



April 16, 2002

KMR HITS DOUBLE

KMR Communications scored a Wall Street Journal front page story for physician Bruce Nadler, the "barrel-chested former champion bodybuilder" who is in the vanguard of the "buttocks-implant surgery trend.

"Nadler, who calls himself "The Liposuctionator," is at the "epicenter" of the tush-enhancement phenomenon, said the WSJ. KMR recently issued a press release that linked that trend to the popularity of Jennifer Lopez, and cited Nadler as the man to perform the surgery, which costs about \$7,500.

The Journal featured a story on the front page of its "B" section about KMR client Joseph Eviatar, who hosted one of the nation's first Botox parties at his Southampton, N.Y., home last August.

(The Food and Drug Administration approved Botox as a treatment for wrinkles yesterday.)

The WSJ dubbed such events as "Tupperware parties with needles." The Journal also reproduced an invitation from KMR CEO Kathy Rothman, who is hosting her own Botox party on behalf of Eviatar today.

"Don't let the changing season put a wrinkle in your plans! Spring back to a younger looking you at Kathy Rothman's. Let's dish the dirt, enjoy hors d'oeuvres and cocktails as Dr. Joseph Eviatar works his medical magic," reads the invite.

Rothman told this website that cosmetic surgeons have been a mainstay for the firm, which she founded three years ago.

On the issue of doctors using ads and PR to boost business, Rothman said: "The economy being what it is today, I don't see it as being negative to seek publicity." KMR has five cosmetic surgeons as clients.