

Obagi excels at Dubai Derma

16-18 April 2013, Dubai World Dermatology and Laser Conference and Exhibition

Dubai Derma is the most anticipated Dermatology and Skin Care Event of the year, attracting local and overseas healthcare professionals and showcasing the very best international technologies and practices in the field. Under the patronage of H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of the Dubai Health Authority, the 13th edition of Dubai World Dermatology and Laser Conference and Exhibition – Dubai Derma took place at the Dubai International Convention & Exhibition Center.



Naturally, Obagi was present, with H.E. Eng. Essa Al Haj Al Maidoor, Director General of Dubai Health Authority welcoming Mr. Assaad Atallah, Managing Director of Cellogique International at the opening ceremony on April 16. The Obagi Booth was well positioned in the center of the exhibition hall, showcasing Obagi Medical, ZO Skin Health and NextCell Vitamin products. The UAE Obagi team spent three days greeting and introducing all products to countless local and international dermatologists, laser specialists, plastic surgeons, general practitioners and skin care specialists.

To mark the beginning of Dubai Derma, Obagi hosted a formal Doctors Dinner for VIP physicians at the renowned Lebanese restaurant – Abdel Wahab in Souk Al Bahar. Over 40 doctors and management attended, sharing medical information and experiences in a relaxed setting. In Addition, beautifully handmade Obagi Notepads were given to all Obagi physicians – a small token of appreciation for their continuous support and loyalty for Obagi products in the region.



Celebrated Dr. Tapan Patel, Director of Viva Clinic in London, UK was Obagi's guest speaker for the big event. Taking center stage for one Conference and two Practical Workshops – Dr. Tapan surprised event officials and participants, as he attracted the largest crowds of visiting

doctors and specialists to both workshops – to the point that attendees watched through the glass window and huddled by the entry way. All attendees happily received Obagi Medical & ZO samples, as many were business people that are keen in representing Obagi in their own countries.



The UAE Obagi team also had the pleasure of welcoming and sharing valuable local insights with US Obagi Medical experts – Brittany Reynolds,

Aimee DeMarais, and Loni Blevins. Many new business relationships were formed on a global scale – strengthening Obagi's

presence and reputation in the Arab world and other countries. Dubai Derma 2013 was a huge success!