

NEW BEAUTY[®]

MAGAZINE

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Dr. Nicholas Perricone Accepts Position on *NewBeauty* Magazine's Editorial Advisory Board

February 9, 2006 – Celebrated clinical and research dermatologist, Dr. Nicholas Perricone, pioneer in clinical skin care and anti-aging and founder of N.V. Perricone, M.D., Ltd. has accepted a position on the *NewBeauty* Magazine Editorial Board of Advisors.

Headed by an Advisory Board of twelve experts in beauty-related fields, *NewBeauty*, a quarterly table-top cosmetic enhancement resource guide, is devoted to providing its readers with the most updated, reliable and credible information pertaining to the cosmetic enhancement and beauty. Dr. Perricone's position on *NewBeauty's* Editorial Advisory Board represents a unique strategic alliance in the publishing, consumer and cosmetic industries, providing consumers with the most authoritative anti-aging and skin care advice for all beauty conditions and solutions.

As the complexities and the trend toward medical solutions for beauty concerns continue in 2006, consumers will look to *NewBeauty* for the most updated and reliable information on skincare and cosmetic procedures. To stay current, the *NewBeauty* editorial team is consulted by 12 elite experts in the fields of plastic surgery, dermatology, cosmetic dentistry, fashion and beauty styling and more. *NewBeauty* has positioned itself on the brink of a consumer revolution that offers the reader the ability to talk directly to the source. In conjunction with Nordstrom Stores, *NewBeauty* and its Advisory Board members are currently touring the country with special in-store events that educate not only the consumer, but also the Nordstrom staff. Better service, beauty experts and deeper knowledge offer a combination in which the consumer can trust.

About Dr. Nicholas Perricone

Board certified clinical and research dermatologist, Dr. Nicholas Perricone is a pioneer in cosmeceutical skincare, founder of N.V. Perricone and author of New York Times # 1 Best Sellers, *The Wrinkle Cure*, *The Perricone Prescription* and *The Perricone Promise*. Perricone has also authored *A Physician's 28 Day Program for Total Body and Face Rejuvenation* and most recently, *The Perricone Weight Loss Diet*. Fellow of the New York Academy of Sciences, the American College of Nutrition and the American Academy of Dermatology and the Society of Investigative Dermatology, Perricone also serves as the Chairman of the International Symposium on Aging Skin. Dr. Perricone, titled the Father of the Inflammation Theory of Aging, has received several awards for his impact in the skin-care industry including the Eli Whitney Award, presented by The Connecticut Intellectual Property Law Association to an outstanding individual who has made significant contributions to science, invention, and technology.

About *NewBeauty* Magazine

Published by Sandow Media Corporation, *NewBeauty* is the leading customer resource guide to all things beauty from lifestyle to over-the-counter and medical beauty solutions. After only one year on the stands, *NewBeauty* magazine's unique approach to providing women with the ultimate education has become established as the leader in the cosmetic and beauty industry. Led by an innovative editorial team with the guidance of an Advisory Board of 12 recognized experts in the beauty industry including plastic surgeons, dermatologists, and industry trend-setters, *NewBeauty* offers insight and advice on a wide array of beauty-related conditions and solutions. First published in January 2005, *NewBeauty* Magazine is available at more than 40,000 retailers nationwide, including Nordstrom, Borders, Barnes & Noble and Hudson News. For more information on *NewBeauty* Magazine, please visit www.NewBeauty.com.

To schedule an interview with Dr. Nicholas Perricone or a representative of *NewBeauty* Magazine, please contact Keri Carmen or Nikki Walker at Pierce Mattie Public Relations- 212.243.1431.

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