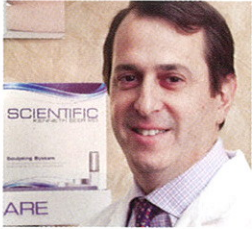




BEAUTY IS SKIN DEEP



DR. KENNETH BEER (1500 N. Dixie Highway; 561/655-9055) is a board-certified dermatologist and dermatopathologist (the study of the skin at the microscopic level) with more than 20 years experience. He also is the founder of Cosmetic Bootcamp, a cosmetic dermatology training program for doctors. Beer knows Palm Beach and his discerning clientele well. He answers our questions on skin-care tips and how to combat the aging effects of the Florida sun.

WHAT IS THE MOST COMMON SKIN ISSUE THAT YOU SEE HERE IN PALM BEACH—AND WHAT IS THE SOLUTION?

Lack of moderation and lack of knowledge. In this part of the world, people get injected, lasered or cut in ways that are not natural or realistic. I advocate looking one's best but looking like oneself. Because there are so many people treating cosmetic patients without formal training, the aesthetic has shifted. The solution is to look at the patient and treat them as an individual rather than a recipe.

HOW HIGH OF AN SPF DO YOU RECOMMEND GIVEN THE INTENSITY OF THE SUN IN SOUTH FLORIDA?

I like to see at least a SPF 30, but SPF 50 is better. Also, it should have UVA and UVB (SPF refers only to UVB). I'm not a fan of the makeup that puts it into the moisturizer. This doesn't provide optimal sun protection and increases the chances of irritation. There are great sunscreens available, and it's easy to find one that works for you.

WHAT, IF ANYTHING, CAN BE DONE TO HELP TURN BACK THE EFFECTS OF SUN DAMAGE?

Depending on the person, there are fillers and Botox to fill lines and ease wrinkles, lasers to renovate the collagen, Intense Pulsed light to help with color differences, chemical peels and more.

CAN ONE SUN-FILLED WEEK DO MAJOR DAMAGE?

One sun-filled week, particularly if there is a burn involved, can double the lifetime risk of skin cancer. In addition, you can trash a great deal of collagen and elastic fibers (think wrinkles) in that time.

WHAT ARE EASY WAYS TO PREVENT FUTURE DAMAGE?

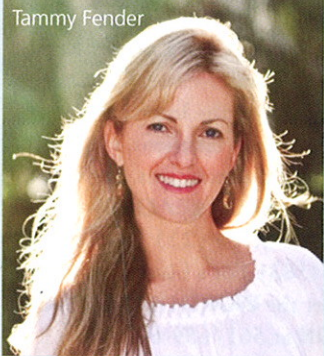
If you smoke, stop today. If you get a lot of sun (more than 15 minutes a day) wear good sun protection. If you are not wearing polarized sunglasses get them so you avoid cataracts and other eye problems.

SCIENTIFIC APPROACH TO SKIN

KENNETH BEER creates his paraben- and fragrance-free skin-care line, Scientific, here in Palm Beach. Scientific treats each layer of the skin and is made with dermatologist tested and approved ingredients like Retinol, botanical extracts and hyaluronic acid that plump wrinkles and moisturizes the deepest layers of the skin. Try the Neck Sculpt (\$98), formulated to smooth and increase hydration for the neck, jaw line and décolleté. Another fan favorite is the White Bamboo Exfoliator (\$68), which warms on contact with your skin and water to gently but effectively polish away dead skin, revealing a brighter, more youthful appearance. (Available in-office at 1500 N. Dixie Highway or at scientificskin.com.)



Tammy Fender



MADE IN PALM BEACH

Everyone in Palm Beach knows the name **TAMMY FENDER**, aesthetician to the stars. Fender creates her skin-care line in Palm Beach in small batches, beginning with fresh herbal infusions. Herbs are steeped in water and prepared into a tea. Next, therapeutic-grade essential oils and organic and wild-crafted

herbs are blended into the mixture. The products are food-grade quality, natural and only made with the finest ingredients available. Celebrities including Gwyneth Paltrow rave about such Fender products as the Intensive Repair Balm (\$130), which was originally created as a moisturizer for post-op patients

but is now a must-have for the jet set because of its healing and hydrating properties. The Purifying Cleansing Gel (\$50), also a favorite, is made with spearmint (called a "master cleaner") and nutrient-rich alfalfa to detoxify and balance the skin. (Available at Saks Fifth Avenue, 172 Worth Ave.)