

CLIMBING THE CORPORATE LADDER IN A MINI SKIRT

--- How Today's Female Corporate Executive Gets Fabulous and Goes Right Back To The Boardroom ---

NEW YORK, NY December 10, 2003 — With the emergence of plastic surgery procedures offering women the option to remain forever young, what is the female corporate executive who *has* to look good, wants to maintain a youthful appearance but can't afford the downtime associated with plastic surgery supposed to do? The solution couldn't be simpler. Cosmetically elegant, non-invasive procedures have transformed the landscape of cosmetic surgery. Non-ablative, non-invasive procedures have nearly eliminated the need for surgery. Procedures such as mesotherapy, thermage and a new generation of injectables offer a remarkable alternative to the corporate executive who can have these procedures performed and then immediately head back to the office.

Injectables ... "The Face of the Future"

Enter the face of the future. Women can now visit their doctor's office on their lunch hour and have their wrinkles filled with a few injections. The fillers of the future are Radiance® and Restylane®. "Radiance® is a longer-lasting filler that most definitely will replace collagen," says Dr. David Goldberg a board certified dermatologist, Director of Laser and MOHS surgery at Mt Sinai and Director of Skin & Laser Surgery Specialists of New York and New Jersey. "It is my filler of choice for lines, wrinkles, scars, lip enhancement or any soft tissue defect." Radiance® can be used for laugh lines around the mouth, deep scars or any area on the face where the skin is thick. Radiance® consists of microscopic spheres of calcium hydroxyapatite, a normal constituent of bone, and has been used in humans for many years for prosthetic implants in dental, facial and orthopedic surgery. The product remains soft after it is injected and gives a very natural appearance. Most durable, studies show that Radiance® will last beyond two years, compared to the 2-3 month duration of collagen implants. Made from hyaluronic acid (present in all living organisms), Restylane® works with the hyaluronic acid in the body to create volume and fill in lips, fine lines, wrinkles and even thin scars. Restylane® is a gel-like substance that is great for areas of the face where the skin is thinner. Restylane® lasts about 9-12 months, over 75% longer than collagen.

Thermage...

The ThermaCool TC® Non-Surgical Facelift may be just what the doctor ordered. Dr. David Goldberg has been at the forefront of the newest technology to reverse the signs of aging using radio frequency to lift and tighten sagging skin. As he explains, "this radio frequency gently heats the deep surface of the skin causing it to contract and tighten. This lifts the face, brow and cheeks without surgery and without downtime. The procedure is

safe and requires less than one hour. Only topical anesthesia is used and patients return to work or play immediately following a treatment.” The U.S. Food and Drug Administration (FDA) approved the ThermoCool TC® for the non-invasive treatment of wrinkles around the eyes in November. The new cosmetic use clearance is based on clinical data showing that a single treatment can safely improve the appearance of facial fine lines and wrinkles.

For **before and after photos**, to schedule and interview or for more information, contact Jessica Berger or Christina Calbi at KMR Communications, Inc. 212.213.6444.

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