



## Los Angeles Skin Care, Inc.

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**FOR IMMEDIATE RELEASE**

**August 22, 2002**

Michael Howard, cofounder of Los Angeles Skin Care, has been recruited by Skin Inc. magazine, a division of Allured Publishing, to write a series of columns. The first will appear in the October 2002 issue and will be focused on creatively marketing your business to success. Future contributions will be geared toward owners, aestheticians and physicians.

Additionally, Mr. Howard will cooperatively lead a team of educators in Southern California to develop a continuing education division for the American Aesthetician Education Association, where he serves as a member by invitation. This newly formed team will focus on educating over 1500 aestheticians in Southern California.

Howard stated, "I am thrilled and honored to contribute my voice and principles to two highly respected entities. Skin Inc. and AAEA do good things for good people and that is the driving force behind Los Angeles Skin Care. It is only natural we are working together."

Los Angeles Skin Care is the premiere MediSpa of Southern California with offices in five cities, collaboratively developed by Michael Howard and Andrew Berman, MD. Products by Sundari, BioMedic, La Roche Posay and Cellex-C, compliment the core Signature AntiAging Line by Dr. Andrew Berman. Howard currently serves as VP of Operations and is known by the "inner circle of Beverly Hills" as the "Face Guy." Mr. Howard also lectures around the world on issues of proper skin care, the business of skin care and serves as consultant to numerous other companies in the area of business and marketing. Recent press has included CNN, NBC, CBS, and Lifetime television.

For more information, please contact Los Angeles Skin Care at 310.278.9094.