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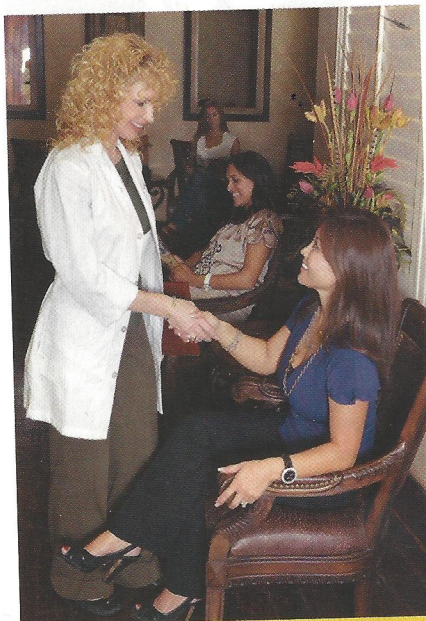
AN INTERVIEW WITH FIONA WRIGHT, M.D.

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The Power of Personality

An Interview With
Fiona Wright, M.D.

BY SARAH COOMBE
PHOTOGRAPHY BY AIMEELOUISE PHOTOGRAPHY



In the rapidly growing specialty of medical aesthetics, Fiona Wright M.D. stands out in the Dallas Fort-Worth area as one of the early pioneers in noninvasive cosmetic procedures. With continuing influx of new lasers and technologies, Dr. Wright welcomes the challenges it brings and she speaks with quick excitement and a wide smile when asked what she enjoys most about her career. "I am people-oriented, and I have a passion for making people feel good about themselves. I tell my patients, 'aging is optional.' Even though you may have earned every one of your worry lines, you don't have to show them!"

Fueled by Passion

With all the advancements today in laser technology, doctors now have highly sophisticated tools with which to treat patients, and this is especially true in the practice of aesthetics and dermatology. Dr. Wright remarks, "Women are always reading about new procedures and they're calling us looking for the next big thing. That's what's fun about cosmetic dermatology - there is always something new! These newer, more advanced lasers do everything from turning back the clock on aging, to getting rid of fat, tightening skin and removing unwanted hair. Throughout my 18 year career in aesthetics, I've always been interested in learning the fine points of new procedures and how to combine them to get the best results."

This unbridled curiosity and her ability to share information in a clear and confident way is what wins over her patients. Dedicating her clinic to only non-surgical cosmetic enhancements has allowed her to experience many different types of lasers and procedures, and *Skin MD and Beyond* has excelled in the ability to develop unique protocols that integrate multiple modalities. "I think people are overwhelmed with all the hype about new and different cosmetic procedures, and my goal is to separate fact from fiction and from what works and what doesn't. My patients can rest assured that they are receiving the best possible

medical skin care and non-surgical cosmetic procedures," Dr. Wright explains.

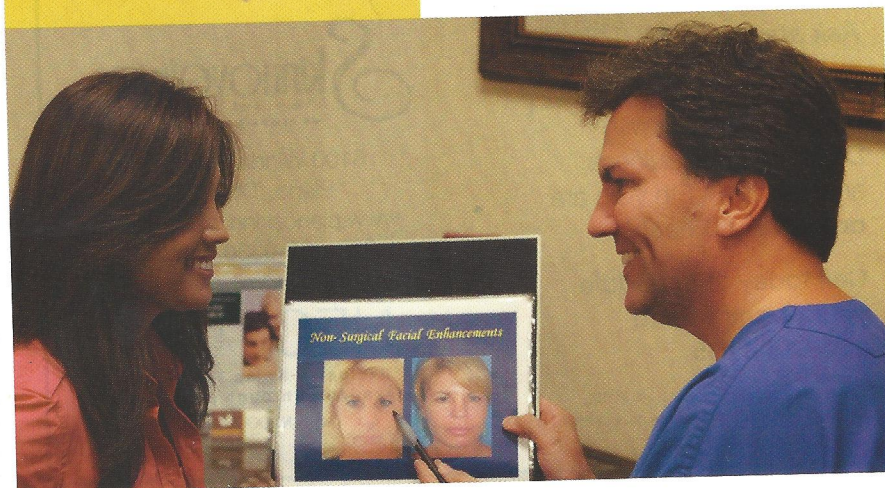
But Dr. Fiona Wright is not the only one to excel at *Skin MD and Beyond*, and she attributes her happiness and continued success to her husband's contributions. Dr. Timothy Wright O.D., to whom she has been married to for 11 years focuses solely on the artistry of injectable treatments for facial rejuvenation. His skill and dedication have been proven, as he has consecutively received the Award of Excellence in a national survey of the top 300 cosmetic facilities. Dr. Tim Wright remarks, "All of our staff are passionate about what they are doing. I find that patients in many ways become long-term friends, and we set up our office to be a relaxing and friendly environment. Our patients love the office staff, as our staff treats them with respect. Our patients get what they came for and are extremely satisfied with their results, and it shows through the personal referrals we receive on a daily basis."

From Physician to Teacher

One of the behind-the-scenes systems that set this clinic apart from others is the intense selection, scrutiny, and training of the staff at *Skin MD and Beyond*. Regardless of how much previous training they've received, every registered nurse and aesthetician hired must pass a probationary period and receive hands-on training from Dr. Wright personally before administering a single treatment. "I will not sign off on anybody just because she's gone through a course and received certification. They have to pass my strict standards too, because we have too much at stake in terms of quality of our treatments," Dr. Wright remarks.

Tiers and Trust

"When someone comes to us for evaluation, we want to offer as many components as possible to help them reach their goals," explains Dr. Wright. Always emphasizing the importance of education, Dr. Wright teaches her "Tiers of Intervention" which she uses to integrate all aspects of her services offered from the least aggressive to the most aggressive.



Tier 1: Home Care. "My first questions to a patient are, "What are you smearing on your skin? - and what are your goals?" she explains. "I love products that are medically grounded, and I try to be a guide and lead them to the right products." Before starting any procedures, Dr. Wright recommends a daily sunscreen, a vitamin A derivative, and a deep hydrator as some of the basic necessities.

Tier 2: Spa Treatments. The next step in rejuvenation is to consider noninvasive spa services, including medical facials, peels, microdermabrasion, and dermal infusions. "With these services, patients can enjoy the experience and relax knowing that they are under my direct supervision. These treatments can also help me with other procedures by prepping the skin," states Dr. Wright.

Tier 3: Injections and Fillers. Skin MD and Beyond's procedures include Botox, Dysport, Restylane, Perlane, Juvederm, Ultra Plus, and Radiesse. Drs. Wright use these products as an alternative to surgery. Dr. Tim Wright explains, "Over the last few years the request for injectable treatments has exploded, as we no longer use them just to remove lines, but to actually sculpt and lift the face to make the patient look more natural."

Tier 4: Lasers and Lights. With a multitude of machines available to choose from, patients can benefit from having their own unique program created for them. "Selecting the right program is not a simple process or a 'one machine fits all' answer, and that is why at Skin MD and Beyond we are equipped to provide our patients with not just one—but several methods to help them with their individual concerns," remarks Dr. Wright. Within their 6000 sq ft facility are 14 different treatment rooms, which are constantly kept busy with both facial and body treatments; which include acne, rosacea, scar correction, wrinkle reduction, skin tightening, and the removal of unwanted hair, cellulite, veins and fat.

Tier 5: Plastic Surgery. Dr. Wright is a firm believer in becoming an expert in the procedures you offer and knowing your limitations. As a result, when her skills are not enough she doesn't hesitate to recommend plastic surgery. "If you need a knife," she says, "I will provide you with several recommendations, so you can make the best informed decision for yourself".

Skin MD and Beyond has grown its stellar reputation by perfecting its medical aesthetic procedures with the emphasis placed on "quality of workmanship," education and proven results. "That is the concept we strive for," Dr. Wright notes. "We feel that by putting together the best components of technology and skill without compromising effectiveness and safety — our patients will ultimately experience the best results."



The International Aspect

Born in England and growing up in Ontario, Canada, Dr. Wright's inspiration to pursue cosmetic dermatology wasn't immediate. With a passion to heal people and to help them using her intellect, skills and sensitivity, Dr. Wright graduated from medical school in Canada, summa cum laude, and in her residency received her first postgraduate diploma in Family Medicine. Dr. Wright arranged to do additional clinical electives in Dermatology — and that is when her excitement began! Dr. Wright pursued her passion for dermatology and received her second postgraduate diploma in Dermatology from Cardiff University, Wales, UK, where she graduated with highest honors, and today is on faculty as a tutor for international physicians studying in the Department of Dermatology. To bring her "global training" back to the USA, she has also received her certification in the United States from the American Board of Laser Surgery— with her focus being on cosmetic laser procedures.


As an early pioneer in facial injection rejuvenation, Dr. Wright received advanced training in Botox and Facial Fillers by annually attending the Expert Injection Conference in Vancouver, Canada; hosted by Drs. Jean and Alistair Carruthers, both of whom are qualified cosmetic surgeons and considered to be foremost experts in the global medical aesthetics industry. Today, Dr. Wright's acquired skills have proven themselves, as *Skin MD and Beyond* has a Black Diamond standing with Allergan (makers of Botox Cosmetic and Facial Fillers) which is received only by the top 1% of clinics in the nation.

Continuing her commitment to ongoing education in this ever-evolving field, she continues her international education by routinely attending the Congress of Lasers and Aesthetic Medicine, as well as participating in the International Master Course on Aging Skin held annually in Paris, France.

Her dedication to achieve the best for her patients also means a constant eye on innovation, and Dr. Wright's foresight found her incorporating her own skincare line into her practice. Since 2005, many patients have experienced the benefits of Fiona Wright MD Skincare and her exclusive line *Prévia*, designed specifically for women. Her product lines receive international attention and they are routinely shipped to Australia, England, Europe, and yes to the country that started it all—Canada!

When asked of Dr. Wright if she has reached her plateau in achieving all her goals, she laughs and states, "I am the classic woman who does too much, and I thrive on it! I love what I do and can't imagine slowing down."

On the Menu

The latest technology introduced to the arsenal of rejuvenation options at Skin MD and Beyond is the High Speed LightSheer Duet (picture to the left with Dr. Wright). Dr. Wright has always offered her patients the "Gold Standard" in laser hair removal, and the tradition now continues with the LightSheer Duet - where patients enjoy the benefits of comfortable, effective treatments with results they can rely on. 

The Duet Difference

- Fast! Only 20 minutes to treat the back or legs.
- No topical anesthetic creams needed
- Virtually pain free
- FDA-cleared for all skin types

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