

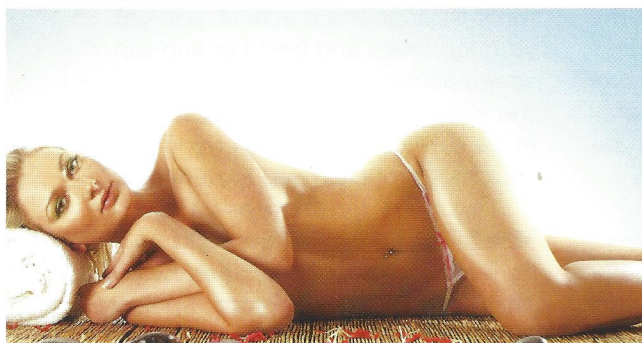
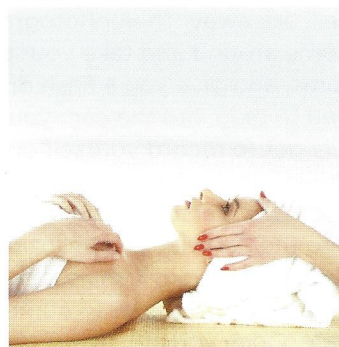
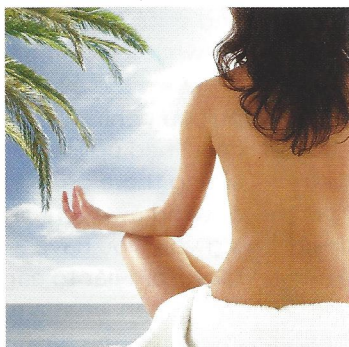
**ON**  
magazine  
FASHION 13

**2013**  
**FASHION**  
**FOCUS ON**  
**SUMMERTIME**  
**DESTINATIONS**  
**SPELLBOUND**  
BY WADE LIVINGSTON  
**SQUARE PEGS**  
PHOTOS BY CLAY HAYNER  
**RURAL REFLECTIONS**  
PHOTOS BY SARA KERENS  
SPRING 2013 MUST HAVES  
EXOTIC DRIVING EXPERIENCE  
**ON CALL**  
STEVEN J. WHITE, MD  
DEVELOPER FOCUS  
CRAIG RANCH

PRST STD  
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INNOVATIVE  
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6300 Stonewood Dr., Suite 106B, Plano, TX 75024  
INNOVATIVE DIRECT MEDIA





High tech skin care is still evolving and experts say those pesky annoyances can now be a thing of the past. But, now is the time to attack as many of these complexion corrections demand sun avoidance before and after treatment to ensure the best results and to prevent complications. Also, it can take months to see the rewarding outcome. "If you begin laser hair removal in June, summer will be over before you see the results," explains Dr. Wright. So read on, to find out how you can bare flawless, rejuvenated skin on the first sunny day of the summer.

### ANNOYANCE: BROWN SPOTS

**The Doctor's Treatment:** For getting rid of brown spots I recommend lasers that pinpoint pigment spot by spot or a broadband light source (Intense Pulse Light) for larger areas. If you also want some textural improvement then the Fraxel or Palomar are both effective in addressing aging areas of diffuse sun damage. For the best results I recommend a

Complexion Correction Trio - which combines complexion blending lasers with tailored skin care and personally prescribed skin product regimens.

**Try the Spa:** Chemical Peels "melt" away the fine outer layers of the skin. Light chemical agents such as *lactic* and *glycolic peels* accomplish a polishing of the skin by sloughing off dead cells with little to no downtime to immediately give you brighter softer skin and even tone. You may experience minimal flaking. This is also a great add on to a microdermabrasion to get faster results. For milder peels three to five are recommended.

**At your Drugstore:** If you want to look young again, and you do not want the expense of office procedures, *Clinique Even Better Clinical Dark Spot Corrector* has recently come out as a great new product that has been proven to be quite effective. Of course, if you have severe dark spots, you might have to wait a little bit longer to see your results.

### ANNOYANCE: CELLULITE

**The Doctor's Treatment:** The "VelaSHAPE" is the latest version of the original anti-cellulite device called "VelaSMOOTH." The VelaSHAPE differs from the VelaSMOOTH, in that it provides a significant increase in the amount of energy used with a higher level of comfort. It was the first FDA

## TIME FOR A TUNE-UP?

As the winter comes to an end, and you emerge from under those layers of clothing, the reality of the sunspots on your arms and chest, dimples on your thighs and sagging skin becomes more evident. But don't worry as Dr. Fiona Wright tells us that now is the season to get rid of the unwanted body hair, cellulite and age spots - and here's why.





approved non-invasive device with breakthrough results against cellulite and body contouring. As it treats both the upper layers of the skin and the deeper tissues of fat – the result is a measurable reduction in fat layers, circumference, and the appearance of cellulite. VelaSHAPE is different from other cellulite reduction remedies as it not only reduces cellulite but also contours the body by treating the areas where one can accumulate pockets of fat that are resistant to exercise such as thighs, love handles, and flanks.

**Try the Spa:** A simple and relaxing way to begin to enhance your body shaping treatments, remove lymphatic fluid and stimulate the body to rid itself of trapped toxins and excess fat are Therapeutic Contouring Body Wraps. The natural ingredients used will create a chain reaction of softening and removing fat and toxins from your body – it can also be used to keep your skin tight when losing weight on any reduction diet. This relaxing treatment is also a great addition to add to more advanced cellulite programs using VelaSmooth and VelaShape. I recommend that treatments be done 1-2 times a week for 4-6 weeks. For best results avoid alcohol, salty and sugary foods as these will keep the water you drink from flushing through the cells to cleanse your body of the unwanted toxins and fats.

**At your Drugstore:** *Murad Firm and Tone Serum* has claims to minimize imperfections and reduces the visible appearance of cellulite and stretch marks with the active ingredients of Cayenne Pepper, Horse Nut Tree extract and Cat's Claw.

## ANNOYANCE: SAGGING SKIN

**The Doctor's Treatment:** For skin tightening, ultrasound and radiofrequency treatments can modestly tighten loose skin on the body, such as the upper arms and abdomen. At our clinic the 3DEEP Radiofrequency device, like other devices are designed to stimulate new collagen growth and elasticity. With this technology, most patients describe treatment as a 'warm massage'. The hand piece is gently massaged over the treatment area in a circular motion and slowly warms as it delivers energy deep into the skin. Your skin temperature will be monitored during treatment. Treatment may last 30-60

minutes depending on the area and a series of treatments are recommended.

**Try the Spa:** Galvanic treatments for face and body involve the use of mild electric currents consisting of positive and negative ions to refresh, stimulate and tighten skin. For body treatments, galvanic currents can help decrease congested fluids, increase lymph and blood circulation and help breakdown cellulite. For subtle improvements, treatments can be performed in a spa by an aesthetician or at home with a special hand-held device. Your aesthetician will use a galvanic massager with a chrome base that conducts the galvanic cur-

rent directly onto the skin. The current is a mixture of positive and negative ions that help rebalance and redistribute energy throughout the skin.

fered today can take hours to do a full laser treatment of the back, bikini, or legs – and require anaesthetic cream up to 30 minutes prior to treatment to reduce the pain experienced. Newer machines however have eliminated many of these concerns. With the *High Speed Lightsheer Duet* treatment times can now be reduced up to 75% with little or no discomfort. As my patient Joni K. remarks, "The first time I was treated with the DUET laser for Hair Removal I was amazed! The suction made the underarms much less painful and because the machine works so much faster, the bikini area was a breeze."

**Try the Spa:** Because waxing removes

**"The first time I was treated with the DUET laser for Hair Removal I was amazed! The suction made the underarms much less painful and because the machine works so much faster, the bikini area was a breeze."**  
*Joni K., patient of Dr. Wright.*

hairs, root and all, the result is longer lasting than shaving. Additionally, shaving cuts off the hairs sharply, making them feel coarse as they grow back, while hair growth after waxing both looks and feels softer. Because hair grows back slowly, you only need to wax every 4 - 6 weeks. One of the benefits of waxing is that the more you wax the thinner and finer the hairs become when growing back, this mean no more thick, black hairs. To prevent ingrown hairs, exfoliate your skin both the night before and the day after you get waxed.

**At your Drugstore:** Although many creams on the market claim to firm loose, sagging skin – the question still remains about how effective these tightening lotions are. Real Simple magazine does however report that *Nivea's Coenzyme Q10-Enhanced Body Moisturizer* was named one of the best budget-friendly firming lotions available in drugstores. CoQ10 works as a potent antioxidant to help limit signs of skin damage, according to the University of Maryland and additional skin nourishing and firming ingredients include creatine and moisturizing glycerin.

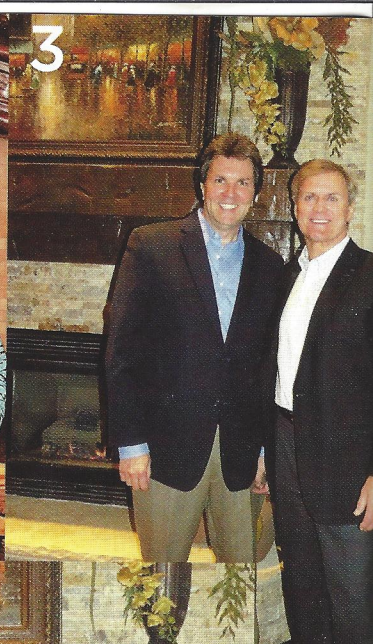
## ANNOYANCE: UNWANTED HAIR

**The Doctor's Treatment:** Laser Hair Removal can help remove your hair and prevent the annoyance of ingrown hairs! Even after one treatment you will notice that many of your hairs will be gone. Due to the hair's growth cycle, you will need a series of at least three to four treatments, as only hair in the growing phase makes a good visible target for the laser. Many laser hair machines of-

**At your Drugstore:** Before you buy a shaving cream, check the first three ingredients on the label. If one of them is alcohol or fragrance and you have dry or irritable skin – do not buy it. Instead, pick a moisturizing formula such as the *Eos Ultra-Moisturizing Shaving Cream* which allows you to shave wet or dry. Having that option is good in case you aren't in a position to take a shower. This formula was created to prevent razor bumps and help increase moisture levels. This shaving cream is a non-foaming product with a ton of moisturizing elements so that it will give you smooth shaven legs.

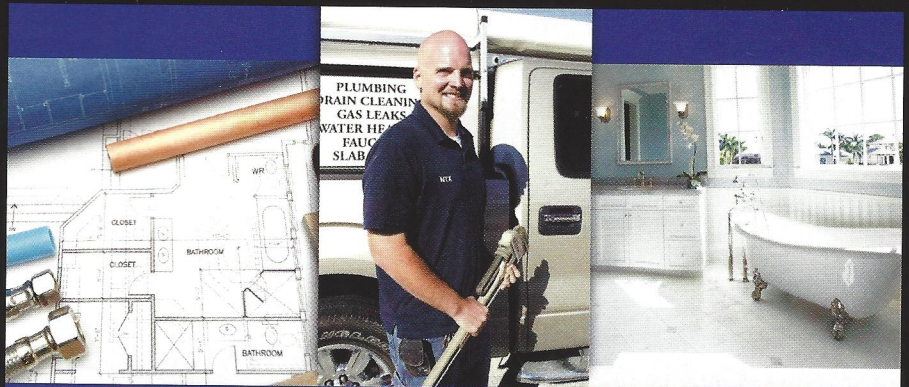


# ON THE TOWN



Children' Advocacy Center of  
Collin County Pre-Gala Party  
hosted at the home of  
Drs. Tim and Fiona Wright

**1** Lynne McLean, Cindy Sutley,  
Fiona Wright, Tim Wright **2** Dana  
Bielamowicz, Cindy Sutley, Candice  
Ort **3** Tim Wright, Dan Browning  
**4** Door prizes from Antique Stop,  
The Cake Ball Company and Skin  
MD and Beyond **5** Luc Dauwe,  
Lynne McLean, Fiona Wright, Tim  
Wright, Dan Browning



Owner, Scott Hooper

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