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KMR CASE STUDY

REPRESENTING DR. LYLE BACK

ABMS Board Certified Surgeon in both General
Surgery (ABS) and Plastic Surgery (ABPS)

www.ilovelyleback.com



Katherine M. Rothman
Founder and CEO

CLIENT TESTIMONIALS



Dr. Lyle Back, Board Certified Philadelphia Plastic Surgeon

If you are considering adding PR to your business plan, don't waste any more of your time researching, thinking and worrying. Do yourself a big favor and let Kathy Rothman and her superb team take you by the hand and show you how it's done - and really done well. Start right now. It will be one of the best investments and best decisions you will ever make for your business. You can thank me later. Some weeks before I even "formally" signed on for my plastic surgery practice in 2014, Kathy was already lining me up for exposure in several national magazines (both online and print), putting together press releases, brainstorming with me repeatedly to discuss her many marketing ideas for my practice and pushing her contacts for radio and TV exposure. All of these quickly came to pass, and she never let up on the gas. Before I knew it, we were successfully getting some form of significant regional and/or national promotion for our practice essentially every week. That's every week.

I had tried PR before, and it was, at best, so-so. It was never like this. I finally saw PR the way it should be - when an experienced, talented pro is in charge. Although they are great, we didn't really need her trademark detailed weekly status reports that arrive like clockwork to tell us how successful her campaign was for us. My email inbox always had some news - a link to our latest magazine placement, a video of our recent TV news spot for us to use on our website or yet another promotional opportunity. Did I mention that she and her team are also just a pleasure to work with? Kathy continues to provide us with high-level, high-quality PR advantages to the present day. What are you waiting for?

Dr. Lyle Back
Board Certified Philadelphia Plastic Surgeon
www.ilovelyleback.com

OVERVIEW

BACKGROUND

Dr. Lyle M. Back, M.D., F.A.C.S., an ABMS Board Certified Surgeon in both General Surgery (ABS) and Plastic Surgery (ABPS) based in Cherry Hill New Jersey was seeking media exposure and wanted to be positioned as an expert in his field. Located outside Philadelphia his clientele included members of society however, he did not have any celebrity clientele. He wanted to appear in top celebrity magazines and websites offering expert opinion on various celebrities and the procedures and treatments they may have had.

His award-winning work resulted in being included in “Top Docs” lists that appeared in prominent local and trade press. Dr. Back wanted to connect his name to celebrities and appear in his local press to drive new clients and National celebrity magazines which came out weekly offered a great opportunity.

KMR provided Dr. Back with day-to-day media relations support, targeted traditional print media, bloggers; many of whom had a viable social media presence. In about 18 months of activity, KMR’s efforts for Dr. Lyle Back established him as one of the best experts to comment on various procedures popular celebrities may or may not have gotten. This national press coverage elevated Dr. Back and set him apart from the other Plastic Surgeons in his region.

OBJECTIVE

- Have Dr. Back featured throughout all types of media including TV, Print and Online.
- Establish Dr. Back as a go-to expert in his field for media contacts working on stories relative to her specialty.
- Feature Dr. Back in high profile stories in celebrity magazines.

CAMPAIGN

STRATEGY

Strategic Outreach: KMR Communications began first by positioning Dr. Back as a media friendly expert who could comment on a vast array of plastic Surgery related topics.

Content Creation: KMR crafted customized content articles featuring Dr. Back as the quoted expert offering insights and tips on plastic surgery procedures and treatments, Celebrity procedures and trends and expert commentary on frequently asked questions.

360° Media Relations: Pursue all forms of media including newspapers, magazines, broadcast, and Internet (Web sites, blogs, social media, etc).

INITIATIVES

- KMR quickly began aggressive and consistent media outreach across all relevant target categories (mom bloggers, writers covering parenting, wellness, beauty, celebrities, and health).
- Maintained a consistent flow of media coverage with top tier in-line and offline press.
- KMR leveraged relationships with media who would then return to ask for Dr. Back to provide insights and comment on various topics.

RESULTS

140 MEDIA PLACEMENTS IN A 12-MONTH PERIOD

TOP PLACEMENTS INCLUDE:

September 2014:

Hollywood Life, Kylie Jenner

Audience Reach: 18,453

October 2014:

In Touch Weekly, Nicole Kidman, Christina Aguilera, Courtney Love

November 2014:

Hollywood Life, Mary Kate Olsen

The Globe, Richard Simmons

Health Radar

Ultimate Skincare Beauty Report

December 2014:

The Globe, Jennifer Anniston

January 2015:

Surgical Aesthetics Magazine

National Enquirer, Sharon Stone

February 2015:

Refinery 29

Hollywood Life, Uma Thurman

Enquirer, Calista Flockhart

The Dish, Uma Thurman

Examiner.com, Uma Thurman

March 2015:

Radar, Melanie Griffith, Janice Dickenson,

Fashion&Style.com, Bruce Jenner

South Jersey Magazine

The Skinny on Skin

Life & Style Leeza Gibbons

April 2015:

Life & Style, Vivica Fox

Life & Style, Christina Aguilera

National Enquirer, Demi Moore, Kim Kardashian

May 2015:

Ultimate Report

MSN Kylie Jenner

Life & Style, Khloe Kardashian

In Touch Weekly, Madonna

June 2015:

Voice of America

Radio MD

National Enquirer, Demi Moore

July 2015:

InTouch Weekly, Kylie Jenner

Life & Style, Nicole Kidman

Radar, Meg Ryan

National Enquirer, Demi Moore

August 2015:

National Enquirer, Nicole Richie -

Hollywood Life, Courtney Cox

RESULTS

Some Highlights Include:



www.hollywood.com

Audience Reach: 18,453

Kylie Jenner, 17, is naturally beautiful, but is she enhancing her looks and following in the plastic surgery footsteps of members of the Kardashian / Jenner family? Read what doctors have to say about Kylie's appearance below and tell us what you think!

Certified plastic surgeon, Dr. Michael Salzhauer from Bal Harbour Plastic Surgery Associates revealed that he does think the young star has had her lips plumped. "Yes. Emphatically. That is not just lipstick. Her lips look 3 times as wide as they did in the "before" pictures." While she may have fillers in now, Dr. Michael revealed that her new look may not be permanent. "There are permanent fillers and temporary ones. The most popular temporary ones are Juvederm and Restylane. They last about one year. The permanent ones can cause significant deformity in the long run." Kylie's lips definitely look full, and Dr. Michael reveals that as you age, your lips change shape, "but usually they get smaller and less plump as you get older, not bigger."



Lyle M. Back, M.D., Cherry Hills, NJ board certified plastic surgeon, confirms as well: "Unfortunately, she has that tell tale and not so natural 'duck lip' look going on. It looks like all the filler went into her upper lip – none in the lower. I like a little but more of a 'pout' in the lower lip. Her upper lip has been overfilled."

RESULTS

Monthly Audience Reach: 11,962,208



Misshapen Meg! Ryan's Shocking New Appearance Has Pals Worried She's Gone Too Far With Cosmetic Surgeries

Radaronline.com



Fresh-faced star now a Hodgepodge of surgeries, say experts Meg Ryan's shocking new appearance has pals and cosmetic surgeons terrified she's gone too far!

"When Meg's out and about in Martha's Vineyard, where she has a home, the locals hardly recognize her," said a concerned friend.

Meg, 53 – famous for *Sleepless in Seattle* and *When Harry Met Sally* – stars in two films set for release later this year.

Determined to put her best face forward, she's undergone multiple procedures, according to insiders.

"It's rumored Meg had a facelift and fillers," said a source. "Actually, it's obvious because her forehead and the area between her eyes don't move."

While Meg has never publicly admitted it, experts believe she's undergone extensive work.

"Someone erased her delightful, wholesome, girl-next-door look and replaced it with a weird caricature," said preeminent **plastic surgeon Dr. Lyle M. Back**, who has not treated Meg.

"It looks like she's had multiple laser resurfacings, as well as way too much Botox and heavily pumped filler, especially in her overstuffed cheeks."

Her lips also appear to have been overfilled, leaving her with a "Joker-like smile," he said.

Dr. Otto Placik, who has not treated the star, agreed, adding: "Meg's charm was an all-American kind of sexiness, but all this work has transformed her into something.

"She's had a lot done to her eyes, which are thinner than they once were, suggesting the lower lids have been lifted. Her nose is clearly altered."

The multiple procedures have actually been counterproductive, according to Dr. Back. "All the laser resurfacing on her face has created a weirdly smooth sheen, making the contrast with her sagging neck more alarming," he explained.

Dr. Back's prescription for Meg moving forward is simple: "She needs to realize the answer is not to keep doing more, but to do a lot less."

RESULTS

WHAT'S WRONG WITH RICHARD SIMMONS?

Diet guru TURNS RECLUSIVE

RICHARD SIMMONS hasn't been seen in public for almost a year - and friends fear the 66-year-old fitness guru may have returned to his old overeating habits amid reports he's plunged into a deep depression.

"Richard has gone silent...he doesn't accept or return phone calls and he has his housekeeper turn people away when they come to visit him," says a source, adding the curly-haired Sweatain' to the Oldies sensation hasn't even shown up at his Beverly Hills exercise studio, Slimmons, for months.

Petrified of the pain

Sources say the eccentric celebrity needs a left knee replacement but is terrified of the surgery. "He never fully recovered when his right knee was replaced four years ago," notes a pal. "It was a surgery he'd put off too long. He was petrified of the pain and being inactive."

"Now we hear his left knee needs to be replaced and he's just too scared to have it done. But we

fear there is something more serious going on with him.

"Hardly anyone's heard from him all year. He's become a recluse."

Simmons began his weight-loss crusade more than 40 years ago, shedding 123 pounds through healthy eating, proper proportions and exercise. He later opened an exercise studio and rode his zany personality to fame and fortune.

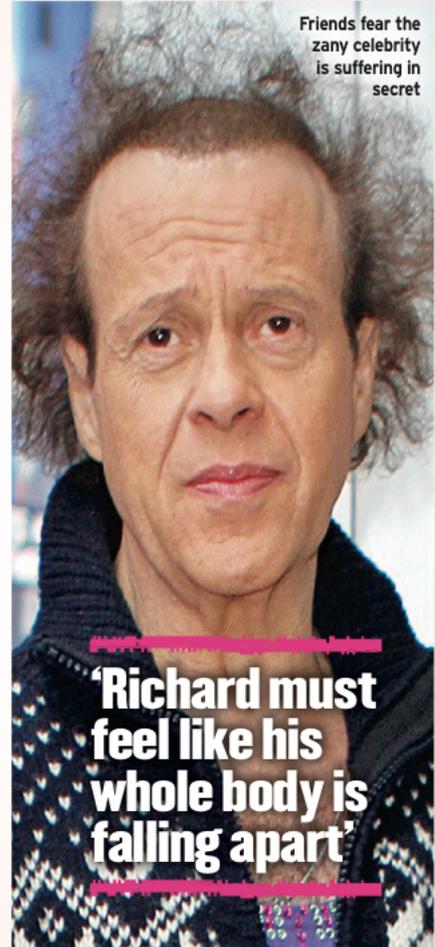
"Richard used to be such a visible fixture in L.A., wearing outlandish outfits and making grand entrances just doing errands," says the source. "Now, no one sees him."

Friends fear his physical problems have sent him into a deep depression.

"Richard must feel like his whole body is falling apart," says the source. "You have to worry that inactivity and depression have sent him plummeting back into his old ways, overeating for comfort."

"Friends miss him dearly and the general consensus is he needs serious help."

"The trouble is, no one can get to him."



Friends fear the zany celebrity is suffering in secret

'Richard must feel like his whole body is falling apart'



MARY-KATE'S TWIN-CREDIBLE NEW FACE!

Mary-Kate (left) now appears quite different from twin Ashley

BEING an Olsen twin may have been too much of a good thing. Now, Mary-Kate is sporting a new face and looks quite a bit different than sister Ashley - leading to speculation she's had a little work done!

Once so much alike you couldn't tell them apart, the change was evident when the 28-year-old twosome posed together at the World of

Children Awards in New York.

Now, Mary-Kate's "eyebrows look much higher than before, possibly from a brow lift," says Troy, Mich., plastic surgeon Dr. Tony Youn. "Her cheeks also look lifted or she may have had injections of a cheek plumper."

New Jersey cosmetic surgeon Dr. Steven Fallek agrees Mary-Kate may have had fillers, "Otherwise, she may have had cheek and extended chin implants surgically inserted."

But Philadelphia plastic surgeon Dr. Lyle Back insists Mary-Kate's skin "looks particularly good and she may have had a chemical peel or two or laser treatment to keep it looking so youthful and smooth." None of the docs have treated either twin, who became famous on TV's Full House.



Mary-Kate (left) and Ashley are nearly identical in a 1996 video

RESULTS

Monthly Audience Reach of 545,196,300

msn | health & fitness ▾

Kylie Jenner's lip fillers: how young is too young?

msn.com



The worst kept secret in show business is out: 17-year-old Kylie Jenner has admitted to using lip fillers. Even before today's admission, those in the know were highly sceptical about her claims that her plump pout was the result of make up.

"Unfortunately, she has that tell-tale 'duck lip' look going on," observed Dr. **Lyle M. Back, a US-based certified plastic surgeon**, long before Kylie's admission. "It

looks like all the filler went into her upper lip – none in the lower."

In the UK and the US, plastic surgery can only be carried out on patients aged 18 and over. Patients under this age will need parental consent. However, in the UK, dermal fillers are completely unregulated, and in the past, reports produced by the Department of Health have labelled dermal fillers as "a crisis waiting to happen."

Most plastic surgeons agree that the optimum age for lip-filling procedures is 37. Lips start to thin in the late 20s, but the signs only become visible in our late thirties. "35 is the average age of my female clientele for Botox and fillers in the UK but in France it's 45," says Dr Jules Nabet, renowned French cosmetic doctor. Kylie's lips certainly won't have started to thin – in fact, she hasn't even stopped growing yet, and her decision to opt for fillers is a reminder that growing numbers are using these procedures to enhance natural attributes to ridiculous proportions, instead of subtly improving what they've already got.

RESULTS

FACE IT, JEN IS LOOKING ODD!

WHAT's wrong with Jennifer Aniston's face?

The 45-year-old former Friends star, now reprising her role as a sex-crazed dentist in Horrible Bosses 2, looked so different when she appeared on a British TV show, viewers were stunned!

"I love Jennifer Aniston a lot, but why does her face look so weird?" asks one.

Added another, "Oh my God! BIG letdown, Jennifer Aniston. What has she done to her face?"

Aniston admitted using Botox once, but said she decided not to do it again.

"It was not good," she revealed in 2011. "It makes women look older. Harder. It makes the warmth in their faces go away."

Now, she swears the only cosmetic procedures she uses are "laser peels," which remove the outer layer of skin, reducing the appearance of fine lines and supposedly boosting collagen in the skin.

But Philadelphia-based cosmetic surgeon Dr. Lyle Back believes the actress, engaged to actor Justin Theroux, 43, has overdone it with fillers and lost her "fresh face" look.

"Jennifer always had this great 'girl next door' kind of simple understated, wholesome image," Dr. Back tells GLOBE.

"But it appears like someone went a bit overboard with the injectable wrinkle fillers and gave her a syringe or two too many into her face."

Aniston went overboard with fillers
- DOC SAYS



THEN



NOW

Jennifer Aniston says she only uses 'laser peels.' But an expert says she's had other cosmetic fixes that make her face appear too 'plumped' (right)

"The subtleties and natural contours of her beautiful face have been obliterated as if it was a military strike. Even at a distance, it's a face that no longer looks like HER face."

"Unfortunately, this is the classically over-injected and overfilled

face - so full of filler that it has been 'emptied' of the personality and distinctiveness that make up her facial identity."

The result is "Jen does not look like Jen," he says. "She's lost her identity and the naturalness of her good looks just as if she's had an overdone face-lift. You can go too far with fillers and she's

definitely been over plumped!"

But the good news for the actress is that "the filler will eventually dissolve away by itself in a few months, and she won't have to diet or exercise to make that happen," notes the doctor.

"Then we'll have our recognizable Jen back!"

- LYNN ALLISON
lynnallison@globeff.com

LeANN'S LIFE IS A COUNTRY SONG

LeANN RIMES rocketed to stardom at age 14 - but she says life in the limelight has been a VERY bumpy ride.

The country songbird was bullied in school by "jealous" girls, suffers from the skin ailment psoriasis, endured a nasty lawsuit with her dad, carried on a forbidden romance with her now-husband Eddie Cibrian, battled anxiety and depression, and longs to have a child of her own.

"My life is like one big country song," says



LeAnn, 32. "I've gone through every emotion, especially in the situation with Eddie."

She and Eddie, 41, fell for each other while both were married to other people. Now, she calls him her "soul mate" and is helping to raise his two sons. But she needed therapy to get through some tough times.

Says LeAnn, "I've felt pain and suffering and sadness and the most incredible love, all at the same time."

RESULTS

Monthly Audience Reach of 16,102,320



REFINERY29

FASHION BEAUTY LIVING WELLNESS

Why You Should Be Anti-Aging Your Hands

Refinery29.com

There's a famous scene in *Gone with the Wind* in which Scarlett O'Hara makes a dress out of her mom's old drapes and goes into Atlanta to sweet-talk (seduce) Rhett Butler into giving her \$300 to pay the taxes on Tara. He falls for it until (*dun dun DUN*) he grabs her hands. "What have you been doing with your hands? You've been working with them like a field hand!" he exclaims. You see, much like Shakira's hips, hands don't lie.

If you don't want your hands to betray your skin sins, it's time to get proactive. "For a lot of people, there's a disconnect between the hands and the face, because people usually take care of their faces and they're not doing so with their hands," says [Fredric Brandt](#), MD, a New York City- and Miami-based dermatologist to many celebrities, including Stephanie Seymour and Madonna. "People don't pay attention to [them], and they get to that critical point where they look bad."

Chances are, you're already using a moisturizing hand lotion pretty regularly, particularly in the winter. But, with a few tweaks, you can turn that haphazard, one-minute ritual into a targeted prevention regimen. According to Dr. Brandt, now's the time to start. "Prevention should start when you're very young, in your 20s," he says.

You can use the same products on your hands that you do on your face. Deborah Lippmann, nail guru extraordinaire, told me something a few years ago that blew my mind. If she dispenses too much face product, she rubs the extra onto the backs of her hands. That is a very "duh" sort of beauty hack, but it had never occurred to me — now I do it religiously.

Want a more specific plan of attack besides just using your leftover La Mer drippings? Advice and products, right this way.

Exfoliator

Donna Gouge, a medical aesthetician who works with cosmetic surgeon Lyle Back, MD, at his practice in Cherry Hill, New Jersey, recommends exfoliating your hands about once a week to slough off dead cells, which ensures "better product penetration" for whatever you're putting on afterward. For hands in need of more help, Gouge often performs chemical peels.

This fantastic scrub, from European brand Rituals (it launched in the U.S. last summer), provides gentle exfoliation and contains oils to keep your skin from getting stripped.

RESULTS

SHARON'S FACELIFT U-TURN!

Stone vowed to ***NOT*** have surgery, now it seems she's changed her mind! – experts

DID Sharon Stone have a nip and tuck?

Top plastic surgeons polled by The National ENQUIRER believe the answer is “yes” – after the 56-year-old actress was photographed wearing a black headband with a red rash under her right ear!

While a source close to Sharon said it is a burn, plastic surgeon Dr. Lyle Back, who has not treated the “Basic Instinct” star, told The ENQUIRER: “This appears to me to be a well-healed, mature, pale pink ... scar – quite characteristic and a classic sign of a previous facelift.

“Even the most well-done facelift leaves a cookie trail of some kind!”

Plastic surgeon Dr. Anthony Youn, who also has not treated Sharon, added: “The red patch of skin [under her ear] can be consistent with scarring from a facelift.”



Dr. Ben Johnson, founder of the Osmosis Pur Medical Skin-care line, agreed.

“The incision for a facelift goes just below the ear, and sometimes there are reactions to the sutures or other wound-related complications,” said Dr. Johnson, who has not treated the “Casino” star.



**ENQUIRER
EXCLUSIVE**

The aging beauty seemingly hid a questionable rash on Jan. 5; inset, a young Sharon in 1992 in “Basic Instinct!”

It’s a major backflip for the leggy blonde beauty, who had previously claimed she’s resisted going under the knife, saying she felt it was better to look her age and grow old gracefully.

“I can’t tell you how many doctors try to sell me a facelift,” she said in a 2013 interview.

“I’ve even gone as far as having someone talk me into it, but when I went over and looked at pictures of myself, I thought, What are they going to lift?”

While admitting she’d “come

close” to undergoing cosmetic procedures, Sharon added: “Frankly, I think that in the art of aging well there’s this sexuality to having those imperfections.”

She also told another interviewer: “If you want it [plastic surgery], you should have it.”

Sharon has admitted to having a lip injection after her 2004 divorce from newspaper editor Phil Bronstein, noting that she felt insecure about her looks at the time.

But after something was pumped into her bottom lip, Sharon claimed she looked “like a trout,” and vowed never to undergo another procedure.

But a source said: “Maybe this time Sharon finally just gave in and had the work done!”

CONTACT US

You have seen what we can accomplish, reach out to see what we can achieve for you. **Schedule Your Complimentary Consultation with our CEO, Katherine M. Rothman, today!**

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