



**mouth : public relations**

915 broadway ++ suite 1009 ++ new york, new york 10010 ++ 212-260-7576

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Dear Editor/Producer:

**How Far Will You Go to Look Your Most Beautiful?  
For the First Time,  
A Nationally Recognized Dermatologist and Plastic Surgeon  
Team Up to Reveal the Real Deal Behind Non-Invasive and Surgical Treatments  
in  
*Beverly Hills Beauty Secrets***

Available In Stores May 5, 2009

For the first time, a dermatologist and a plastic surgeon have joined forces to dispense coveted and critical information—from beauty, health and medical vantage points. In their new book, ***Beverly Hills Beauty Secrets: A Prominent Dermatologist and Plastic Surgeon's Insider Guide to Facial Rejuvenation*** (Wiley; May 5, 2009, ISBN: 978-0-470-29403-1; \$24.95; Hardcover), coauthors **Douglas Hamilton, MD and Babak Azizzadeh, MD**, arm readers with everything they need to know before investing in any aesthetic procedure.

Together, Drs. Hamilton and Azizzadeh divulge the benefits of the best non-invasive and surgical treatments, straight from Rodeo Drive. In addition, they offer a complete analysis of the most common skin-related complaints, including wrinkles, rough spots, sagging brows, age spots and much more. The doctors guide women and men of all ages to the right anti-aging program for their skin type and provide the inside scoop on how to choose the right doctor. Featuring dramatic before-and-after photos of the doctors' recommended procedures, ***Beverly Hills Beauty Secrets*** also shares real-life stories from their exclusive clientele and even reveals the "Top Five Secrets Celebrities Don't Want You to Know."

In these troubled economic times, people aren't cutting back on becoming more beautiful! In fact, a recent study by the American Society for Dermatologic Surgery found that demand for Botox injections is on the rise and has even gained popularity among the unemployed who may be looking to present their best face during job hunts. In 2007, Americans spent nearly \$12.4 billion on cosmetic work, based on figures from the American Society for Aesthetic Plastic Surgery.

"One out of four patients are unemployed and come in and get their Botox refresher, admitting now they have the time off to focus on the beauty regimen they always wanted," states **Dr. Hamilton**. Adds **Dr. Azizzadeh**, "People take better care of themselves in a down economy (because they have more time to focus on themselves), and getting healthy tends to improve long-term confidence, which in turn will help them get a new job or even explore a new career."

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**Douglas Hamilton, MD**, is the Director of the Laser Rejuvenation Institute and an Assistant Clinical Professor of Dermatology at the David Geffen School of Medicine at UCLA. He has been featured on “Good Morning America,” “Extra,” CNN, ABC News, CBS News, NBC News, and in the *Washington Post* and *Los Angeles Times*. **Babak Azizzadeh, MD**, is the Director of the Center for Facial and Nasal Plastic Surgery and an Assistant Clinical Professor of Surgery at the David Geffen School of Medicine at UCLA. He has been featured on “The Oprah Winfrey Show,” “Entertainment Tonight,” Discovery Health and in the *New York Times* and *Elle* magazine. Both doctors live and practice in the Los Angeles area. This project is represented by Sharlene Martin of Martin Literary Management.

**Drs. Hamilton and Azizzadeh will be available for national and local television, radio and print interviews in New York City on or around May 5<sup>th</sup> and 6<sup>th</sup> and in Los Angeles on May 7<sup>th</sup> and thereafter.** We look forward to discussing media possibilities, includes demo ideas, at your earliest convenience.

Sincerely,

Justin Loeber  
President  
Mouth Public Relations  
212-260-7576  
[Media@MouthPublicRelations.com](mailto:Media@MouthPublicRelations.com)

Khuong Phan  
Account Executive

Corinne Martin  
Associate Account Executive