

Client: Dr. Alan Bauman, Cosmetic Surgeon Writer: Jeff Mustard

Project: Press Release / TV Appearance

***South Florida Cosmetic Surgeon Featured on “Good Morning America”
For Revolutionary “Eye Lash” Transplantation Surgery***

Boca Raton, Florida...Performing a revolutionary cosmetic procedure at a national medical surgeon’s conference in Torrance, California, Dr. Alan Bauman demonstrated the latest technological breakthrough in cosmetic surgery by applying his skills as a hair transplant surgeon to “eyelashes.” The technique and excitement brought about by this new cosmetic approach was filmed, aired and featured on the highly rated morning news show, Good Morning America, Wednesday, October 25, 2006. Reuters covered the story virtually live with an on line news story that hit the media even before the last “eyelash” was stitched into place and a film crew from the big buzz TV industry news show, Extra was also on site covering the procedure.

Dr. Alan Bauman has built an international reputation for his masterful and artistic cosmetic procedures in the world of hair transplantation surgery. His unique approach in this highly specialized medical arena has been covered extensively in the national news media including feature pieces in NBC’s Dateline, (name other tv appearances here) as well as in the print media, with profile pieces in Men’s Health, (name other magazines.)

Dr. Bauman was a featured surgeon performing his operation/ procedure live, and via video conference to surgeons around the world, during a medical workshop sponsored by the International Society of Hair Restoration Surgery (ISHRS). The conference, designed for physicians with an intermediate to advanced level of experience in hair restoration surgery and those who have a special interest in eyelash transplantation surgery.

According to Dr. Bauman, “while eyelash transplantation has more traditionally been used largely in trauma cases, burn or accident victims and those suffering from a congenital ailment contributing to a total lack of eyelashes, the procedure also has exceptional cosmetic applications.” More than 10 million cosmetic procedures – from tummy tucks to botox- were performed in the United States in 2005, according to the American Society of Plastic Surgeons. This figure represents a 38 percent increase over the year 2000. Says Dr. Bauman, “Eyelash transplantation will do for eyes what breast augmentation has done for women’s figures.”

For more information on eyelash transplantation, email Alan J. Bauman, M.D. at doctorb@baumanmedical.com or call him at 561-394-0024. Additional information on eyelash transplantation, hair loss and the state-of-the-art hair restoration treatments Dr. Bauman provides can be found at www.BaumanMedical.com.

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Still photos and broadcast quality video are available.

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