

FOR IMMEDIATE RELEASE

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Brush-On *Powderful* Sunscreen for Kids!

SCOTTSDALE, ARIZONA- March 23, 2006 – Parkway Medical in Scottsdale is making it easy for Valley parents to put sunscreen on their children by offering colorescience’s Sunforgettable SPF 30 Brush-On Powder Sun Protection. No more messy creams or trying to keep the kids still while slathering lotion everywhere. Sunforgettable is a full body powder sunscreen that is quick, and easy to apply! Colorescience used high tech nanotechnology to create an entirely new medium for applying sunscreen. The product protects thanks to the reflective and refractive properties of micronized titanium dioxide and micronized zinc oxide.

Sunforgettable SPF 30 has an easy applicator brush which enables more coverage over a larger area of the body more quickly and evenly than messy lotions. The product is a clear, weightless powder that does not rub off onto clothes. It is safe, fragrance free, clear on skin and will not burn the eyes when perspiring. In addition, users can “lose the twenty minute wait” because the tiny powder particles do not have to dissolve and absorb into the skin as lotion type sunscreen. Sunforgettable is rated *Very Water Resistant* and has the full spectrum UVA/UVB sun protection. In addition, it retains the SPF 80 minutes after activity in the water. It is safe for children, small enough to fit in a purse or briefcase, and lasts all day!

“Arizona now has the highest rate of new melanoma patients in the world. We can do something about this statistic. We can start by protecting our families and friends. Sunforgettable now makes it easy to protect our children” states Dr. Stuart Medoff, Family Practitioner at Parkway Medical. “Colorescience has made this revolutionary product for parents to apply sunscreen. There should be no more excuses.”

For more information regarding the Sunforgettable SPF 30 Brush-On Powder patients can call Parkway Medical at 480-348-3245 or visit <http://www.parkwaymedical.com>.

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About Parkway Medical, PLC

Parkway Medical is committed to medical care and is contracted with most health insurance plans. Drs. Robert Bierman, Martin Blume and Stuart Medoff head the Parkway Medical offices. The group of 12 providers includes physicians, nurse practitioners, and physician assistants. The entire staff puts the patient first, both in quality medical care and customer service. Services offered include, family and internal medicine, urgent care, hypnotherapy, medical acupuncture, bone density, osteopathic manipulation, laser & skin services including treatments to correct a variety of skin concerns as well as professional skin care products. Parkway Medical is available for routine scheduled visits and for the unexpected accident or illness. Patients may schedule an appointment for routine or urgent care or may simply walk in. The medical office will see most patients on the same day. Offices are located at 6565 East Greenway Parkway, Scottsdale Arizona 85254. For more information on insurance, services or treatments patients can visit <http://www.parkwaymedical.com>.

The Family & Urgent Care office has extended hours during the week and on Saturday, including: Monday through Thursday 7:30 am to 8:00 pm, Friday 7:30 am to 6:00 pm, and Saturday 8:00 am to 5:00 pm. Patients can call 480-348-3200 to make an appointment.

The Laser & Skin Centre hours are, Monday through Wednesday 9:00 am to 6:00 pm, Thursday 11:00 am to 8:00 pm and Friday 9:00 am to 6:00 pm. Patients can call 480-348-3245 to make an appointment.

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