

STYLE CANADA PRESS CENTRE

New Skin Health Portal in Line With “Health 2.0”

By Josephine Toulemonde, Optiderma Founder

Dated: Jan 25, 2009

With the launch of Optiderma.com, people who suffer from a skin condition have now immediate access to an online portal offering natural treatments and tips to help them take care of their own skin health.

An increasing number of patients look to online social media to obtain information and share experiences with others on health topics. Optiderma.com is a natural skincare guide that gives users a more interactive experience when looking for information on skin health.

Health 2.0 is an emerging concept which aims at providing the best possible participatory health care environment. “I felt the need to create a website to inform and educate people on how to heal their skin problems naturally. More and more people have skin problems and are looking for natural solutions. I want them to find reliable advice and support, everything they need to know in several clicks”, stated Optiderma Founder Josephine Toulemonde.

Because people trust information they get from others who suffer from similar skin conditions, Optiderma.com offers a database of homemade skin care and food recipes from the community. It also includes articles on skin topics, interviews with experts, reference books, and the possibility to leave comments and testimonials on the website.

The idea is not to replace health care professionals but allowing a community of people, from the patient to the practitioner, to share their knowledge. From a cut finger to a chronic skin disease, there are tips for everyone: pregnant or nursing women, children, people who want to get away from chemical products or are struggling to find a remedy that actually works.