

FRISCO/PLANO

# LIVING

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**FAMILY  
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ISSUE**

## SKIN M.D. & Beyond

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DR. WRIGHT  
*Skin MD  
And Beyond*

SAVORY SUMMERTIME  
FLAVORS **SUN DAMAGE**  
**CONTROL** SCRUMPTIOUS  
LIVING ROOM COMFORT

JUNE 2010



# A Non-surgical Approach

An interview with  
Fiona Wright M.D.

**D**r. Wright of Skin MD and Beyond in Plano has emerged over the past decade as one of the premier physicians in the area of cosmetic dermatology in the state of Texas. Her impressive, spa-like facility is warm and luxe (there is even a wine bar in the meeting/event room). Rich woods and deep hues offer a sumptuous ambience, while the friendly and welcoming staff is undeniable. All these amenities are just icing on the cake of one of the most successful aesthetic centers in the region. "Skin MD and Beyond is the largest Botox injector in North Texas." And going beyond (pun intended) the Lone Star State's borders, her skin care line delivers internationally—to England, Italy, and Australia.

## Dr. Wright not only puts her heart and soul into her practice...

Dr. Wright not only puts her heart and soul into her practice—she is able to blend her personal life and business life together in the most effortless and beautiful way. "Every day I'm here, I feel like I'm visiting friends and helping people...It's a blessing that I can have a job that I love."

Upon entering Skin MD and Beyond it is not uncommon to find Dr. Wright, a leader in the field on non-surgical enhancements, seated in the reception area discussing skin care and procedures with her patients. Dr. Wright explains, "Skin MD and Beyond was brought to life out of the concept of providing a unique environment to cosmetic patients who are in search of the best in aesthetic treatments, while still being surrounded in a "less than clinical setting." I wanted my



By Tracey Veenstra and Natalie Druga  
Photography by Aimee Louise Photograp

clinic to be a Rejuvenation Destination where someone can retreat from their daily life stresses, benefit from a state-of-the-art clinical environment while still enjoying the amenities of a luxurious day spa.

I know that cosmetic procedures can seem intimidating, and that's why our staff work to create a welcoming environment so all patients feel completely comfortable and at ease with the professionalism of my staff and the services they are receiving.

My aim is to provide each patient with the latest techniques proven to be safe and effective with a complete focus on non-surgical cosmetic procedures for both facial rejuvenation and body enhancement. All of our treatments focus on providing natural results with minimal recovery period and high patient satisfaction."

**"All our treatments focus on providing natural results with a minimal recovery period and high patient satisfaction."**

Hardwood floors, European tin ceilings, Tuscan fixtures and a warm open reception area greets patients when they enter through the wrought iron doors, just off Preston Road. "The practice has an open layout that allows patients to mingle with me and other staff members," says Dr. Wright. Beyond the relaxing reception area, patients will be escorted to the various treatment areas of the clinic. This 6000 sq. ft. clinic has four doctor treatment rooms—where only the doctors perform the facial contouring injection treatments. As well, there are several rooms dedicated to laser procedures for hair removal, vein removal, skin resurfacing, skin tightening and photo-facial—for their signature Complexion Correction treatments. To complete their medical facial services, additional rooms are allocated for the medical aestheticians to perform advanced facial treatments, such as chemical peels and microdermabrasion.



## EXPERIENCE MATTERS

Dr. Wright is the only physician in North Texas to have the coveted Black Diamond status with Allergan, the leading company who makes Botox and Juvederm Facial Fillers, for the most experience in 2009 with these products. **Among an estimated 17,000 dermatologists, cosmetic physicians and plastic surgeons, there are only 50 physicians nationally who reached this standing.** It is because of this experience that patients are comfortable with her expertise to evaluate their skin's condition and recommend the appropriate cosmetic fillers or injectables that will work best for them. With thousands of patients treated, this training/experience, and reputation are critical criteria for selecting a physician. Dr. Wright remarks, "You want to be sure your doctor has done hundreds and hundreds of the procedure that interests 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."

**With a complete focus on non-surgical cosmetic procedures, Dr. Wright has dedicated several treatment rooms exclusively for Body Sculpting.**

Sometimes maintaining a healthy diet and exercise program isn't enough to help achieve the sculpted body that patients want. As we age, skin can start to sag and stubborn pockets of localized fat can be deposited in many areas of the body- and many people want a solution without the risks of surgery and liposuction. At Skin MD and Beyond they offer one of the most comprehensive programs of non-surgical body sculpting treatments. Many success stories include patients losing up to 15 inches with the Zerona Body Slimming machine, and others winning National Fitness Competitions from treatments with the VelaShape and Body Wraps -which help contour body shape and tighten skin. Other patients achieve their personal goals with VelaSmooth treatments to help eliminate cellulite and Mesotherapy for removing areas with extra inches of fat.

**"I am also very proud of the national and international success of my skincare line."**



Radiant, youthful-looking skin can be a reality for everyone with a proper regimen of professional skin care treatments, procedures and specially formulated products. And with this belief, Dr. Wright was inspired, by understanding the needs of the entire body, to create an exclusive skincare line FIONA WRIGHT MD SKINCARE - designed to blend the science of medicine and leading edge dermatological research with the beauty of nature and botanical traditions.

These elegant and unique formulations offer the latest skincare technology with medical grade concentrated ingredients to repair, nourish and protect your skin. "I am also very proud of the national and international success of my skincare line - with one of our most popular products Revival-Eyes winning an NBC "Best of Eye Creams". With the accolades that she received from her skincare line, last year she launched her own make-up line, PREVIA Cosmetics. It too has been extremely popular - our favorite is the long-lasting and rich lipsticks!

**More than a simple retreat, The Beyond Spa, at Skin MD and Beyond offers all the amenities you expect from a world-class day spa.**

Comfort and relaxation are of the utmost importance to Dr. Wright. The dressing rooms offer personal lockers to ensure comfort and privacy as well as a cozy luxurious robe and slippers. And the inviting Tuscany Relaxation Room is the perfect destination for someone to savor a quiet moment and enjoy a variety of healthy spa refreshments before, between or after treatments. "I believe that life is short; and everyone deserves to look and feel their best. It is with this positive attitude that we promote the independence of "looking good, feeling good, and ultimately doing good." And my greatest accomplishment is seeing each individual shower their families, friends and community with the new positive energy personal rejuvenation brings into being." Dr. Fiona Wright. ©