Letter from the Editors

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Dear colleagues,

These are exiting but challenging times in dermatology. The discipline is at the forefront of the public's imagination with novel therapeutic strategies being developed for multiple skin conditions and aesthetic issues alike. A significant obstacle to the transition of these new strategies into the clinic is the lack of easily accessible, concise, and high-quality practical information.

Furthermore, controversy and debate around ever-changing guidelines and technologies make it a challenge for medical staff involved in dermatology to keep up-to-date with current treatment strategies. Particularly in these times of austerity, the cost-effectiveness, alongside the efficacy and safety of new treatments, only serves to complicate therapeutic decisions for dermatologists. With this plethora of data and multiple sources of information, there is a clear

need for a concise and freely available resource to address these issues.

This novel online journal is open access and aims to provide up-to-date evidence and expert commentary relating to a wide array of issues currently facing dermatologists on a daily basis. Its online nature also allows articles to be supported by innovative ways of disseminating information. Each article has the option of a bulleted summary slide, which is freely accessible to the reader and sits alongside the article online. This allows communication of the article message in a time-efficient manner and encourages access to a wider readership. There is also the option to include videos, slide sets, animations, talking abstracts, and interactive case studies as supplementary material. These enhanced article options will, we believe, be an exciting new addition to the field of dermatology.

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