

“LIGHT YEARS YOUNGER: THE DEFINITIVE GUIDE TO ANTI-AGING SKIN CARE”

---Leading Expert on Reversing Aging Unlocks the Mystery to Understanding Non-Invasive Cosmetic Procedures---

New York, NY – July 15, 2003 – Currently, 30% of the population of the United States is comprised of Baby Boomers. This generation is entering middle age and intends to stay young. This is evident in that the annual number of laser skin resurfacing procedures more than doubled from 140,000 in 1996 to 300,000 in 2000, the number of chemical peels performed annually rose 114% and BOTOX® injections increased 216%. The last ten years have brought an explosion of non-invasive skin care treatments that diminish the progression of aging, many of which have appeared only within the past couple of years. These recent extraordinary advances in technology and information about the skin and its care have inundated women with more opportunities than ever to reverse the effects of aging. Baby Boomers and women over the age of 30 who are determined to maintain a youthful appearance are left bewildered among all of these various anti-aging procedures and protocols and ask themselves the nagging question, “What can I do to look and feel young without surgery- what works and what doesn’t?”

In his new book **“Light Years Younger: The Definitive Guide to Anti-Aging Skin Care,”** internationally renowned dermatologist, laser-skin specialist, and Director of Laser Research and Mohs Surgery at Mount Sinai School of Medicine, David J. Goldberg M.D., unlocks the mystery by presenting an in-depth, breakthrough discussion regarding the new anti-aging skin care treatments. **Light Years Younger** is one of the first books to focus on the numerous new noninvasive, anti-aging techniques that have emerged in the last two decades. Dr. Goldberg provides readers with the vital information to make informed choices. Topics include: new light-based treatments for reducing photo-aging, minimally invasive lasers which may actually prevent wrinkles by stimulating the formation of new collagen, and the recent availability of well-researched anti-wrinkle creams, and more.

In the book, Dr. Goldberg reveals, in detail, how women and men can:

Maintain a youthful appearance by harnessing the skin’s own powerful regenerating abilities. Protect themselves against the one single factor that causes the most skin aging
Benefit from exciting new breakthroughs in anti-aging skin care products. Slow skin aging by attacking age-related changes at the deepest layers of the skin. Take full advantage of the newest non-invasive cosmetic treatments for reversing skin aging .

Reviews

“This book represents an informative approach to skin issues that are of greatest concern to the aging baby boomer population. This innovative style, coupled with the inclusion of references, distinguish this book from any others on the topic. It is a pleasure for me to recommend this book as the definitive guide. The book is presented in an unbiased, scientific, yet readable format for all who are interested in learning the latest information on the cause, prevention and

improvement of aging skin." ---Ronald G. Wheeland, M.D., past-president, American Academy of Dermatology and past-president, American Society for Lasers in Medicine and Surgery

" Look no further. This book is the definitive guide."

---Benjamin Ascher, M.D., plastic surgeon and director, International Masters Course on Aging Skin. Paris, France

"Dr. Goldberg has done it. This respected leader of cosmetic dermatology has produced a highly readable book. I highly recommend this very simple useful guide."

---Nicholas Lowe, M.D., dermatologist and co-author of Skin Secrets, Los Angeles and London

About the Author

David J. Goldberg, M.D. has been a leading authority on anti-aging skin care for the last decade. A board-certified dermatologist, he is particularly known, both nationally and internationally, for his work with skin lasers. He has performed numerous pioneering research studies on laser procedure and has taught doctors throughout the world in the use of this groundbreaking technology. Dr. Goldberg is Chief of Dermatology Surgery at New Jersey Medical School, Director of Laser Research at Mt. Sinai School of Medicine. He has held offices and committee assignments in the top organizations in his field including the America Society for Laser Medicine & Surgery, American Academy of Dermatology, and the American College of Micrographic Surgery.

For more information, a copy of the book or to schedule an interview with Dr. David Goldberg, contact: Christina Calbi at KMR Communications, 212.213.6444, christina@kmrcommunications.com.