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Maturity TODAY

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What's Hot in Sunscreens?

By Helen Holzer

We've all heard the warnings drummed into us for years: Using the safest sunscreen protection is not just a matter of keeping your skin looking younger — it's also a matter of protecting you from skin cancer.

Now that the weather is warming up and we're anxious to get outside again, remember that if you do plan on spending much time in the sun, you should be sure to practice safe sun protection.

Dr. Kenneth Beer, a dermatologist from West Palm Beach, Fla., is an expert on sun protection and skin cancer. To avoid harsh burns, skin irritation, sun damage and cancer, he advises his patients to get the best protection possible from UVA and UVB rays and to educate themselves before going out into the sun.

Dr. Beer has written the book "Palm Beach Perfect Skin" as a guide for anti-aging and skin health care. His book addresses topics ranging from the latest in skin care technology and products to maintenance and antiaging advances. He emphasizes healthy skin from the inside out, introducing a variety of options.

According to Dr. Beer, "Every patient who comes to a cosmetic dermatologist wants to look better. It is my job — in my office as well as in this book — to provide information about the spectrum of products and procedures."

Readers can choose from basic skin care to advanced technologies, and the book outlines the need for healthy skin care habits and regimens.

When it comes to sun protection and skin cancer prevention, Dr. Beer's book focuses on:

- Which product ingredients to look for.
- The difference between chemical and physical sunscreens.

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- How often do you need to reapply sunscreen?
- The hottest new ingredients (including Mexoryl, a product recently approved by the FDA).
- How and when to check for skin cancer and pre- skin cancer.

Dr. Beer holds a faculty appointment in dermatology at his alma mater, Duke University. He is a clinical instructor of dermatology at the University of Miami and is founder and director of "The Cosmetic Boot Camp," a training seminar for cosmetic dermatologists.

He is a fellow of the American Academy of Dermatology, the American Society for Dermatopathology, the American Society for Dermatologic Surgery and the American Society for Mohs Surgery. He is also board certified in dermatology by the American Board of Dermatology and is board certified in dermatopathology.

Besides sunscreens, Dr. Beer reveals in the book what the rich and famous have known for years. He describes the latest advances in treating wrinkles and preventing skin cancer, the best lasers and light therapies, and gives advice on the safest wrinkle fillers and skin care to attain "perfect skin."

Chapters cover:

- Structure of the skin and how it changes with aging.
- Skin maintenance and improvement.
- Maintaining clear skin when you have acne.
- Rosacea, sensitive skin, eczema, psoriasis.
- All about botulinum toxin.
- Fillers for facial rejuvenation.
- Tumescant liposuction.
- Eradicating veins, stretch marks and unwanted hair.
- Diagnosis and treatment of skin cancers.

To purchase "Palm Beach Perfect Skin," or for more information, visit www.idealskin.com or call 888-SKIN124. **MT**

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