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**LOCAL DERMATOLOGIST SELECTED AS SPOKESPERSON FOR THE
POPULAR KINERASE® SKINCARE LINE**

Dr. Elizabeth Callahan will make her first television appearance on QVC June 18

SARASOTA, Fla. – June 14, 2007 – Thousands of QVC Shopping Channel viewers will be watching local Sarasota-Bradenton dermatologist, Elizabeth F. Callahan, MD, as she introduces the Kinerase® skincare line in a one-hour premiere launch for the product at 10 p.m. on Monday, June 18.

She was selected by Valeant Pharmaceutical Company, the maker of the well-known Kinerase® product line, from a field of over 100 dermatologists nationwide and will make six television appearances over the next year on QVC to promote this age-defying skincare line. Dr. Callahan joins celebrity Courtney Cox as a spokesperson for Kinerase®.

“I’m very excited about this opportunity to work with QVC and promote Kinerase,” says Dr. Callahan. “I regularly recommend Kinerase to my clients, and I look forward to now being able to recommend it to others on a national level.”

Kinerase® is the number one skincare line recommended by dermatology offices across the country because of its gentle, yet effective regimen scientifically shown to improve the appearance of skin aging, sun damage, blotchiness and roughness. Safe for all ages and skin types, Kinerase® is made with kinetin, the powerful plant-based extract proven to help enhance the skin’s ability to retain moisture.

Dr. Callahan, both a locally and nationally recognized dermatologist, trained at the Cleveland and Mayo Clinics and attended medical school at the University of Vermont. She opened her private practice, SkinSmart Dermatology, in Sarasota in 2005, which offers a full range of aesthetic services including medical factions, microdermabrasion and the newest cosmeceuticals for home use.

SKINSMART DERMATOLOGY

Before establishing SkinSmart Dermatology, Dr. Callahan was an associate professor of dermatology at the University of Vermont medical school and on the staff of Fletcher Allen Hospital in Burlington, Vermont. In addition to board certification in dermatology, she is also a dermatologic surgeon and a fellowship-trained Mohs skin cancer surgeon.

QVC can be found on Comcast Cable, channel 12, and on Brighthouse Network, channel 22. For more information about Dr. Callahan or SkinSmart Dermatology, call 941-308-7546 or visit www.sarasotadermatologist.com.

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