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**DR. EDMUND KWAN OFFERS NON-SURGICAL NOSE JOB
FOR ETHNIC PATIENTS**

Non-Invasive Surgery Provides New Alternative to Traditional Rhinoplasty

New York, NY (September 23, 2008) - Dr. Edmund Kwan, a New York-based surgeon specializing in plastic and cosmetic surgery for the ethnic patient, is now offering a non-surgical nose job as a new alternative to rhinoplasty surgery. The surgery is non-invasive and offers faster results and healing time. Completed in less than 20 minutes, the procedure requires no recovery time and is, on average, an eighth of the cost of traditional nose surgery. Results can last up to two years.

“The non-surgical nose job is an exciting alternative to surgery and is a great option for any individual seeking rhinoplasty, especially ethnic patients,” said Dr. Kwan. “Because this procedure is most often recommended to patients who would benefit from nasal implants, which are typically Asian, African-American and Hispanic individuals, ethnic patients are the ideal candidates for this procedure.”

Using an injectable gel called Juvederm, Dr. Kwan shapes or contours the nose to achieve the patient’s desired results. By making injections into precise areas of the nose the procedure can disguise a nasal bump or indentation, straighten or lift the nasal tip and increase the appearance of a flattened nasal bridge. Juvederm is also the first FDA approved hyaluronic acid filler that is proven to be safe and effective for persons of color.

“I always wanted a nose job but was nervous about the surgery and the possibility of not being satisfied with the final result,” said Dr. Kwan’s patient Eunmi Cho. “With the non-surgical nose job there was no commitment. If for any reason I wasn’t happy with the procedure I could easily go back to my natural look. With a few injections to the bridge of my nose Dr. Kwan made a subtle change that resulted in a great improvement to my profile.”

About Juvederm™

Juvederm is a smooth consistency gel made up of hyaluronic acid – a naturally occurring substance in your skin that helps to add volume and hydration. Considered the “next generation” dermal filler, Juvederm is the only injectable gel FDA approved to last up to one year. For more information, visit www.juvedermusa.com.

About Dr. Edmund Kwan

Dr. Kwan began his medical career by attending Georgetown University Medical School and performed his plastic surgeon residency at New York Medical Hospital-Cornell Medical Center and Sloan Kettering Cancer Center. He also trained with the world-renowned Dr. Robert Flowers, a pioneer in Asian plastic surgery, in Honolulu, Hawaii. Dr. Kwan is board certified by the American Board of Plastic Surgery (ABPS) and is a member of the American Society of Plastic Surgeons (ASPS). For more information, visit www.DrEdmundKwan.com.

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