

NEW BEAUTY®

The World's Most Unique Beauty Magazine

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Vivian W. Bucay, M.D. FEATURED IN *NEWBEAUTY* MAGAZINE

National Glossy Magazine Heralded As The Ultimate Cosmetic Enhancement Guide.

June 7, 2010 – Vivian W. Bucay, M.D. Board Certified Dermatologist, General, Surgical, and Cosmetic Dermatology is featured in the Summer/ Fall 2010 edition of *NewBeauty* magazine, which is due on newsstands the last week of June.

“youth is a gift; age is an art”

A passion for beauty, health and skin care led Dr. Vivian Bucay to establish a boutique-style practice that caters to and pampers patients. “Medicine is the opportunity to combine my love of science with my love of people. I’m very hands on and also have a tendency to be a detective during consultations, with the goal of properly diagnosing patients’ conditions. I firmly believe that the skin is an indicator of what’s happening inside the body,” says Dr. Bucay, stressing that health and beauty aren’t mutually exclusive. “You can’t attain beauty without a healthy foundation, and the road to beauty should never compromise one’s health.

NewBeauty® is the world’s most unique beauty magazine, and is fast becoming a powerhouse beauty brand spanning print, online and retail. *NewBeauty* magazine is the first publication devoted exclusively to “everything beauty,” converging the medical, spa and mainstream markets to serve as the ultimate aesthetic resource. When launched in January 2005, *NewBeauty* instantly struck a chord with readers, marketers and medical professionals, becoming heralded as an archetypal, all-encompassing beauty publication, with an immediate national presence. Since then, *NewBeauty* has

continued to revolutionize the way people learn about cosmetic enhancement, educating consumers about the latest advances, inside secrets, “must-have” products and expert advice.

With nearly 10.2 million surgical and nonsurgical cosmetic procedures performed in the United States during 2008, a 162 percent increase since 1997, *NewBeauty* fills the void for reliable information on all types of aesthetic procedures in light of the growing interest and surge in cosmetic-enhancing treatments. In doing so, it informs, enlightens and inspires its readers with new-age developments and tried-and-trusted beauty innovations. With a distribution of approximately 500,000 copies per issue, *NewBeauty* is available for purchase at 40,000+ retailers in the United States, including major bookstores like Borders, Barnes & Noble, as well as airports, supermarkets and newsstands.

To ensure the accuracy of information in *NewBeauty*'s pages, the publisher established the Editorial Advisory Board, comprised of recognized experts in their respective fields. Each article and advertisement has been carefully reviewed by at least two members of the Advisory Board, assuring readers that the information provided is fair, accurate and reliable.

Sandow Media Corporation is a cutting-edge publishing company built around a single philosophy: “Always exceed expectations.” Based in Boca Raton, Florida, Sandow Media Corporation is defined by an unrelenting drive to innovate. Founded in 2002 by Adam I. Sandow, Sandow Media specializes in high-end consumer books and magazines in the categories of travel, shelter and beauty.

Vivian W. Bucay, M.D.

American Board of Dermatology (1991) Board Re-certification (2001)

Dermatology

Personal Affiliations:

Fellow, American Academy of Dermatology

Fellow, International Society of Dermatology

Fellow, Society of Pediatric Dermatology

Fellow, American Society for Laser Medicine and Surgery

Hospital Affiliations:

Southwest Texas Methodist Hospital, San Antonio, TX

Methodist Specialty & Transplant Hospital, San Antonio, TX

Clinical Assistant Professor, University of Texas Health and Science Center, Department of
Physicians Assistants Studies, San Antonio, TX

Mentor for Health Careers High School, San Antonio