

TEEN TOPICS

Facts About Acne Just A Click Away

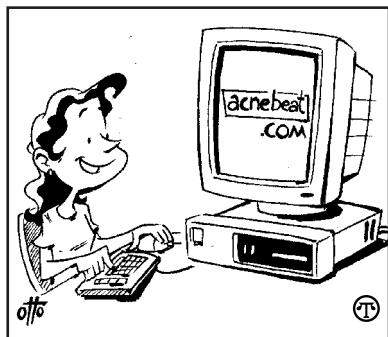
(NAPS)—Seventy-five percent of teenagers are turning to the World Wide Web as a primary source for information, and now they'll be able to click their way to helpful information about a common teenage condition, acne.

To help teenagers, the American Counseling Association (ACA), the world's largest private, non-profit organization for professional counselors, and former '70s TV star Christopher Knight (better known as Peter Brady on "The Brady Bunch"), have joined forces to introduce www.acnebeat.com, a new interactive Web site designed to educate teens about the true causes of the condition and help them cope with their self-image challenges regarding acne.

Using a lively, teen-friendly pace and images, acnebeat.com tells the story of three teenagers in a band working together to help a fourth teen overcome acne. The teens share their individual experiences with acne and offer the best available advice: you're not alone, acne is a treatable condition and, most importantly, talk to your parents about seeking a doctor's treatment.

"The desire for teens to look and feel good is the same today as it was when I grew up," says Knight, ACA spokesperson. "The difference today is that the Web is available and the ability to access accurate health information is right at our fingertips."

Acne is the most commonly diagnosed skin disorder in the U.S. and is most prevalent in the teenage population. According to the American Academy of Dermatology, close to 100 percent of people between the ages of 12 and 17 have an occasional pimple, regardless of race or ethnic background. By their mid-teens, however, more than 40 percent of adolescents



Teens can now use the Internet to get the facts about acne—something they all may face.

have acne severe enough to require medical treatment by a physician.

"Acne is often a source of embarrassment and anxiety to teenagers," says Jane Goodman, President of the ACA. "Acne is a normal part of growing up, but it can be detrimental to a teenager's self-esteem, social life, school work and confidence level. We urge parents to talk with their teenagers about acne and to seek the care of a dermatologist."

One medication that dermatologists can prescribe is BenzaClin™, which has been shown to treat acne rapidly. BenzaClin combines clindamycin, the most prescribed antibiotic for acne, with benzoyl peroxide, the most widely used topical treatment for acne, in one convenient, easy-to-use gel. BenzaClin is applied twice a day, morning and evening, and conveniently requires no refrigeration. In studies, the most frequently reported side effect was dry skin.

"Web sites such as www.acnebeat.com are great resources for teens and their parents to become self empowered on the issues of what causes acne, and the treatments available," adds Knight.

To get the facts about acne, log onto www.acnebeat.com.