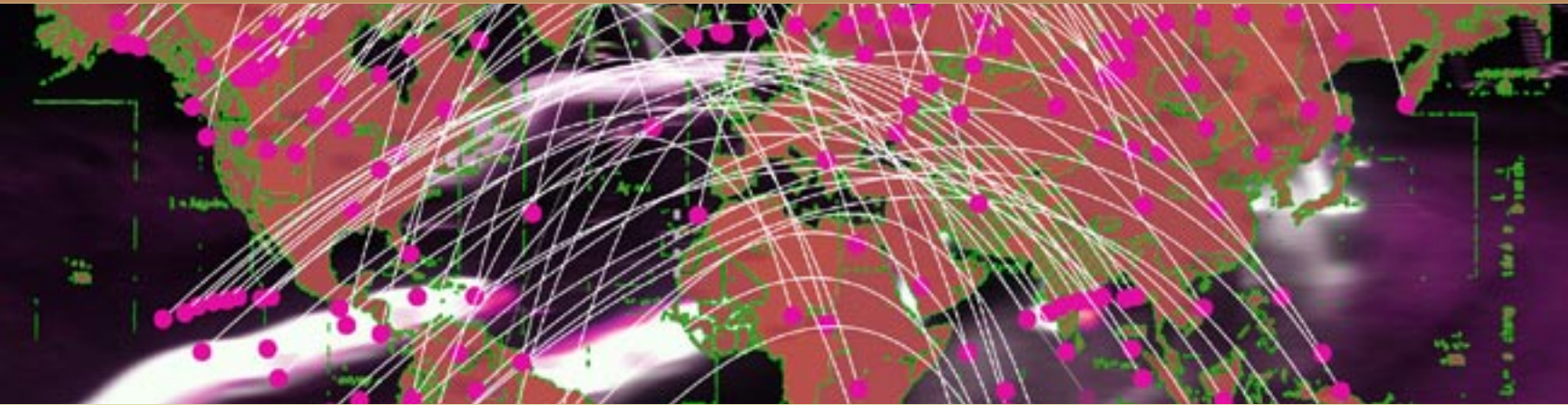
Analysis of the population of the United States reveals that there will be a dramatic shift in the country's demographics in the 21st century. The United States is rapidly becoming a country in which a **majority of citizens** no longer have white skin, but rather have **brown skin**.

The changes in national and regional demographics underscore the **need and importance of education** of individuals with brown skin regarding their skin, hair and nails.

Many individuals with brown skin have cutaneous diseases that may occur more often, that look different, or are inadequately understood, as compared to cutaneous disease in white skin.

Serving diverse ethnicity.

People with brown skin are of **diverse racial and ethnic backgrounds**, and include those of African, Asian, Latin or Native Indian descent.





An under-served group.

Existing sites such as oprah.com, webmd.com and skincarephysicians.com do not address the unique needs of women with brown skin.

People in the African, Caribbean, African American, Latin, Asian and Native Indian communities often have an inadequate or incomplete understanding of the root causes of skin diseases that commonly affect them.

Furthermore, they often face numerous challenges in their attempts to find information about diseases and cosmetic procedures.

Many individuals with brown skin adhere to misconceptions about the causes and potential cures for these diseases, and spend considerable financial resources on ineffective non-prescription, folk, or home remedies.





An educational site.

A key objective of this **educational portal** is to provide up-to-date scientific information and general knowledge **regarding brown skin, hair and nails** to the lay public.

Skin	Hair	Nails
Pigmentation		Melasma
Vitiligo		Post-Inflammatory Hyperpigmentation
Acne		Drug-Induced
Eczema		Cosmetic Induced
Scars		
Psoriasis		Less
Skin Cancer		Urban Vixen
Seborrheic Dermatitis		Procedures



An authoritative source.

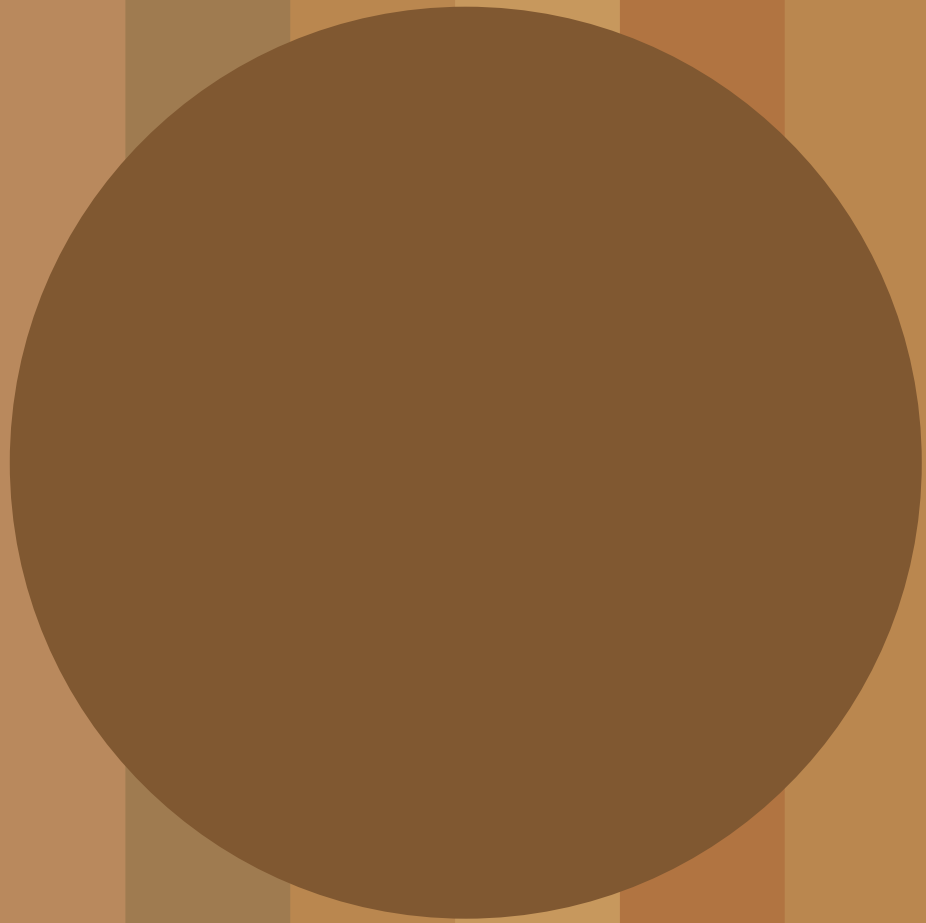
Susan C. Taylor, MD., who founded Brownskin.net, is a practicing dermatologist, active researcher, international lecturer, television and radio news consultant, author and authority on the subject of brown skin.

She has been a **medical expert** on national news shows including the Today Show and the Today Weekend Edition. You have seen her **quoted extensively** in newspapers around the country and in a myriad of American magazines. While practicing in Philadelphia, she was highlighted on the cover of Philadelphia Magazine's Top Doctors and has been included in Essence Magazine's list of **top women physicians**.

Dr. Taylor is the author of *Brown Skin: Dr. Susan Taylor's Prescription for Flawless Skin, Hair and Nails* (HarperCollins, 2004).



The Authority for Women with Skin of Color



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