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FOR IMMEDIATE RELEASE:

**Palm Beach Residents to learn how the Future of
Regenerative Medicine Will Combat Aging**

West Palm Beach, FL (December 26, 2011)-- The secret to the fountain of youth will be discussed in our own back yard. Sponsored by Dr. Kenneth Beer, M.D. and Mrs. Kathy Bleznak, a team of regenerative medicine, stem cell, and hair growth experts from The University of Pennsylvania School of Medicine will convene in Palm Beach.

On Sunday, January 29, 2012, residents of South Florida will have an opportunity to learn how dermatologists and plastic surgeons are pushing back the hands of time with technology that holds the promise to regenerate skin and hair.

"I am thrilled to be able to partner with Mrs. Bleznak and The University of Pennsylvania School of Medicine to bring the leaders in stem cell and regenerative medicine to Palm Beach" says Dr. Beer. He continues, "I think that Palm Beach is home to so many philanthropic efforts, and it seems like the right place for the leaders in stem cell research to explain the potential for this technology."

The event will take place at the Palm Beach Country Club with speakers from the University of Pennsylvania to include Dr. George Cotsarelis, Chairman of the Department of Dermatology. Dr. Cotsarelis is an internationally renowned expert on stem cells and hair growth. In addition, Sarah E. Millar, Ph.D. *Professor, Departments of Dermatology and Cell & Developmental Biology Director of Research*, Ivona Percec, M.D., Ph.D. *Instructor, Division of Plastic Surgery Department of Surgery* and Joseph F. Sobanko, M.D. *Assistant Professor, Department of Dermatology*.

For more information on the event please contact Dr. Beer's West Palm Beach office at 561-655-9055 or visit the website www.palmbeachcosmetic.com.

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About Dr. Kenneth R. Beer

Dr. Kenneth R. Beer, M.D. FAAD is a board certified dermatologist and dermatopathologist. He is a founder of The Cosmetic Bootcamp and of Scientific by Kenneth Beer skin care. Dr. Beer practices aesthetic, surgical and general dermatology in Palm Beach, Florida.

Dr. Beer has been featured in such publications as Elle, Vogue, Self, O, The Wall Street Journal, The New York Times and New Beauty, and has also made television appearances on Martha Stewart, The Early Show and Newsmax. For more information on Dr. Beer, please visit our website at www.palmbeachcosmetic.com.