Title: Myth or Medicine: Is Beauty Sleep More Than Skin Deep?

Oral Abstract: Over 30% of Americans suffer from chronic insomnia, while approximately 60 million experience challenges falling asleep in a given year. Meanwhile, every year, nearly 80 million Americans will consult their doctors about their skin. In fact, skin disorders outranked anxiety, depression, back pain, and diabetes as the number one reason Americans see their doctors. And according to the Global Burden of Diseases Study, Europe is not far behind as the study showed that skin diseases were the fourth leading cause of nonfatal disease burden (Hay *et al.*, 2014). Yet, few people understand the profoundly negative impact of **sleep disorders** on **skin health.**

Scientists have uncovered how excess cortisol**,** diminished melatonin and certain immune-signaling imbalances can negatively impact both **sleep** and **skin health.** There is a growing body of compelling data regarding the intersection and underlying mechanisms of sleep disorders and dermatologic conditions including disorders of skin inflammation, aging and skin cancer.

Some of the most interesting and compelling studies revolve around the circadian rhythms of the body and skin in relationship to UV exposure, DNA damage and skin cancer. Skin cancer is the most prevalent cancer in the United States and is on the rise worldwide. It is not only a personal health issue, it is a public health issue as it costs billions of dollars a year to diagnose, manage and treat.

This talk explores how sleep disorders impact skin health, specifically skin cancer, a rising epidemic worldwide. Following the talk, attendees will have actionable lifestyle strategies that can help optimize sleep quality as well as decrease the burden of skin disorders and the incidence of skin cancer.

Bio:
As a global speaker, author, leader, and educator in her field, Keira Barr, MD is a cutting edge, dual board-certified dermatologist. She has shared her life-changing ideas in business, education, health and professional seminars on how to rejuvenate and amplify skin health naturally and build confidence, self-awareness, self-esteem and resilience. Dr. Barr shares her expertise as a domain subject matter expert, advisor to numerous start-ups, an editor and author for leading medical journals and a researcher in ongoing clinical trials. Her #1 Internationally Bestselling book, “The Skin Whisperer, A Dermatologist Reveals How to Look Younger, Radiate Beauty and Create the Life You Crave”, helps anyone suffering from skin issues turn down their worry and overwhelm, turn up their self-confidence and gain essential skills to flourish in health, business,

relationships and life. Through her programs, services and support, as the Chief Wellness Officer of Resilient Health Institute (RHI), by embracing what is on the surface as well as what's below it, she is redefining the delivery of skincare.