

## **Women's Wear Daily**

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### **Beer Unveils New Line**

LOS ANGELES — With innovative ingredients like self-heating bamboo crystals and coenzyme Q-10 at the heart of his skin care formulations, dermatologist Kenneth Beer is hoping to distinguish his new treatment line in a crowded cosmeceuticals arena.

The Palm Beach Peel, a 20-item line that was recently launched on Beer's Web site and is being shown to major upscale department stores, was created to showcase, according to Beer, the style and sophistication synonymous with West Palm Beach, where the doctor has his practice.

"I've taken what I've learned in 10 years of practice and turned it into a scientifically valid skin care line," said Beer, who has just published his first book, "Palm Beach Perfect Skin."

The products were founded on a few key ingredients that have proven effective in antiaging. A Retinol Recovery System serum, available in three strengths, is designed to treat fine lines, wrinkles and mottled pigmentation. The Eye Rescue Formula, which contains vitamins A, C and E, as well as green tea extract and coenzyme Q-10, is for minimizing wrinkles around the eyes.

"Rather than mix everything together, each product has separate ingredients. So whether the skin type is fair or medium, or whether the user is 30 or 60, there is a skin care regimen that makes sense." Other products are a Foaming Face Cleanser and an Eyelid Lightening Serum. Beer said the line was being targeted at retailers such as Sephora and Bergdorf Goodman, as well as day spas. He expects wider distribution for the line in the next six to 12 months. Prices are between \$40 and \$100 at retail.

— **Kavita Daswani**