

Dr. Fiona Wright's

# beyond

Autumn 2009

AGELESS BEAUTY

How to  
**Reverse  
Sun Damage**  
and Reveal Beautiful Skin



**Rejuvenate,  
Replenish & Restore**

From the Fashion World  
to Your Face

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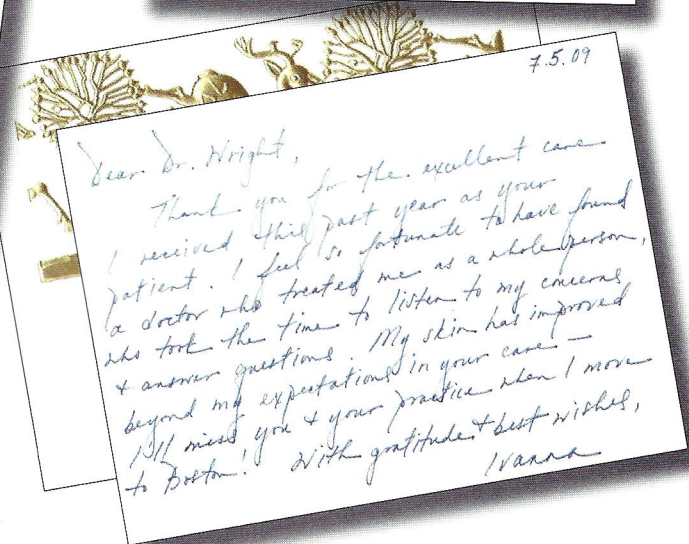
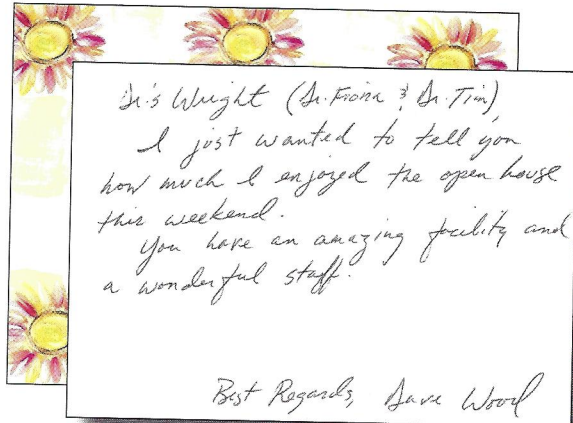
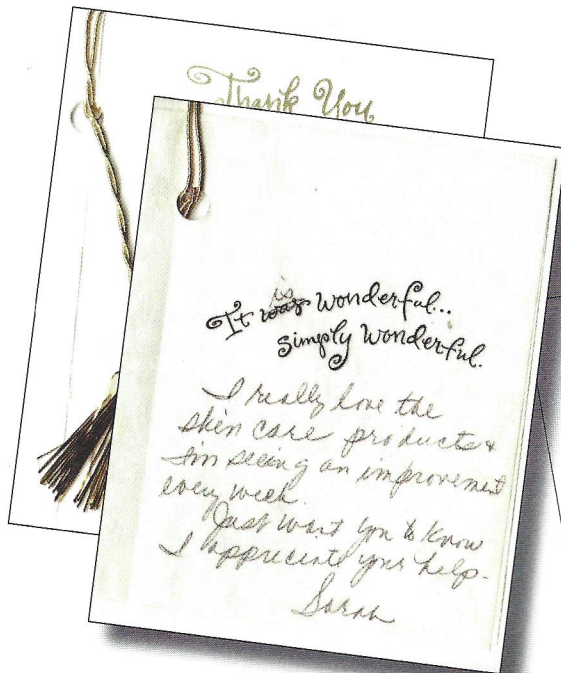
# beyond experience

**Skin M.D. & Beyond** is set apart by Dr. Fiona Wright's unique approach to cosmetic enhancement and skin care—developing individualized, specialized treatment regimens for each patient in a way that puts even the most anxious at ease. With the patient's comfort as her number one concern, Dr. Wright provides the answers needed to make safe, comfortable and informed decisions.

Her customized treatments combine the best of dermatological medicine with the latest laser technology advances to maximize results and minimize recovery time. The result

is the best and newest laser skin care, injectable techniques and body contouring to ensure excellent results.

Here is a sampling of what her patients have had to say about their experiences:



**First time patients** can use the certificate below to experience the benefits of spa rejuvenation and go beyond their expectations of what a spa can be.

## The Beyond Spa Relaxation Designed With You In Mind (Gift Coupon: 25% Off Beyond Spa Service)

For the ultimate serenity, visit the Beyond Spa at Skin MD & Beyond where a truly relaxing experience awaits. Our trained experts are masters in rejuvenation and are at your service for an array of soothing treatments. Choose from Swedish Massages to Contouring Body Wraps, Foot Reflexology to Oxygen Facials.

*No matter what you decide, our services are sure to help you relax and escape.*

First time patients only. One time use only, not to be combined with other offers.

This certificate must be presented at time of treatment. No cash value. Offer subject to change.

6517 Preston Road, Plano, TX 75024 (between Spring Creek and Tennyson) • [www.SkinMDandBeyond.com](http://www.SkinMDandBeyond.com)



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BNS National Award for  
"Excellence in Patient Care and Satisfaction"



# good to know



**Dr. Wright on NBC:** Tune in to *Home and Lifestyle TV*. Watch for Dr. Fiona Wright on NBC's *Home and Lifestyle TV* as she discusses facial and body contouring as well as The Beyond Spa in two episodes to air in October and December.

## Tune in to *Home and Lifestyle TV* on NBC

Skin M.D. and Beyond is excited to announce that we will be featured on *Home and Lifestyle TV* in October and December. Dr. Fiona Wright will be interviewed by the host of the show, Linda Cooper, during two separate airings.

The first in October will feature a Woman to Woman coffee table talk with Dr. Wright and two of our patients, Tammy Blakenship and Kim Waldrop. We will be discussing the art and science of Facial and Body Contouring and the amazing results that can be achieved without the need for surgery!

Our second show will air in December and will feature The Beyond Spa and all of the world-class services that we offer. Join us as we explore the world of relaxation and rejuvenation. Watch as we interview clients about their favorite treatments and experience the mastery level of excellence that you will receive as you view live demonstrations. You can log on to our website at [www.SKINMDandBeyond.com](http://www.SKINMDandBeyond.com) and view them in our media viewing room.



## Permanent Makeup—Look Great 24/7

Envision an early morning routine without the tedious application of makeup. Do not fret, this can become a reality! There are thousands of women who are enjoying the benefits of permanent makeup and at Skin M.D. and Beyond your treatment starts with a complimentary consultation customizing the "look" you are seeking.

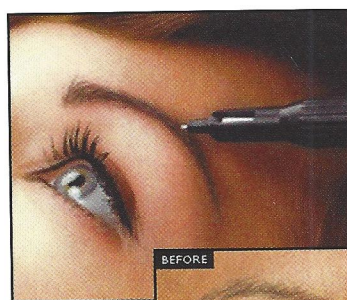
Permanent makeup or cosmetic tattooing is ideal if you have an active lifestyle, wear contacts, have personal limitations or participate in sports. If you have sparse eyebrows, allergies or lips that could appear fuller—permanent makeup may be your answer.

With permanent eyeliner you can enhance your natural shape, add a complementary color or make your lashes appear thicker and darker. Eyeliner makes your eyes look bigger and can enhance your natural eye color. It has been a makeup trick of women for centuries to create more appealing looking eyes.

Eyebrows frame the eyes, drawing attention and creating openness around the eyes resulting in a more attractive and youthful look. With a new technique called hairstrokes, our licensed aesthetician can create a very natural brow appearance which can help you maintain a desired shape or achieve a softer look than pencil shaping.

With aging, our lips lose volume and become narrower and less defined. Lip liner and full lip shading can make thin or crooked lips appear fuller and more symmetrical. The result will make your lips look younger, fuller and best of all, you won't have to worry about your lipstick bleeding into fine lines.

At Skin M.D. and Beyond, our personal motto is "less is more." With our "soft tap" approach there is little trauma to the skin, fast healing and complete control of pigment placing. Our clients find the procedure very tolerable as every step is taken to ensure your comfort. Enhance your natural features with permanent makeup. Wake up beautiful and look your best 24 hours a day!



### Look Great 24/7:

A "soft tap" approach to permanent makeup ensures little trauma, fast healing and control of pigment placing.







**The Doctor's Prescription:** Dr. Fiona Wright shares her personal skincare regimen, from a daily exfoliating wash to an annual chemical peel.

## Doctor's Prescription to Great Looking Skin

A frequent question that I am asked in the clinic is "What is my personal skin care routine?" My answer is simple. I address all the basic areas of an aging face and maintain my routine.

With my at-home skin care I do an exfoliating wash twice a day. In the morning, I use our *Exfoliating Cleanser* and at night I use my *Clarisonic Face Brush* with a *Prévia Cleanser*. Antioxidants are very important to help repair damaged cells, and I use *Prevage MD* twice daily and *Flawless Treatment Pads* at night. To help hide my freckles, tighten pores and control oil, I apply *Radiance* every morning. For hydration I rely on *Prévia Replenish and Rebuild* twice daily, and it also contains collagen stimulating peptides to help fight those wrinkles! The eyes are the window to the soul and to keep mine looking their best, I use *Revival-Eyes* and *Eye Quench*. The last steps in my morning are *Journée Sun Protection* with tissue growth factors to help reverse the signs of aging and then *Matte Finish SPF 30* which is oil free and loaded with 17 percent zinc to help reduce inflammation from the daily environmental stressors and pollutants.

My "pamper day" at the clinic is booked monthly. I begin with a *Microdermabrasion a la Carte*, and then finish with an *Oxygen Facial* and a *Hydrating-Collagen Masque and Ampoule*. My medical treatments include Botox and Fillers every three to four months, compliments of my husband, Dr. Tim Wright. Annually I do a deep chemical peel that includes a Photofacial with *Levulan* to help remove brown spots and skin cancer as well as reduce fine lines and wrinkles. And this fall I will begin a series of *Palomar Lux Lift* treatments to tighten and retexture my skin.

Who said growing old was graceful? I plan to fight it every step of the way—and with today's technology, the war is easy to win! Next time you visit, feel free to ask me about any of these skin care treatments and let me help you create your own personal prescription to great looking skin!



## Prévia Cosmetics

This fall marks the official launch of *Prévia Cosmetics*. A makeup line created by Dr. Wright, it offers a full array of products in both traditional and mineral makeup. Designed with vibrant colors as well as natural tones, *Prévia Cosmetics* has a complete compliment for all skin tones. The word *Prévia* means to be "on the edge" or "in front of," and that is exactly what Dr. Wright has created. A makeup line that is on the cutting edge of technology and a leader in the cosmetic world.

The overwhelming success of the line is very close to the heart of Dr. Wright and her family. The name is derived from the first initials of her nieces and nephews. "This cosmetic line is for the legacy of my family," remarks Dr. Wright. "The trademark name is for Paul, Phillip, Rachael, Evan, Elizabeth, Eric, Ethan, Verity, Izaak, and Alyssa.

Whether you are looking for a luscious lip color to suit your mood, or want to create new looks for day and night—*Prévia Lip Care* and *Prévia Eye Shadows* and *Mascaras* are created with advanced formulas to apply smoothly and evenly, while designed to be long-wearing and natural looking.

*Prévia Foundations* are found in both liquid and powder, and for the women who do not have much time and need a quick solution, the compacts can be applied with a wet sponge to act as a dual active foundation. With gorgeous blush color shades and bronzers to choose from, finding the perfect color for you may seem daunting, but it doesn't have to be! Book today for a makeup consultation and discover the colors that work best for you!

**Prévia Cosmetics Debut:** Dr. Fiona Wright launches her makeup line this fall with a complete lineup of traditional and mineral makeup products.





# How to Reverse Sun Damage and Reveal Beautiful Skin

by Fiona Wright, M.D.

**I**f you were given a chance to make one wish what would it be? I bet most ladies in Texas will wish that they could be made young again. Because if they do go back to their young selves, they would know better than to play outside without sunblock! They would use sunscreen as a second skin and make pale skin the “in” thing. Unfortunately this is all wishful thinking. But the good news is that thanks to advances in skin care and dermatology, there are viable and affordable options to truly reverse some damage and improve the look and health of your skin—under the Texan sun!

The UV ray in the sun’s ray penetrates your skin cells down to the DNA and actually causes damage at the cellular level. These damaged cells become dysfunctional in a variety of ways, from losing the ability to produce collagen and elastin, which supports the skin and gives it firmness and youthful plumpness, to losing the ability to slough off layers of dead skin cells, leading to a dull, muddy appearance. In the worst cases these dysfunctional cells become cancerous. >>









**Problem 1: Wrinkles and Fine Lines** – Fine lines are soft, etched-in creases that you can see when your face is relaxed. Fine lines are generally 20 percent genetic and 80 percent environmental—and mainly from sun exposure. When you have been good about sun protection most of the time, you can improve your skin significantly with topical remedies. Whether you should consult

your doctor and receive professional treatment depends on how bad your sun damage is. Antioxidants are great for reversing summer sun damage. Leading the list of antioxidants is vitamin A. This retinoid is best in prescriptive form (Differin, Retin-A, Renova) and used on a nightly basis. However, prescriptive strength can be very drying and flaky as our skin ages and is unable to hold moisture well. If this is you, then two excellent alternatives are Retinal and Flawless Treatment Pads. Both offer similar collagen building effects without irritation. My patients enjoy the flexibility of the pads as they come in three varying strengths.

Other important antioxidants include vitamin C, vitamin E and CoQ10 (Prevage MD)—with Prevage MD having the most beneficial effects against environmental pollutants. There have also been a number of encouraging studies of skin benefits from green tea. Animal studies showed protection from skin cancer. Both animal and human studies have credibly demonstrated that topical green tea formulations reduce sun damage by quenching free radicals and reducing inflammation rather than by blocking UV rays.

For a “Spa Experience” to fight free radical damage try a medical grade Oxygen Facial. Using pure oxygen, these treatments can literally breathe new life into your skin. Not only do they provide immediate and visible results to all skin types, but they continue to improve the overall health, texture, hydration and elasticity of your skin. The oxygen will also restore the skin at a cellular level and promote new energy and tonicity. This is also the perfect facial to maximize the benefits of a microdermabrasion.

As a more medical approach, Botox Cosmetic still remains the king of easy, fast facial rejuvenation. In the summer we squint a lot which makes heavy dynamic wrinkles. Botox can relax these frown lines and crow’s feet on foreheads as well as under eye lines. When performed by an experienced, cosmetically trained specialist, you can also lift eyebrows and the corners of the mouth, smooth out lip lines, lift jowls and relax vertical neck bands.

**Problem 2: Discoloration** – Pigmentation can be treated several ways, and the success of the treatments is decided by the depth of the problem. If the discoloration is more recent, the pigment is probably confined more to the superficial layers of skin and exfoliating treatments will be helpful. Freeing your skin of dead, dull, sun damaged skin is the first treatment step to an improved appearance. At home or in-office light chemical peels, such as glycolic and lactic acid, are easy to use with minimal downtime. For more problematic skin, deeper chemical peels have been the mainstay of dermatologists for

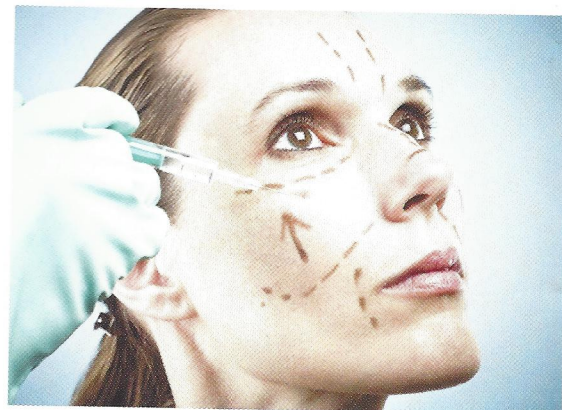
decades. A favorite of my patients is the Vitality Peel, which creates a controlled shedding of several layers of skin, removes pigmentation, unclogs pores and helps prevent acne breakouts—revealing a more radiant complexion.

Getting “buff” with microdermabrasion involves a mechanical exfoliation process which “abrades” the skin to remove its outer layers. This procedure is especially helpful for evening out hyperpigmentation as well as fine lines and rough skin. This highly effective medical strength treatment will renew your skin’s surface by removing the dead, outermost layer of skin—revealing new living skin cells that are soft, smooth and receptive to nutrients. This safe and gentle procedure is setting a new standard for skin care. The procedure is fast, predictable and painless—the perfect lunch hour peel. Keep in mind that microdermabrasion is best for those with thicker, tougher skin and sunscreen must always be used. Sensitive skin types should consider microplaning as an alternative or consult with their doctor first.

If your dark patches have been present for more than a year and you also have aging textural changes, then I prefer a more aggressive approach involving a fractional ablative laser treatment. The Palomar 1540 Lux Lift, with a handpiece specifically designed to remove pigmentation is a perfect choice to treat the whole face or spot treat your problem areas.

If your complexion is still smooth but the brown spots are old then IPL PhotoFacial is an advanced light therapy that can significantly improve your tone and colors, and clear the signs of sun damage. Using our advanced IPL system, light energy is delivered through the skin, removing certain skin imperfections without disrupting the skin’s surface. A series of five photo facial treatments are given at three to four week intervals. Results are gradual and additive as more treatments are done. The individual attention that Dr. Wright gives each patient ensures consistent, predictable and excellent results. Patients can return to work or resume their normal activities immediately after the procedure. In addition, this Intense Pulsed Light system can be used to safely treat aging and photo damaged skin on the neck, chest and hands, just about anywhere!

**Problem 3: Skin Laxity** – With aging, the loss of our hormones causes a decline in collagen, elastin and oil production and this leads to skin thinning, dryness and drooping of the face. Add the cumulative effects of sun damage and you may soon be considering surgery. However, many doctors are taking long recovery face-lifts off the menu and are now serving up weekend treatments with fillers, Botox and skin tightening lasers to achieve similar results. In the hands of an experienced doctor, your “facial shaping artist,” can plan out a rejuvenation program to lift, fill and tighten. As the face ages, our cheeks flatten as volume descends and disappears.





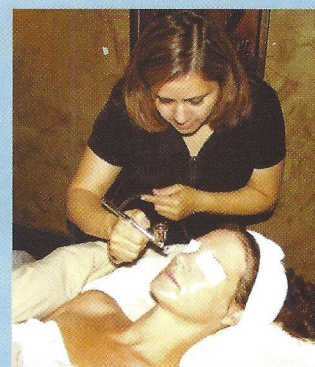
Cosmetic physicians now focus on rebalancing this volume change. Injecting long-lasting, temporary fillers (Juvaderm, Restylane) can plump up sunken skin under the eyes and mask dark circles. Larger volume fillers, such as Perlane, are also excellent for recontouring cheeks, lifting jowls and reducing deep facial creases. The newer fillers Artefill and Sculptra are more permanent and can also be used for deep volume filling. But before you commit to a more permanent product, try temporary filler first to make sure you like the results. It is also important to remember that complications from more permanent fillers are more permanent!

Many lasers are used to tighten the skin, but it has been my experience that most machines overpromise and under produce. With most lasers, patients will find some improvement, but not enough to justify the cost. Some will remove uneven pigmentation and scarring—while others also have additional benefits to tighten the skin, jowls and sagging necks. My favorite non-surgical device for skin tightening is the Palomar 1540 Lux Lift. This resurfacing laser creates many microchannels to penetrate into the dermis far below the outermost skin layer causing collagen contraction and remodeling. With a series of five quick and simple treatments, patients experience significant improvement in tightness and texture and it can be used on the face and neck.

**Problem 4: Redness** – To treat red faces, I must first discover the main cause of the problem. If the skin has a lot of spidery, thread-like vessels on the surface then this is caused by sun damage and office-based treatments are required. If the skin has a generalized redness to it, and it gets rosier along the cheeks and nose with spicy foods, alcohol and extreme temperatures then you may be suffering more from rosacea and will also require topical and possibly oral prescriptions. Topical prescriptions may include Metrogel, Finacea or Sulfacet.

For sun damaged red faces, my recommendation is for laser/light-base devices that can remove the visible vessels and redness completely. For larger individual vessels I prefer laser treatments that will destroy the vessels as the device maps out its length. One or two treatments are generally required and may cause several days of bruising. For smaller vessels and more general redness to the face, the IPL Photofacial is an excellent procedure of choice. Although it requires more treatments (usually four to five), there is no downtime and patients can also address areas of pigmentation too.

**Problem 5: Protect Yourself.** – Are you aware that 90 percent of your environmental aging is due to overexposure to the sun? Damaged DNA from the sun's harmful rays diminishes the capability for genes and cells to communicate properly and to fight the aging process. It will damage your DNA, leave your skin sagging and dull and suppress your immune system to create skin cancer. Fiona Wright, M.D. Sun Care is ideally suited for everyday use, where any complexion will find it easy to wear under makeup or alone. With micronized zinc oxide for thorough UVA and UVB protection, the regular long-term use of these ultra high sun protection sunscreens will help to prevent premature aging. So before you start these new steps in your beauty regime, apply a daily dose of UVA/UVB SPF 30 Sunblock. Wear it daily!



**Beauty Trend:** Oxygen facials repair daily skin damage as well as soothe and rehydrate.

## Are Oxygen Facials Really Better than a Regular Facial?

Oxygen facials have become a hot new trend in the beauty world. With publicity from celebrities like Madonna, J.Lo. and Gwen Stefani, women want to experience the anti-aging benefits of oxygen. As humans, we need oxygen to survive; the belief that oxygen has powerful skin nourishing elements has led to the oxygen facial frenzy.

So why does oxygen work to make our skin smoother and softer as we age? It is true that as we age, oxygen does not reach our skin cells as efficiently, which is what leads to the aging process. Our skin undergoes daily damage and our DNA repair machine is constantly working to repair itself. This DNA repair mechanism needs energy to work and as we age, our energy slows down. As a result, waste products accumulate in the skin, circulation slows and the aging process accelerates. The skin, however, can be helped if enough energy is supplied to it. This is one effect of oxygen therapy. Oxygen revitalizes the skin and stimulates cellular growth. What oxygen facials do is take oxygen and apply it to the skin, which provides beneficial effects as it is combined with other vitamins and minerals.

An oxygen facial will replenish the amount of oxygen that the skin receives, leaving it hydrated, plumper and younger looking. Treating the skin with oxygen not only soothes dry skin, but it also rehydrates and disinfects even the most sensitive skin. Oxygen facials are also used to treat acne and facial redness. Oxygen has healing qualities that act as a detox for the skin in a safe and gentle way while rejuvenating your complexion. It removes impurities and pollutants left on the skin from the outside environment.

How well does the process work? That depends on who is talking. For some, the results of oxygen facials are immediate and hard to miss, which is what keeps many celebrities coming back for more. Depending on your goals for your skin, your physician can create a maintenance program for you to ensure that you have youthful, glowing skin at all times. And if maintenance is not what you are looking for, you can still get ready for a red carpet event, as even one treatment can help eliminate blemishes and soothe skin, leaving you with a refreshing, younger looking face.





# Rejuvenate, Replenish, & Restore

*From the Fashion World  
to Your Face*

by Fiona Wright, M.D.

*Inspired by understanding the needs of the entire body, Fiona Wright, M.D. created an exclusive skincare line designed to blend the science of medicine, cutting edge dermatological research with the beauty of nature and botanical traditions. Read on to find her top picks for beauty!*

## **Erasing the Wrinkles**

### **PREVIA REPLENISH & REBUILD MOISTURIZER**

*Made exclusively for women*



This Skin Restructuring Therapy dramatically restores vital elements lost to aging and hormonal changes. With age-defying peptides and potent antioxidants, this thera-

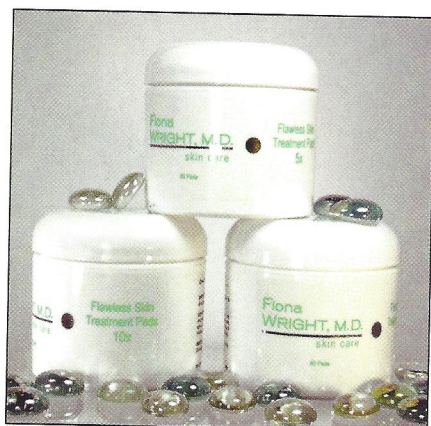
peutic moisturizer was designed to penetrate deep and rebuild the skin from beneath and protect renewed skin from further damage. This excellent day/night moisturizer contains green tea and soy extract to accelerate skin rejuvenation, balance hormonal changes and correct wrinkles and fine lines by supporting new collagen growth. Lighter than a cream, but richer than a water-based moisturizer, hyaluronan has been added for intense deep hydration, ceramide for lipid replenishment and LYCD to support cellular oxygenation.

## **FLAWLESS TREATMENT PADS—NEW!!**

This Retinol Resurfacing Complex has the purest blend of All-Trans Retinol to achieve a more radiant looking skin—while delivering the skin enhancement and protective antioxidant benefits of green tea, and the calming effects of bisabolol. This potent three-in-one skin renewal formula addresses your aging skin's needs for those requiring a home remedy alternative to lasers. Each jar contains 60 pads and is available in three different concentrations. Each pad is saturated with dermatological ingredients to exfoliate, brighten, tighten,



remove pigmentation and reduce oil and acne blemishes. By treating your skin nightly with one pad, you will protect the life of your skin from the sun, environmental stressors and aging. With one quick minute a night, experience the anti-aging benefits and help improve the appearance of lines, wrinkles, mottled pigmentation, skin texture, skin tone and acne.



### **To Be Acne Free** **ALL-IN-ONE ACNE CLEANSERS**

This multi-function cleanser is excellent for the treatment of acne-prone and oily skin while also stimulating cell turnover to reduce the appearance of fine lines and wrinkles. This highly effective yet gentle formula combines ultra-pure glycolic and salicylic acid to exfoliate the skin, remove excess oil and prevent clogged pores without overdrying or irritating. A non-irritating soap-free cleanser helps balance and reduce oily areas and minimize dead skin cell buildup that can result in new blemishes. Great for combination skin, oily or acne-prone skin and rejuvenation.



### **NEW!! QUICK FIX ACNE TREATMENT**



This highly effective formula significantly reduces acne and targets oily skin. Its micropenetrating five percent benzoyl peroxide formulation is one of the most advanced acne bacteria and breakout

treatments available. Perfect for adults and teenagers who suffer from acne-prone or excessively oily skin, this spot treatment gel contains a powerful, fast-acting delivery system to heal and reduce cystic acne blemishes that develop deep within the skin and can linger for weeks.

### **The "Eyes" Have It** **REVIVAL- EYES—Winner of NBC** **"Best in Eye Creams"**



Everyone's favorite! Say goodbye to crow's feet and banish the appearance of fine lines and wrinkles with this "phenomenal" firming eye treatment. With a comprehensive and

concentrated blend of natural ingredients and peptide technology, this intensive age-defying eye serum will deliver superior proven results to combat the symptoms of puffiness, sagging skin, under-eye dark circles and wrinkles. Please note that although formulated for the delicate skin around the eyes, it is NOT a moisturizer.

### **EYE QUENCH—NEW!!**



Eye Quench is formulated for the delicate area around the eyes. This intense and luxurious hydrating gel delivers the superior hydration benefits of hyaluronic acid to soothe, smooth and plump

the eye area. This rich and protective barrier moisturizer protects from dehydration and "crepey" skin, while providing the anti-aging benefits of Vitamins A, C, E, CoQ10 and green tea. Eye Quench is recommended for all skin types, and may also be used on the lips for perfect plumping.

### **Daily Defense SPF Sunscreens** **OIL & CHEMICAL FREE SPF 30** **MATTE FINISH**

This moisturizing formula of 17 percent micronized zinc provides the highest level of broad spectrum UVA/ UVB protection. Chemical and oil-free, it never feels heavy or oily, and gives a long-lasting, oil-free matte finish—perfect to apply over makeup. Enriched with antioxidants Vitamins A, C, E, CoQ10 plus soothing green tea extract, it helps lessen the damage caused by direct sunlight. Recommended for all skin types and for post-procedure care.



### **ANTI-AGING COMPLEX,** **GREEN TEA FORTIFIED SPF 45**

This technically advanced sun protection blends an Anti-Photoaging Complex with Parsol 1789 (avobenzone) and micronized zinc oxide to provide broad spectrum UVA/UVB protection. The tinted, moisturizing base is fortified with a unique antioxidant formulation which offers the highest level of green tea polyphenols to counteract the effects of the sun's damaging UV rays, deactivating them before they cause harm. This unique three-in-one sunscreen offers the full benefits of sun protection, the potent antioxidants to fight aging and the botanicals to soothe and correct damage.



# parting glance

Dr. Wright's patients are the picture of ageless beauty

"As a patient of Dr. Wright's, I know that I have received, and will continue to receive excellent care, because, simply put, excellence is their standard. With two girls and a busy schedule, I am thankful for all the help that she and her staff provide."

—Jenny H.

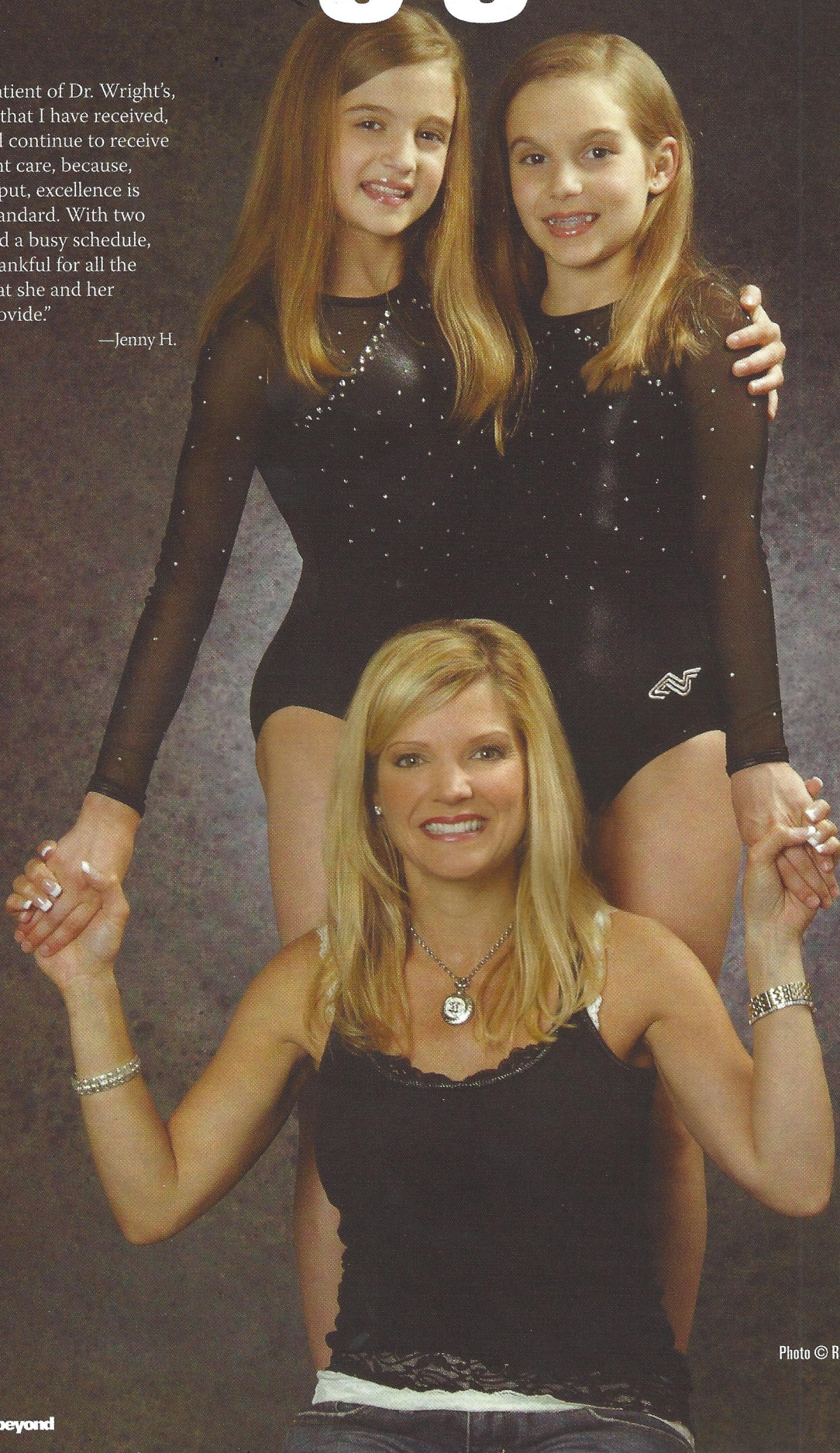


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