

NEW BEAUTY®

The World's Most Unique Beauty Magazine

For Release:

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DR. JASON KASARSKY FEATURED IN *NEWBEAUTY* MAGAZINE

National Glossy Magazine Heralded As The Ultimate Cosmetic Enhancement Guide.

(February 24, 2010) – Jason S. Kasarsky DDS, well-known cosmetic dentist with offices at 530 Park Avenue in New York City, is featured in the Winter/Spring 2010 edition of *NewBeauty* magazine.

Dr. Kasarsky was one of the first dentists in Manhattan to use an extensive array of lasers in daily practice. He is the founder of the New York City Center for Sedation Dentistry. In addition, Dr. Kasarsky is recognized for his exceptional skill in cosmetic dentistry. “Dentistry is the perfect blend of art and science. Matching the personality of the patient with the look of the smile is a step beyond what we are given at birth,” he says.

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.

Dr. Jason Kasarsky practices dentistry in New York City (212-838-8230). His practice was one of the first in Manhattan to use an extensive array of lasers in daily practice. Dr. Kasarsky is founder of the New York City Center for Sedation Dentistry. He is a graduate of New York University College of Dentistry and a member of numerous professional organizations including American Academy of Cosmetic Dentistry, American Academy of Implant Dentistry, American Academy of Prosthodontics, American Academy of Laser Dentistry, the American Dental Association -- and the Crown Council, a prestigious alliance of leading-edge dental teams throughout North America.

LOCATION

New York, New York

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WEB SITE

www.jkdds.com