

MADISON SKIN & LASER CENTER SELECTED FOR OSCAR SWAG BAGS

NEW YORK/MARCH 3, 2010 -- When the world's most talented actors gather at the Academy Awards® this Sunday, March 7, for recognition as the best in their craft, many of these same celebrities will receive prized gift baskets with products carefully chosen from thousands of entries. Hollywood Baskets announced the selection of Manhattan-based Madison Skin & Laser Center for inclusion in the "Celebrity Swag Bags" given to the top presenters and nominees for the 2010 Academy Awards. Led by Dr. Stacey Silvers and a team of experienced nurses and aestheticians, the Madison Skin & Laser Center offers cutting-edge, non-invasive procedures to quickly and effectively transform skin and handle tough aging issues.



Dr. Stacey L. Silvers is one of the most respected plastic surgeons and otolaryngologists in the New York tri-state area. Selected for inclusion in **America's Top Physicians** and **America's Top Surgeons**, Dr. Silvers was trained at both Albert Einstein College of Medicine and Boston University School of Medicine. In 2009 she established Madison Skin & Laser Center to provide her clients with the most advanced, state-of-the-art medical technology and products from experts they can trust in a comfortable and friendly environment. Dr. Silvers is known for her unique passion for helping her clients look younger and healthier. Her practice treats more than 5,000 patients each year.

Dr. Silvers services were selected for inclusion in the coveted Oscar Swag Bags along with the unique Westchester based DellaCura skincare line which she now represents exclusively in Manhattan. Services provided by Dr. Silvers and her staff for both men and women include: Botox®, dermal fillers, laser hair removal, laser resurfacing and microlaser peels, photorejuvenation using Intense Pulsed Light technology, skin tightening, laser spider vein removal, microdermabrasion, and chemical peels. A customized skincare plan is developed for each individual based on their specific skin needs and the desired results. The office is now booking Botox parties for those who want to treat themselves to a skincare make-over and social event.

For more information about Madison Skin & Laser Center located at 161 Madison Avenue, call 212-686-SKIN or visit www.MadisonSkinandLaserCenter.com.

"We are pleased to now offer the DellaCura skincare line for men and women. To understand why the products are so unique, just read the packaging of any skincare product you find in a local drug store. Nearly all are water or petroleum based; these ingredients, which often constitute up to 99% of a product's formulation, are incapable of penetrating the skin's outer layer because of their large molecular size. So instead of providing nourishment, they merely coat the skin's surface. That means most commercial products contain just 1% active ingredients. By contrast, DellaCura ingredients are 100% active, promoting faster healing and nourishment and healthier cell renewal. Even our staff is hooked on it now!" stated Dr. Silvers.

"The Four Seasons looks for high end products that are fresh, upscale and different. Hollywood Baskets was delighted to have found Dr. Silvers and DellaCura and have their products and services included as the Cosmetic & Body product in the Swags for the Four Seasons Hotel," states a spokeswoman for Hollywood Baskets.

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