

Dr. Fiona Wright's

beyond

Autumn 2010

AGELESS BEAUTY

*Skin M.D.
& Beyond*

**Redefine
Your Age**

Skin of Color

www.SkinMDandBeyond.com

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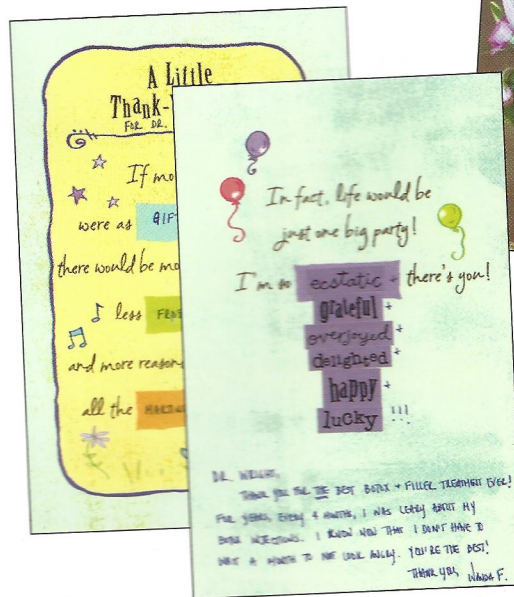
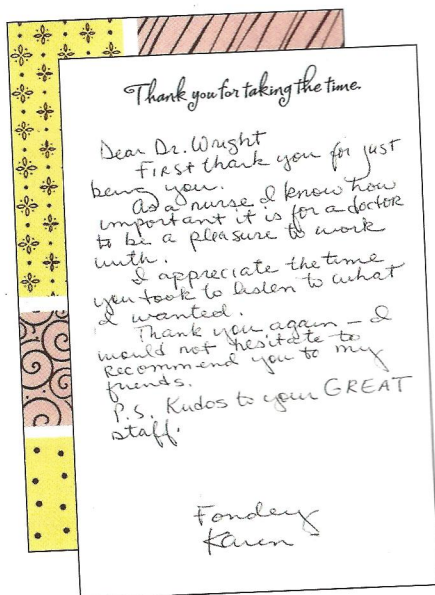
beyond experience

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 recover 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.



HAPPY BIRTHDAY TO YOU!

SKIN MD and Beyond wants to help you celebrate another year of Ageless Beauty!

Bring this coupon in during the month of your birthday and receive **\$50.00 OFF** your service.*

*Service must be valued over \$100.00

Call Today 972-608-0808

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

good to know



Awards and Accolades

Since the last publication of *Beyond Ageless Beauty* in the autumn of 2009, I am delighted to announce that SKIN M.D. & Beyond has received a variety of professional and media awards.

National Award of Excellence for Patient Care and Satisfaction-2010

With more than 300 of the top cosmetic facilities across the nation surveyed by patients, SKIN M.D. & Beyond was honored to be one of the elite few to be the recipient of this award. Also, with his meticulous attention to detail, Dr. Tim Wright was once again awarded the highest level of honors.

Readers Choice Award: Addison Corridor Magazine-2010

Best in Dermatology
Best Aesthetic Facility

Black Diamond Elite Status

For the second year in a row, SKIN M.D. & Beyond is the only clinic in north Texas to receive the coveted Black Diamond status with Allergan signifying the most experience with the products, Botox Cosmetic and Juvederm Facial Fillers. Among an estimated 22,000 dermatologists, cosmetic physicians and plastic surgeons, there are only 88 physicians nationally who have reached this standing.

USCAA Best of Plano-2009

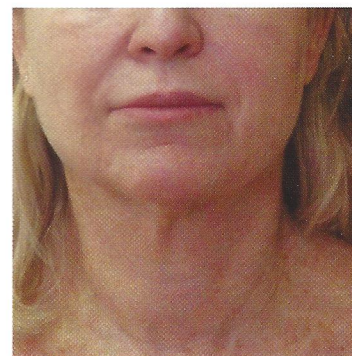
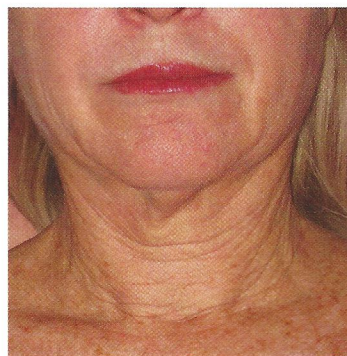
The U.S. Commerce Association (USCA) "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional success in their local community and enhanced the positive image of small business through service to their customers and community.

The Latest Advance in Skin Tightening

In September, I conducted a study on the latest technology in Laser Skin Tightening—the **3-DEEP Radio Frequency Device (3-DEEP)**. I think it is extremely important that my patients and I evaluate every machine for its effectiveness prior to introducing it into the clinic. Many companies state their lasers will tighten the skin, improve texture and that patients will love the results. However, it has been my experience that most machines over-promise and under-produce. With most lasers, patients will find some improvement—but the real test is if they believe the results they receive justify the money they have to spend. I asked my patients to test several of the leading lasers for facial and body skin tightening, to decide what really works and whether it is a machine worth the cost of the treatments. The results came in—my patients loved the results of the **3-DEEP Skin Tightening Device** for the eyes, jawline, neck, arms and stomach!

The **3-DEEP** is a non-invasive radio frequency (RF) device specifically designed to stimulate new collagen growth and elasticity. By combining the best attributes of different radio frequency technologies, **3-DEEP** offers the best of both worlds—safety, accuracy and long-lasting results. **3-DEEP** delivers where others miss. Laser technologies are unable to deliver energy deep enough into the skin. Other RF technologies are extremely painful, and don't deliver consistent results.

3-DEEP meets in the middle, offering the most effective depth control for maximum results, safely and with minimal discomfort. The physician has complete control to adjust parameters and energy delivery real-time, ensuring that you receive consistent and accurate results.



"Dr Wright is always on the cutting edge of technology and I trust her completely. All of her procedures are carefully tested by herself and her volunteer patients. She offers only procedures that work—and I am proof!" — Tere H., a patient of Dr. Wright's



Skin Care Survey—What Did You Want?

It's clear that the issue of skin care is a concern to many because our survey proved to be one of the most popular we have done at the clinic, attracting more than 100 people in just two weeks! With the vast number of skin care products available, it can be difficult to decide what to get. You have to consider which types you need, the brand, the expense, and the time they take to apply. When we asked about the types of problems, the most common complaint was wrinkles, acne was a close second and an uneven skin tone came in third.

At **SKIN M. D. & Beyond**, we believe that there is no universal, one size fits all skin care regimen that will leave everybody with glowing, beautiful skin. There are many factors involved in determining the proper skin care regimen. As I read your surveys I was able to formulate new skin care products that you wanted to have.

Inspired by understanding the needs of the entire body, I have expanded my exclusive skincare line designed to blend the science of medicine, leading edge dermatological research with the beauty of nature and botanical traditions. These new, elegant and unique formulations offer the latest skincare technology with medical-grade concentrated ingredients to repair, nourish and protect your skin.

Log on to www.ShopDrWright.com and enjoy my Fiona Wright M.D. Skincare and experience rapid, safe and noticeable long-term results.

Hand Jive!

SKIN M.D. & Beyond's Hand Rejuvenation Treatment achieves premium results.

Because they are often ignored in the average woman's skin treatment and beauty regime, hands down, our hands give our age away before our faces do. No woman wants to betray her true age with a simple hand shake or casual gesture, which is why hand rejuvenation has become a popular way to wage the ongoing war against aging.

Luckily, there are several skin treatments available to rejuvenate hands and restore the youthful color and contour we once had. Typically considered to be facial skin treatments, procedures like laser treatment, chemical peeling, microdermabrasion, and even dermal fillers can help to restore the look of youth and elegance in our hands, too. We've assembled a range of different treatments to treat the appearance of hands. At SKIN M.D. & Beyond there are many options to choose from, and in your consultation, we will discuss your expectations in order to determine which combination of treatments will deliver the results you want.



Jive up your hands
and start wearing
your jewels again!



Redefine the Way You Age ...Without Surgery

Your friend left work on Friday and returned on Monday looking rested, rejuvenated and younger. Were you tempted to ask her secret? Many men and women are taking long-recovery face-lifts off their to-do list, and instead are turning to the facial-shaping artistry of Drs. Fiona and Tim Wright to achieve similar results. Recently, we have learned a great deal about the aging face. Earlier, doctors thought the skin became more flabby and loose with aging. Today we realize that the deep wrinkling formations and hollow areas of the face are actually due to the loss of facial tissue. By using a 3-D Non-Surgical Face Lift technique, the Drs. Wright now hold the secret for rescuing the face from gravity and aging.

3-D Face Lift

Many people think that aging is due only to gravity and that we should simply "pick things up" when our face goes south, yet our face really ages more like a tire going flat. The new approach to the aging face is to look beyond lifting sagging skin and instead re-balance and return the face to its full and youthful state. The 3-D approach involves the use of dermal fillers and muscle relaxers (Botox, Dysport) alone or in combination, to add volume and balance to your face and relax facial muscles so that wrinkles and creases are smoothed.

Experience Matters

SKIN M.D. & Beyond is the only clinic in north Texas to have the coveted **Black Diamond** status with Allergan, the leading company making Botox and Juvederm Facial Fillers. Black Diamond status is awarded to the clinic with the most experience in 2009 and 2010. With more than 20,000 dermatologists, cosmetic physicians and plastic surgeons, **there are only 88 physicians nationally, who have reached this standing.** It is because of this experience that patients are comfortable with the expertise of Drs. Wright to evaluate your skin's condition and recommend the most appropriate cosmetic fillers or injectables that will work best for you.



"With thousands of patients treated, this experience and reputation is critical information when selecting a physician. You want to be sure that your doctor has done hundreds and hundreds of procedures that interest you. It is not enough for a doctor to say, 'I've done that.' You want to know how many times and for how many years."

— Fiona Wright, M.D.

Say Goodbye to the Temple of Doom

The Drs. Wright use a technique they call **Temple Rejuvenation** to regain youthfulness around the eyes and temple areas. In your 30s and 40s, eyebrows droop and eyes often look tired or angry; however, we are now recognizing that the temple region just in front of the hair line starts to hollow as well. This hollowness creates an imbalance in facial proportions leading to an aged look. This Temple Rejuvenation creates a natural look, correcting a sunken temple, reversing the drooping of the eyebrows and elevating them to their original position. By using this advance filler technique and creating a gentle lift to your brow, you can make a dramatic improvement to the overall face, bringing forth a more youthful and refreshed appearance.

Advanced Eyebrow Lifting and Contouring

Eyes are the windows to the soul, and they are the first place people look when talking to you. To ensure you send out the right message, beautify your eyes with a fabulously quick and effective treatment. Drs. Wright know that your eyes are the most important facial feature, and that shaping the eyebrows enables anyone to instantly improve and update their look. By using dermal fillers and Botox, Drs. Wright use dramatic and safe treatments to flesh out areas of the face that may be wrinkled or sagging with time. Instead of making incisions, they use a small needle to inject the area. Advanced liquid face lift techniques will help lift a drooping or hooded eyelid by placing fillers such as Juvederm® or Restylane® immediately behind the eyebrow, under the skin. This technique provides a gentle lift to the aging eye and adds an appealing accent



to the eyebrow line. An ancillary benefit of this procedure is that it can help lessen squinting, which decreases the tendency to develop crows feet. While some may choose surgery because the effects may last longer, the procedures offered by Drs. Wright are so non-invasive and natural looking that it is worth repeating a dermal filler procedure as needed, rather than face a sometimes strenuous surgery. Discover facial artistry with Drs. Wright.

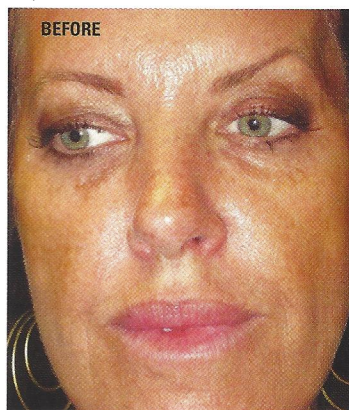
The Mid-Face is the Power Zone of Female Beauty

The ideal face has a prominent mid-face with high, fully contoured cheeks. This facial characteristic makes a woman's eyes and lips appear larger, while her nose and jaw line appear smaller. The mid-zone goes roughly from the eyebrows to the upper lip. As the face ages, our cheeks flatten because volume descends and disappears. Facial experts now focus on rebalancing this volume change. Injecting temporary fillers can plump up sunken skin under the eyes and mask dark circles. Large volume fillers are also excellent for recontouring cheeks, lifting jowls and reducing deep facial creases.



Upper Cheek Contouring

Over time, skeletal changes, fat loss and collagen depletion will flatten the center area of the cheeks. This can accentuate sagging in many areas of the face such as the hollows under the eyes, and the jowls, creating a downward turn of the lips. This central (zygomatic or malar) area of the cheek is located below the rims of the eyes and extends out to the sides of the face. This cheekbone area is a key treatment zone for many individuals seeking a lift for a more youthful appearance. Cheek contouring with fillers is an excellent way to provide this subtle, yet dramatic, improvement in the appearance of an aging face. The technique used, **Liquid Face Lift**, requires advanced skills which incorporates placing the filler in a lifting pattern, creating a natural and soft rise in the cheek and other areas of the face. With the right selection of filler and taking into account a patient's unique facial characteristics, volume can be added to lift the cheeks, turn out the lips to make them appear fuller and correct the volume loss around the eyes.



In the area below the cheek bones and out on the flat plane of the face, known as the sub-malar area, fillers can be used to correct a hollowing that occurs with age or disease.

"Individuals who have a gaunt look can benefit from a Liquid Face Lift to push the skin upward and outward. Many of my patients are thrilled when friends and family tell them that they look more rested or vibrant and happy." — Fiona Wright, M.D.

The Eyes Have It!

Under eye bags or puffiness is an unappealing distraction, and although it cannot be removed without surgery, filling the tear trough with safe effective fillers can dramatically reduce the problem. The goal is to fill the trough below the bag and lift the cheek to provide a more natural contour between the two, effectively masking the appearance of the bag. The Drs. Wright treat sunken eyes and dark circles much the same way. The protruding lower eyelid tissue creates a shadow in the normal depression below the eyelid, creating dark circles under the eye, a hallmark of eyelid aging, which gives the face a tired and aged look. With precision placement Drs. Wright fills in the cheek and part of the deficit under the eye orbit, providing a shapelier contour and eliminating the hollow, gaunt appearance.



The Non-Surgical Nose Job

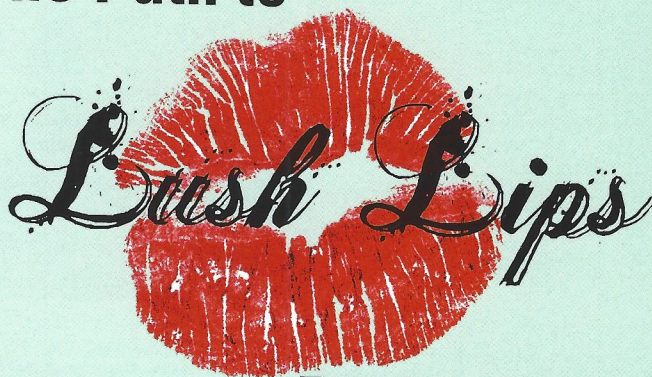
Many people are dissatisfied with their noses but hesitate to seek correction due to the fear of extensive surgery. Non-Surgical Nose Contouring has become a popular alternative for many who seek to correct mild to moderate nasal imperfections by using fillers to sculpt a better shaped nose. Drs. Wright can make a crooked nose look straighter, raise a droopy tip and correct contour irregularities created from surgeries or injury. Correcting these imperfections makes the nose more symmetric and in harmony with the rest of the face. Despite the fact that you have actually added filler, the nose will blend in more, be less noticeable and therefore look smaller! Drs. Wright frequently use their Non-Surgical Nose Job procedure for their Asian and African-American patients to raise the bridge and define the tip while still looking natural and preserving their ethnicity. Cost-wise, fillers are much less expensive than surgical nose jobs, and a nose that may have bothered you for most of your life, and perhaps made you feel self-conscious or unattractive, can be immediately improved in just 10 minutes!

Frown and Jowl Lift

As we age, everything starts to droop and sag, and we lose a lot of volume in areas of the body such as the face and neck. The development of jowls is often associated with this aging process. Your nasal folds start to lose volume and begin to drop, the lips start to sag downwards while the appearance of what we call "marionette lines," and the jowls create a frowning appearance. With facial contouring, however, you can actually refill in the nasal folds, fill in the marionette lines and add dermal fillers to define the jowl line better. When you actually do all of this, the result is that it lifts your face back up and you look much younger! As well, if you suffer from a weak or receding chin, the use of dermal fillers in the jowl area can raise the jowls, improving the overall appearance of the chin.

Drs. Wright can also contour with advanced dermal fillers such as Juvederm® or Restylane® in an area that is a little below and to the outside of the lip, to help lift the outside aspects of the mouth. This technique will gently lift the corners of the mouth, and return the lips to a more natural and friendly look.

The Path to



Begins Here...

Isn't it typical that during middle age it gets increasingly difficult to get rid of unwanted fat areas on the body, whereas the fat in the lips decreases rapidly and we lose our pout. With aging, our lips lose volume and become narrower and less defined. Our lip levels of oil and water—our natural lip balm—decrease. Add the chilly winds of winter and lips can easily start to look a little ragged. But never fear, Dr. Fiona Wright can offer you a four-step approach to lip rejuvenation that creates natural, long-lasting results and satisfied smiles!

Replenish – Resurface – Recontour – Redefine

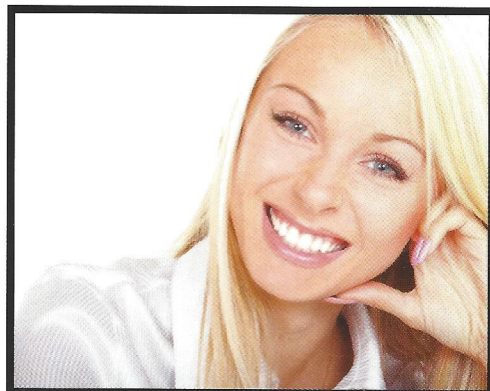
Replenish your lips using advanced skin care products. Using a lip balm with SPF is important during all seasons. Applying your lip balm to a smooth surface is important, so exfoliate your lips with your toothbrush when brushing your teeth. You can also apply lip exfoliating creams that contain salicylic acid for something stronger. For an ultra-moisturizing experience look for a lip balm containing petroleum (Aquaphor) or beeswax (Burt's Bees). Moisture balms should be applied throughout the day, after eating, and before going to bed to achieve the best results. Dr. Fiona Wright also reminds us to make sure our lipstick contains condition-enhancing ingredients. Her own cosmetic lipstick products by Prévia Cosmetics have many lip-softening ingredients which her patients say are long-lasting and rich!

Resurface the skin to remove the "Barcode" lines above the lips. With microdermabrasion, chemical peels or micro laser-resurfacing, this exfoliation process will "peel off" the aging skin and allow new skin to regenerate in its place. One of the newest technologies, the Lux Lift has also been successful in stimulating the growth of collagen and reducing wrinkles.

Recontour the lips with Botox. If you can stop the wrinkle movement then you can stop the wrinkle! Botox is a great treatment to stop the lips from puckering and making those unsightly lines. But don't worry, it does not interfere with your daily activities such as smiling, kissing, eating and talking. Botox will only stop the wrinkle movement and stop the lips from narrowing in creating a new recontoured and full lip. But also remember that by avoiding smoking, and not pursing the lips with straws and bottled drinks, you can also slow down the aging process.

Redefine your lips to create a fuller and more sensuous look. With Restylane® and Juvederm® lip fillers, you can replace your volume loss and enjoy a more youthful mouth or a soft pouting look. This simple, in-office lip procedure involves injecting these fillers within your natural contours. 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.

Look around. Lips are back in fashion and luscious lips are everywhere. Now with the latest treatments and medical advances you can pucker up and enjoy kissable lips all year long!



Skin^{of} Color

The skin of men and women come in a delightful rainbow of colors—from porcelain to pink, to olive and brown, to darkest ebony. We are all “people of color.” The color of your skin not only reflects your heritage—it determines how you should treat it. Skin of color is determined by the amount of melanin one has in their skin. This varies dramatically, so that a woman with an abundance of melanin will have a deep chocolate-brown skin tone, while a woman with less melanin will have a vanilla skin tone.

Skin color can influence how skin will age and heal. Skin conditions and treatments should not be dealt with the same way in skin that is “white” as they are in darker skin. The amount of melanin you have in your skin has significant health and beauty benefits. Skin with more melanin is better adapted to the sun as it sweats and hydrates itself naturally—a bit like internal air conditioning! However, when exposed to a cold, dry climate, this mechanism becomes less effective, the skin loses its protective hydrolipidic film as well as its natural radiance, and can become dull and greyish.

Just as melanin is more protective against the sun, it also

postpones the signs of aging. Have you noticed that women with darker skin tones usually look years younger than many of their white friends of the same age? This is due to the skin’s greater melanin content. Darker skin tends to wrinkle later than white skin, but that doesn’t mean it is OK for a person with darker skin to skip sunscreen. Limiting time in the sun, avoiding midday rays and using sunscreen diligently will help hold back the years. Remember too, that sunscreen protects against skin cancer. The high amount of melanin in darker skin absorbs UV rays, and helps reduce the risk, but darker skin is definitely not immune to skin cancer.

Skin types are not all the same, but all can look equally beautiful. As you gain a better understanding of the differences between skin of color, white skin and what makes your skin distinct, you’ll be able to make wiser decisions about your own skin care. With this knowledge you’ll gain the power to look your best.

To purchase Dr. Wright’s skincare products log onto www.ShopDrWright.com or visit us at the clinic.



Black

Dark skin is a blessing as it relates to sun damage and aging, but without proper care, melanin can permanently mar the skin's thin protective blanket. An ounce of prevention, by gentle treatment and consistent sunscreen use, can go far to keep ethnic skin healthy and beautiful. Any type of irritation to dark skin—an ingrown hair,

acne or a poor laser treatment—can cause dark discoloration, called hyperpigmentation, that will last for months, even years.

Moisturizers are a must. Darker skin has a tendency to appear “ashy” when it's not well-lubricated. Creams and lotions, are best applied after showering when skin is slightly damp and better able to hold in moisture. *Ultra Hydrating Moisturizer*, \$34.65; *Renew*, \$69.30

Acne is the most common problem not because darker skin is more prone to it, but because it causes more damage to skin of color than it does to white skin, leaving pigmentation and patches. *All-in-One Acne Cleanser*, \$22.89

Treat acne gently. To help ward off scars, treat pimples gently. Don't pick, squeeze or scrub. If necessary, use acne medication to minimize outbreaks. *Acne Quick Fix*, \$18.50

The first sign of aging is not fine lines but sagging. When the skin becomes lax, firming products are important. *Intensive Firming Serum*, \$105



Latina

Latinas are a diverse mix of ethnicities. Because of this, Latinas have skin issues associated both with white women (fine lines, rosacea) and with women of color (melasma, hyperpigmentation).

This complexion can have a beautiful skin tone that looks healthy without burning under the sun. But these tones also have a greater propensity to

develop spots and discolorations, so it is important to protect the skin using sunblock. Use a sunscreen with micronized zinc to block the UV rays, while calming any sensitivity. *Matte SPF 30*, \$29.95

Suppress inflammation with green tea in a replenishing cream that delivers a strong barrier to repair dry, dehydrated skin. Fortified with vitamins A, C, E, Co-Q10 and green tea, it will help control the signs of aging that appear earlier than normal in sensitive complexions. *Age Defying Moisturizer*, \$38.50

Treat your skin nightly with a retinol resurfacing complex to protect the life of your skin from sun, environmental stressors and aging. With one quick minute a night, you will experience anti-aging benefits and help improve the appearance of lines, wrinkles, mottled pigmentation and skin. *Flawless Treatment Pads*, \$69.50



White

As early as the age of 30, collagen and elastin in white skin starts breaking down, which results in fine lines. There is also a tendency for the skin's surface to dry out. Skin cancer is most prevalent in white skin, and therefore sun protection is extremely important.

Exfoliate your lines away. Harsh exfoliation can make skin red and dry. Using ultrafine soft beads will help circulation and stimulate tissue turnover—without scratching. *Exfoliating Cleanser*, \$27.85

Deep wrinkle treatment. Studies show that certain peptides will signal the skin to make more collagen. Combining this peptide technology in an anti-aging moisturizer is a terrific way to fight off Father Time. *Prévia Replenish and*

Rebuild, \$103.25; *Renew*, \$69.30

The sun is your enemy. A sheer tinted moisturizer with a mineral sunblock and antioxidants is a favorite with my patients. *Green Tea Fortified SPF 45*, \$41.48

Intensive wrinkle treatment can be found in products that contain vitamin A. If you find this prescription strength too drying, then retinaldehyde is the next best thing. *Retrinal*, \$59.95



East Asian and SouthEast Asian

This skin type has thick bundles of collagen. Wrinkles will start later, but you will see sagging. Sun spots, which can begin appearing when a woman is in her 20s, can form into raised brown patches with a bumpy texture.

East Asian skin is more sensitive than most skin types. Choose a cleanser that's designed for your skin type. For oily skin, look for a cleanser to strip away the surface oils; for dry, sensitive skin, choose a moisturizing cleanser. An antioxidant toner is also helpful to rebalance and calm the skin. I prefer my patients to use a cleanser with antioxidants and soy. *Prévia Fortified Cleanser* or *Prévia Purifying Cleanser*, \$26.75; *Anti-Oxidant Toner Pads*, \$28.50

Hydrate and balance your skin by using a hydrating hyaluronic acid moisturizer if you have dry skin. Smooth it on as many as two or three times a day if you need. Products with additional anti-inflammatory herbals and antioxidants make the best choice. A favorite with my patients is *Rehydration Complex with Vitamin C and Aloe*, \$38.35

Take down eyelid puffiness. This common problem can throw off your whole facial balance, and can be due to a lack of sleep, a long night out, or the natural effects of aging. Check out a clinic favorite, *ReContour Eye Cream*, \$68.50



South Asian and Middle Eastern

This quick-tanning skin gives you automatic SPF-4 sun protection, lowering somewhat, the risk of skin cancer. The bad tidings are an increased risk for brown patches that may give you a sporadic complexion. With middle age, wrinkling begins. Dark under-eye circles are also a common concern.

Reducing inflammation will reduce pigmentation. Benzoyl Peroxide can be a very harsh product which can create more irritation than the acne itself. I prefer patients to use salicylic products for blemish control. *Purifying Toner*, \$19.40

Stimulate new collagen formation and lift pigment. Use products that will encourage skin cells to turn over and will even out skin tones with depigmenting agents. *Radiance*, \$40.45

Improving the dark, under-eye circles that many women with this skin type have is an important step in rejuvenation. Say good-bye to crow's feet, banish the appearance of fine lines and wrinkles, reduce puffiness, sagging skin and dark circles under eyes with this “phenomenal” firming eye treatment. Everyone's favorite! *Revival-Eyes*, \$51.95

parting glance

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

"All of our family loves coming to SKIN M.D. & Beyond. Dr. Wright is honest, up front, knowledgeable, and truly cares about my concerns, fears and expectations. Her staff is super friendly and helpful, and the children love the baked cookies!"

— Christie Taviera

