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Dr. Kenneth Beer M.D. PA FEATURED IN *NEWBEAUTY* MAGAZINE

West Palm Beach, FL (December 16, 2011) – Dr. Kenneth Beer MD PA is featured in the Winter/Spring 2012 edition of *NewBeauty* magazine, which is due on newsstands in January 2012.

Dr. Kenneth R. Beer, M.D. FAAD is a board certified dermatologist and dermatopathologist. This unique combination of training, coupled with his clinical research and academic activities, enable Dr. Beer to view the skin from a different perspective. He is a voluntary assistant professor at the University of Miami and a consulting associate in the Department of Medicine at Duke University. By combining his dermatology and dermatopathology expertise, Dr. Beer has become a leader in skin cancer surgery and reconstruction as well as cosmetic dermatology.

“What I love most about being a dermatologist is that I can work with a variety of people that are looking for personalized cosmetic treatments, skin cancer surgery or reconstruction as well as those that have general dermatology issues” says Dr. Beer. “I love to teach and publish in each of these areas” continues Beer. In accord with his goals of promoting advances in healthcare, Dr. Beer sponsors several medical symposia each year. In addition to seminars designed to train dermatologists and plastic surgeons, Dr. Beer is working with University of Pennsylvania School of Medicine on a Regenerative Medicine Symposium on Jan 29, 2012, a cancer symposium with Harvard Medical School and a Preventive Medicine Seminar with Duke University (those interested in attending may check www.palmbeachcosmetic.com for details).

Readers looking beyond cook book approaches to better skin and cosmetic procedures may turn to the pages of *NewBeauty*®. In the Winter/Spring 2012 edition, Dr. Beer will discuss new additions to his skincare line, Scientific by Kenneth Beer. Designed for all skin types, the Scientific line has been carefully formulated to provide professional grade skincare without an appointment. Scientific retail customers with questions are invited to ask

questions via the Scientific Skin website at www.scientificskin.com.

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About Dr. Kenneth R. Beer

Dr. Kenneth R. Beer, M.D. FAAD is a board certified dermatologist and dermatopathologist who completed his residency in dermatology and fellowship in dermatopathology at The University of Chicago. He is one of the few cosmetic and surgical dermatologists to be credentialed in both specialties. Dr. Beer is a founder of The Cosmetic Bootcamp®, the leading educational program for aesthetic specialists. He has published several text books and text book chapters on esthetic, surgical and general dermatology. Dr. Beer is a voluntary assistant professor at the University of Miami and a consulting associate in the Department of Medicine at Duke University.

Dr. Beer has been featured in such publications as Elle, Vogue, Self, O, The Wall Street Journal, The New York Times and New Beauty, and has also made television appearances on Martha Stewart, The Early Show, Newsmax. For more information on Dr. Beer, please visit our website at www.palmbeachcosmetic.com.

About SCIENTIFIC by Kenneth Beer Skincare

Dr. Kenneth Beer is board certified in both Dermatology and Dermatopathology. When he recommends a skin care product to his patients it is based on the science behind the ingredients.

Scientific products treat the layers of the skin with different ingredients. Each problem is addressed with tailored solutions. Molecules such as hyaluronic acid filling spheres deliver moisture deep into the dermis. The increased hydration helps to plump the wrinkles. Botanical extracts brighten the outer layers of the skin, while Retinol helps to strengthen collagen and elastic fibers in the dermal layers. The Exfoliator warms and polishes the skin. The result is skin that looks and feels better.

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