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by Elyse Glickman

## kaplanMD



### Good (Skin) To Go!

**kaplanMD Skincare** products have made quite a splash in the beauty world since they first appeared on the shelves of Fred Segal Santa Monica and the information packed web site ([www.kaplanmd.com](http://www.kaplanmd.com)) launched in late 2007. Early adopters, not surprisingly, include a very A-list assortment of women and men of all ages who rely heavily on the kind of fresh, healthy skin that allows them to put their best faces forward--**Emmy Rossum, Sharon Lawrence and Kate Beckinsale, Owen Wilson, Ben Stiller, Minnie Driver, Jennifer Garner, Kyra Sedgwick, Hugh Laurie, Steve Carell and Sienna Miller.**

Prior to the launch of the line, which makes the Kaplan approach accessible to anybody outside of **Hollywood** serious about skin, **Dr. Stuart Kaplan** had established himself as one of the **nation's and Beverly Hills' pre-eminent skin care experts**, with his years of expertise poured into the kaplanMD Signature Facial, which naturally balances transitioning skin with a restorative blend of patented peptides, amino acids, natural botanical extracts, vitamins and minerals. The facial's signature ingredients—the Phytogetic Triactive Complex of firming Soy, antioxidant-rich Grapeseed extract and exotic Black Cohosh—can also be found throughout the skincare line bearing his name and reputation.

The treatment (performed in the office by **Rosi Bozefe**, a licensed esthetician for over 12 years who weaves a Zen day spa experience into the proceedings) and the products are designed to address a variety of challenges skin faces (no pun intended) as we age, including adult acne, redness, loss of skin firmness and elasticity, fine lines and wrinkles, uneven pigmentation and dehydrated skin. Rosi's facials are also excellent primers on how to use Dr. Kaplan's products at home and away.

Prices for the line range from \$30 for the Lip20 line of protective lipsticks to \$495 for a set of the entire collection of products.

This week, **one lucky reader** will receive the new travel kit, valued at \$125, featuring kaplanMD's most popular essentials in convenient, easy-to-pack sizes (2 oz. Cleansing Lotion; 2 oz. Revitalizing Toner; .33 oz. Day Cream SPF 15; .33 oz. Replenishing Night

### style

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Cream and .33 oz. Perfecting Serum). The inspiration? After laws passed enforcing airline regulations, Dr. Kaplan was approached by several clients who kept getting their favorite kaplanMD products confiscated by security.

This just goes to show you that while you cannot stop times from changing, you can slow the effects of time in your skin.



Winners will be randomly selected and notified September 8, 2008. US only. [Rules](#)

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