

FOR IMMEDIATE RELEASE

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INJECTING FOR THE CURE

About 2 years ago, after following up with a breast reconstruction patient, and injecting his next patient with BOTOX® Cosmetic, Dr. Paul G. Ruff IV, Board Certified Plastic Surgeon had a revelation. “What if we held a BOTOX® and Juvéderm® injection fundraiser and donated 100% of the proceeds to finding a cure for breast cancer?” With that, the annual “*Wrinkle Erase for the Cure*” was born.

Dr. Ruff, owner of Ruff Plastic Surgery and RPS MedSpa (www.RuffPlasticSurgery.com), has performed numerous breast reconstruction surgeries for breast cancer patients. He is a first-hand witness to the devastating emotional and physical effects this disease has on women.

In the past two years, *Wrinkle Erase for the Cure* has raised over \$65,000 towards the fight against breast cancer.

“We plan to hold this event every year until the day we no longer have to perform reconstructive surgeries because they have found a cure.” stated Dr. Paul Ruff.

“This year we are holding our annual Wrinkle Erase for the Cure Event on Friday, October 14, 2011. Our goal is to double what we raised in each of the past 2 years.”

“We will be injecting Botox (\$15/unit) and Juvederm (\$575/syringe) with all the proceeds to benefit *Living in Pink* once again (<https://www.livinginpink.com>). What better way to enjoy an aesthetic treatment and know that the money is going to support the fight to end breast cancer?” said Dr. Paul Ruff.

Dr. Ruff has decided to donate all of the event’s proceeds to Living in Pink, a local breast cancer charity. It was founded in 2004 by Michele Conley, a breast cancer survivor herself, who decided to turn what would be a devastating situation into a positive one. *Living in Pink* (www.livinginpink.com) was created with the sole purpose of raising money for breast cancer research. This organization has raised tens of thousands of dollars which have been awarded to fund research by both local and national institutions such as the Washington Cancer Institute at the Washington Hospital Center, Duke University Hospital, University of Texas: M.D. Anderson Cancer Center, and the University of Colorado.

“We are sincerely grateful for Ruff Plastic Surgery’s willingness to raise funds that will help fight a disease that affects 1 in 7 women,” commented Conley. “We ecstatically support their goal of donations during this awe-inspiring event.”

The concept of *Wrinkle Erase for the Cure* caught the attention of Erwin Gomez, nationally renowned Celebrity Make-up Artist and Eyebrow Guru. "I am a strong supporter of charity events and I firmly believe in giving back to the community," said Gomez. "Dr. Paul's compassion and professionalism, combined with his commitment towards this event moved me to get involved."

"This event is taking place at the right time" says Wendy Pittman, a local Allergan Business Development Representative and avid supporter of the event. "There are currently over 3 million users of BOTOX® Cosmetic in the United States alone."

BOTOX® Cosmetic is used for reducing facial wrinkles as well as alleviating sweating in the arm pits, hands and the feet. Juvéderm®, on the other hand, is a dermal filler that is primarily used to enhance lips, reduce the creases in the nasal labial folds and in other areas of the face. "This is a great opportunity to bridge what one wants with what others may need," says Pittman. "I'm just proud to be involved."

The 3rd annual *Wrinkle Erase for the Cure* will be held on Friday, October 14, 2011 and will run from 7:00 a.m. to 7:00 p.m. at Ruff Plastic Surgery & RPS MedSpa, 2440 M Street NW, Suite 200 Washington DC 20037. Please call 202-785-4187 for more information or to book your appointment.