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In association with the beverly hills center for cosmetic surgery

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For Immediate Release:

Beverly Hills, CA: Los Angeles Skin Care launches cooperative marketing campaigns with CRUNCH and American Express.

Principles Andrew G. Berman, MD and Michael S. Howard are thrilled to announce a strategic partnership with CRUNCH fitness and a cooperative alliance with American Express. Both programs are being initiated March 2003.

“Working with CRUNCH is both an honor and a natural course of action. Though it has taken several months to put together the promotion, our mutual clientele will find the time spent waiting well worth it. The reciprocal discounts are tremendous and the long-term benefits to the clients overall well being is immeasurable,” states Berman. The promotion will take on different names and looks over the course of 2003 and will feature themes such as “look better in bed” and “make love – not war.”

In reference to American Express, select members of the Los Angeles region will receive an “exclusive” promotional piece via direct mail. “The purpose of our alliance with American Express is to offer those faithful consumers of beauty a well deserved reward during stressful times. It is exciting to partner with American Express to do just that!” Howard continued, “As diverse as American Express and CRUNCH may be, it is the ability of all of our organizations to meet the needs of many different clients that have brought us together.” The American Express promotion is known as “One of the Best Facials in Beverly Hills,” and is exclusively for American Express card members.

Los Angeles Skin Care, www.laskincare.com and Berman Cosmeceuticals are cooperative operations of Dr. Andrew Berman, famed plastic surgeon and Michael S. Howard, International Beauty Consultant. Also on staff are Gabriela Meise, Hollywood Skin Care Expert & Leisa Kosanke, Executive Sales Director and Operations Manager for the Spokane office. Recent press includes CNN, NBC, Lifetime, Dusseldorfer, Vogue and Skin Inc.

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