

# *NewBeauty* Magazine Debuts

## Introducing the Premiere Comprehensive Guide to Cosmetic Enhancement

Boca Raton, FL (TK) – In January 2005, Sandow Media Corporation will revolutionize the way people learn about beauty and cosmetic enhancement with the launch of its groundbreaking new publication, *NewBeauty*. Carrying a record-shattering 650 national and regional ad pages, *NewBeauty* is the first publication devoted exclusively to providing a comprehensive guide to the latest advances in plastic surgery, dermatology and cosmetic dentistry as well as revealing the best non-surgical beauty secrets, must-have products and expert advice. Conceived and created by CEO Adam I. Sandow, *NewBeauty* will redefine the traditional beauty magazine.

*NewBeauty* will be a resource for millions of men and women considering cosmetic enhancements. There were nearly 8.3 million cosmetic procedures performed in 2003 representing a 20% increase from the year before. *NewBeauty* provides a comprehensive guide on all things aesthetic. Its content is divided into five distinct sections: *Skin, Face, Smile, Body and Mind*.

### SKIN

- **I Want A Clear Complexion:** Acne is a debilitating skin condition at any age, and if you thought you were in the clear after your teenage years, guess again. From topical treatments to lasers, *NewBeauty* offers sure-fire ways to banish blemishes. (Page 56)
- **All About Injectables:** Injectables are all the rage, whether you are male or female, socialite or soccer mom, young, single, mature or married. From erasing crow's feet to diminishing scars, *NewBeauty* showcases injectables: the treatment is easy, and the results practically instantaneous. (Page 64)
- **The Laser Era:** Over the past 10 years, technological advances have made lasers a serious solution for patients with unsightly veins, unwanted hair, stubborn sunspots or tattoos that have long lost their appeal. *NewBeauty* outlines your problem areas and the appropriate laser solutions to fix them. (Page 76)

### FACE

- **Small Change, Big Impact:** Nose surgery does more than alter the appearance of your nose. *NewBeauty* depicts how it can transform the look of your entire face. (Page 95)
- **About Face:** If you are yearning to turn back the clock, there is no time like the present. *NewBeauty* outlines everything you need to know from preparing for surgery to post-op healing. (Page 100)
- **Eye Spy:** The eyelid area is one of the first regions of the face to show the signs of aging. *NewBeauty* showcases ways to refresh and rejuvenate, from quick fixes to more serious surgical solutions. (Page 90)

## SMILE

- **Service With Your Smile:** A trip to the dentist was never a chic experience—until now. From soothing neck massages to sprawling rooftop gardens, *NewBeauty* introduces the pampering perks at top dental spas that transform a trip to the dentist into a luxurious experience. (Page 28)
- **On The Bright Side:** A visit to your dentist is the fastest way to a brighter smile but at-home treatments will also get the job done. From getting a glow on the go to appointment only treatments, *NewBeauty* offers tips for “brightening” your day. (Page 120)
- **Irresistible Smiles:** Your smile is one of the first things people notice about you. From dental implants and cosmetic contouring to bleaching and a smile makeover, *NewBeauty* showcases eight smile solutions, your ticket to a younger you. (Page 128)

## BODY

- **Breasts Defined:** Unsatisfied with the hand that nature dealt you? Whether you want to lift, enlarge, reduce or redefine your breasts, *NewBeauty* is your guide to breast enhancement. (Page 154)
- **Sculpt and Shape:** The truth about liposuction. Don’t get caught in a vacuum of indecision, *NewBeauty* offers all the facts—like liposuction is not a substitute for diet and exercise—and outlines all your options. (Page 164)
- **Choose The Right Doctor:** Your desire for and the decision to undergo any form of cosmetic medical treatment is very personal and serious. *NewBeauty* outlines everything you need to know when choosing a doctor. (Page 44)

## MIND

- **Spa Scoop:** From coast to coast, *NewBeauty* shares what’s new, hot and happening on the spa scene. (Page 182)
- **De-Stress and Beautify At Home:** Can’t get away? Recreate the spa experience at home. *NewBeauty* presents their top 10 at-home spa tips straight from the leading spas. (Page 180)
- **Medi-Sap:** Looking for a good medical spa? *NewBeauty* writes you a prescription for pampering with the locations of the best medi-spas out there and the most-requested treatments. (Page 182)

*NewBeauty* is the definitive resource for cosmetic enhancements. Based in Boca Raton, Florida, *NewBeauty* is published by Sandow Media. Printed on high quality, heavy weight paper with circulation of 500,000, *NewBeauty* will publish three times in 2005 and four times in 2006, with a premium cover price of \$9.95. *NewBeauty* has achieved its record-breaking ad page count of 650 by developing an innovative publishing model, which included simultaneously publishing a national edition of the publication along with 13 robust regional editions ranging from 248 to 312 total pages. Sandow Media Corporation was founded in 2001, by Adam I. Sandow and specializes in books, magazines and web properties.