

## **Dr. Goldberg's New Book "Light Years Younger: The Definitive Guide To Anti-Aging Skin Care" Unlocks the Mystery to Understanding Non-Invasive Cosmetic Procedures**

Q: Dr. Goldberg, Why is this book so important right now?

A: Currently, 30% of the population of the United States is comprised of Baby Boomers. This generation is entering middle age and intends to stay young. This is evident in that the annual number of laser skin resurfacing procedures more than doubled from 140,000 in 1996 to 300,000 in 2000, the number of chemical peels performed annually rose 114% and Botox injections increased 216%. The last ten years have brought an explosion of non-invasive skin care treatments that diminish the progression of aging, many of which have appeared only within the past couple of years. These recent extraordinary advances in technology and information about the skin and its care have inundated women with more opportunities than ever to reverse the effects of aging. Baby Boomers and women over the age of 30 who are determined to maintain a youthful appearance are left bewildered among all of these various anti-aging procedures and protocols and ask themselves the nagging question, "What can I do to look and feel young without surgery- what works and what doesn't?"

Q: How does the book answer this question for readers?

A: It can be mystifying and rather difficult to navigate though all the information regarding skin care. My book unlocks the mystery by presenting an in-depth, breakthrough discussion regarding the new anti-aging skin care treatments so that consumers can garner an understanding of what exists and what is, in fact, effective. The book provides readers with the vital information they need to make informed choices. Light Years Younger is actually one of the first books to focus on the numerous new non-invasive, anti-aging techniques that have emerged in the last two decades. Some of the topics discussed in the book are: new light-based treatments for reducing photo-aging, minimally invasive lasers which may actually prevent wrinkles by stimulating the formation of new collagen, and the recent availability of well-researched anti-wrinkle creams, and more.

Q: What will consumers ultimately come away with after reading this book?

A: They will have a thorough understanding of how to: maintain a youthful appearance by harnessing the skin's own powerful regenerating abilities, protect themselves against the one single factor that causes the most skin aging, benefit from exciting new breakthroughs in anti-aging skin care products, slow skin aging by attacking age-related changes at the deepest layers of the skin, and take full advantage of the newest non-invasive cosmetic treatments for reversing skin aging.

Q: How can we purchase the book?

A: Currently, the book is available at Borders bookstores and Amazon.com