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**READY FOR SUMMER, BUT YOUR SKIN IS NOT  
PEEL, PEEL IT AWAY WITH DR. MIR**

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**New York, NY March 2003** – SOON! The sun will warm, the pool will cool, And it's time for a summer beauty overall! Whether you are a low-maintenance mom who indulges in products only sporadically or a beauty care junkie who gets "the latest and greatest" on a regular basis, you'll appreciate Dr. Mir's approach to no-fuss summer beauty: A CUSTOMIZED CHEMICAL PEEL, that strips away the winters dry, ashy, dull skin, just in time for glowing, radiant skin for the scantily clad days of Spring and Fall.

Dr. Mir, the founder of *MirSkin*, has developed a highly advanced and personal approach to total body skin care. Dr. Mir has developed custom-formulated *MirSkin* chemical peels, which work to reverse the texture of damaged skin as well as improve absorption and performance of the *MirSkin* product line. Dr. Mir designed the *MirSkin* product line, in dermatological strengths, to continue the advanced skin renewal process at home, producing ultimate results.

Summer is the ultimate no-fuss beauty season. To help you look terrific effortlessly, Dr Mir has compiled a number of personalized peels from *MirSkin*.

### **CUSTOMIZED CHEMICAL PEELS**

Based on top research in plastic surgery and dermatological journals, Dr. Mir has created an extensive arsenal of her own medical chemical peels. These professional peels are uniquely custom designed to target multiple complexion problems on any skin type or ethnicity. They slowly dissolve the damaged layers of skin while stimulating collagen formation. Depending on the type and strength of the peel and the time it is left in contact with the skin (as controlled by Dr. Mir), this even shedding of several layers of the skin creates a fresh, new appearance.

### **TOP TEN BENEFITS OF CHEMICAL PEELS**

- Deep exfoliation of damaged or dead skin cells
- Reduction of fine lines, wrinkles, sun damage
- Fading of dark spots, acne scars
- Repair and evening out skin tone of face and body
- Heal acne breakouts and scarring of the face, chest, and back
- Clean out clogged pores, easing extraction of pimples
- Soften and reduce the thickness and color of scar tissue
- Reduce flakiness and tightness, to smooth rough skin of face, legs and body
- Heal problem razor bumps or in-grown hairs
- Allow for better penetration of the *MirSkin* and other skin care products, maximizing effectiveness

Chemical Peels are not limited to the face, and can be performed on the neck, chest, hands, arms, shoulders, and legs. Some peels offered include:

- Trentinoin (Vitamin A) Peel
- Power Vitamin C Peel
- Glow Peel
- Skin Lightening Peel
- Antioxidant Peel
- Lactic Acid
- Beta Lift
- Salicylic Acid
- Glycolic 30%
- Glycolic 50%
- Glycolic 70%
- Renewal Peel (Glycolic 90%)
- Jessner Peel
- TCA Peel- 10%, 20%, 30%, 50%
- Non-Resorcinol

**Results are seen and felt immediately. However, Dr. Mir recommends a series of peels to show dramatic results in improving the texture of your skin and start at \$150.**

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For additional information, to schedule an interview or to request products, please contact KMR Communications, Inc. at 212.213.6444, or [info@kmrcommunications.com](mailto:info@kmrcommunications.com). KMR Communications, Inc. is a vital communications resource, fulfilling the interview of the news media with experts from the medical, fitness and beauty industry.