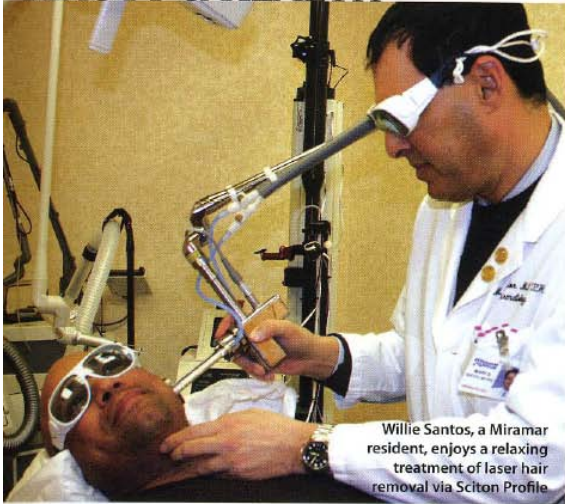


February/March 2008

BEAUTY & HEALTH



Willie Santos, a Miramar resident, enjoys a relaxing treatment of laser hair removal via Sciton Profile.

**TEACHING,
 TESTING,
 TREATING**

Top South Florida Dermatological Doc Covers All the Bases

AMERICANS WANT TO LOOK GOOD.

So says a market report by Euromonitor International on skin care in the U.S. Beautiful skin has been a hot topic since the time we were teens.

The state of a person's skin (whether or not it has acne, large brown patches, excessive dryness or sagging, or an allergic reaction) is probably more important today in terms of overall wellness, than it was even 10 years ago. Experts say it can even affect your emotional state!

However, a survey sponsored by the Society of Dermatology SkinCare Specialists (SDSS), says that more than 80 percent of American women, regardless of education or socioeconomic background, do not know what types of treatments to use on their skin.

To sum up, women should consult a Top Doc who approves some of the products available and teaches the pros.

Mark Steven Nestor, M.D., Ph.D. a Board Certified Dermatologist, dermatologic and laser surgeon practicing for nearly 20 years, is that Top Doc. With 37 ancillary dermatologists, and 28 offices throughout Florida, he has an enormous practice to provide care for the entire state.

But it's the Center for Cosmetic Enhancement in Aventura he established that made him internationally-famous. It offers more than 50 different types of treatments.

"Not many centers around the world have what we have, in the number and quality of devices and lasers. My favorite thing about this business is dealing with the 'before and afters.' It's a science and an art helping the patient look and feel better," Dr. Nestor said.

Dr. Nestor received his M.D. and Ph.D. degrees from U.C.L.A. School of Medicine and did his dermatology residency at New York

University Medical Center. He has served on numerous boards, and held a plethora of field-specific offices such as being president of the Governing Board of Directors for the American Society for Photodynamic Therapy, President of the International Society of Cosmetic and Laser Surgeons, and CEO/Chairman of the Board of Directors Rejuvenation Centers, LLC Retail and Marketing. In fact Dr. Nestor just concluded an FDA trial for the use of Thermage under the arms.

Dr. Nestor is regularly called upon by companies to help develop new laser products. FDA officials also ask Dr. Nestor to participate in juried trials of toxins and fillers safe for use. His vast knowledge of combination procedures has also led him to give seminars and lectures (more than 400 to date).

Skin care is so hot even the local media wants an expert. Smart Lipo, a laser which literally melts away fat and tightens skin in even the most difficult places, used at the Center for Cosmetic Enhancement in Aventura uses is a popular topic.

High-profile publications and TV news stations such as the Miami Herald, WPLG

Channel 10, WSVN 7, and WFOR Channel 4 have all contacted Dr. Nestor on a variety of topics ranging from a product called Heliocare tha: may help prevent skin cancer, to acne.

According to Dr. Nestor, however, the most troublesome skin problems affecting South Floridians is still the environment.

"Residents of South Florida face unique issues. Repairing and preventing sun damage is the most important thing. My best advice is 'Sunblock. Sunblock. Sunblock.'"

Visit Dr. Mark Nestor at the Center for Cosmetic Enhancement, located at 2925 Aventura Boulevard, Suite 205. **SA**

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