



PRESS RELEASE

Launch of e.tv's new cosmetic surgery reality show *Skin Deep*

TX: Wednesday 1 April 2009 at 9:30pm

e.tv is revealing the mystery of cosmetic surgery and the emotional journey behind it with its new international reality show, *Skin Deep*. The show launches on Wednesday 1 April 2009 at 9.30pm.

Each 30 minute episode looks at the costly emotional journey many men and women go through in their pursuit of beauty.

Cosmetic surgery is an extremely intimate experience that changes the patient's life forever so *Skin Deep* goes beyond the superficial layer to explore three important questions: Who has had cosmetic surgery, what have they had done and why did they do it?

Procedures such as breast augmentation, rhinoplasty, liposuction and facelifts are broken down into the step-by-step processes experienced by each of the series' subjects: from going "under the knife" to coming to terms with a new look.

Skin Deep also explores the culture of cosmetic surgery as a healer of emotional wounds, banisher of childhood fears and a creator of new beginnings for its followers.

Skin Deep is a former winner of the Best Lifestyle Series Gemini Award. The Gemini's celebrate excellence in Canadian English-language television, acknowledging that country's triumphs in over 90 award categories.

For more information and pictures, please contact me on:

Fazielah.Williams@etv.co.za

021 481 4635