



EXPERT ADVICE AND ANSWERS

Les Nouvelles Esthétiques teams up with KMR Communications to provide answers from the best and brightest in the plastic surgery field.

Coral Gables, FL — October 24, 2006 — Plastic surgery requires advice from the experts. And with so many forms of plastic surgery out there, it becomes evident that no one surgeon is truly an expert at everything. So, when it comes to getting the right advice from the right specialist, *Les Nouvelles Esthétiques* steps up to provide the answers with its new, rotating “Plastic Surgery” column. The rotating column, which will debut in the January 2007 issue in the medical section, will feature answers and advice from several of **the best-of-the-best surgeons who are well-renowned in their specialized fields of esthetic surgery.**

With the cooperation of KMR Communications, Inc. (www.kmrcommunications.com)—a public relations firm that has represented some of the world’s most prestigious physicians, medical companies, spas, salons and beauty companies—LNE is able to tap into “a vast pool of resources” for the column’s contributing authors.

“In order to remain the No. 1 resource for skin care and spa professionals, we want to be able to give readers answers from various surgeons who provide expert advice on their specific field of esthetic surgery. For example, we would ask a surgeon who specializes in liposuction to do a column on everything about liposuction. It makes sense as you wouldn’t want a breast-augmentation surgeon offering advice on facelifts,” says Monica Schuloff Smith, LNE’s editor in chief.

Each month, LNE will work with KMR Communications and several plastic surgeons to put out the monthly “Plastic Surgery” column, which will feature the latest plastic surgery developments and other hot industry topics. “Working with KMR Communications allows us to tap into a slew of leading, board-certified experts who can offer the proper advice. KMR Communications represents the most-qualified surgeons in the nation, and many of those surgeons have been previously featured in our magazine,” adds Smith. “Working with them allows LNE to be able to provide advice and answers from experts all over the nation.”

The American edition of *Les Nouvelles Esthétiques* has been in circulation since 1985 and is the only monthly publication in the industry devoted exclusively to skin care and spa professionals. The focus of the magazine’s articles is to educate skin care and spa professionals in all aspects of the beauty industry.

Les Nouvelles Esthétiques was founded more than 50 years ago in Paris, France. With a global network of 25 publications and 25 trade shows worldwide, the company remains the largest international source for esthetics and spa professionals.

For more information, call 1-(800) 471-0229 or visit www.LNEONLINE.com.