

MARCH 2015 | Frisco/Plano Edition

# LIVING

THE LOCAL GUIDE TO A VIBRANT LIFE.

LOCAL SUPER DOCS INSIDE

*Psst:* We share the secret to the best buttercream icing you've ever tasted

*What  
to  
Wear  
Now!*

Fiona L. Wright M.D.

*Getaways Near and Far*

From Washington County, Texas  
to New Zealand's South Island

**THE WR<sub>x</sub>IGHT BEAUTY BAR**  
SIMPLE STEPS TO AGELESS BEAUTY

# The WR<sub>x</sub>IGHT Beauty Bar™

## Simple Steps to Ageless Beauty...

An interview with Fiona Wright MD

BY SARAH COOMBE PHOTOGRAPHY BY AIMEELOUISE



**T**here is no denying the fact first impressions last, at least for most people. Moreover, when you have healthy skin, you are able to face daily activities and life's challenges with more confidence. Proper skin care can go a long way in improving your overall beauty and good health. Knowing you are doing the best to care for your skin enhances your self-confidence and helps create your own "social" glow!

Did you know your skin ages in two different ways? The first is through chronological aging which is the normal passage of time. The second is through accelerated aging caused by damage from environmental factors like smoking, pollutants and excessive sun exposure. How well you care for your skin plays a role in how much your skin shows the passage of time. Gone are the days when one big nip and tuck could undo the ravages of age and lifestyle. Today it is all about taking care of what you have and enhancing it

by partnering with experts in the beauty industry. Having Ageless Beauty may seem to be a daunting task for some, but thanks to Fiona Wright M.D. you don't have to fret any longer or resort to "trial and error" to find the "wRight" skincare solution.

Dr. Wright created the **WR<sub>x</sub>IGHT Beauty Bar**, a stand alone, physician owned, state-of-the-art Beauty Boutique that allows her clients to look in the mirror each day and love what they see! Dr. Wright remarks, "I developed the WR<sub>x</sub>IGHT Beauty Bar because I

wanted to offer better skincare education and products to my patients. I noticed a number of trends that made me believe I could provide a valuable service for at-home skincare in addition to the high quality cosmetic in-office skincare services we already provide."

### One-of-a-Kind Beauty

Dr. Wright has always provided exceptional service at her cosmetic dermatology clinic, Skin MD and Beyond, in Plano, Texas. Now she has broadened her level of excellence to launch the **WR<sub>x</sub>IGHT Beauty Bar** to highlight her personally crafted formulations of skincare with her genuine enthusiasm and natural talent for working with people to achieve their skincare goals. With the overwhelming popularity of on-line shopping, in-store retail may be declining for most – but not for Dr. Wright. Working with a team of talented, dedicated professionals, it is no wonder the **WR<sub>x</sub>IGHT Beauty Bar** has a long waiting list for her "by appointment only" concierge services.

In 2004, Dr. Wright, a highly respected physician with over 18 years experience in clinical skincare, created **Fiona WR<sub>x</sub>IGHT MD Skincare** products, a comprehensive, results-driven skincare line. Her extensive collection is designed to transform any type of complexion into healthy, glowing skin. In 2014, she expanded her anti-aging and acne skincare systems to include an organic beauty brand, and has now introduced 100% organic facials at the **WR<sub>x</sub>IGHT Beauty Bar** located adjacent to her clinic.

Dr. Wright explains, "I found there was a lack of attention to the customized needs of each individual's personal skincare goals. At a department store, they let you touch, feel and smell prod-

This special section of our facility is devoted to patient education and care. The WR<sub>x</sub>IGHT Beauty Bar is 1 part cosmetics counter, 1 part beauty school, and 1 part event space. It's a spot where our patients can spend valuable 1-on-1 time with an aesthetic professional to learn more about our skin care products, experience the products before purchase and have some fun, too."

## C.A.R.I.N.G. for your Skin...and You.™

Advanced Skin Science meets Innovative Organic Formulations



ORGANIC



AGE DEFENSE



ACNE CARE



HYDRATION



SENSITIVE

**C.A.R.I.N.G.** is an acronym which stands for the important steps that Dr. Wright believes should be in everyone's daily skincare routine. She fully understands what it takes to promote beautiful, youthful and healthy skin and has chosen the most effective, clinically tested skincare products geared for each person's particular skin type and skin problem.

**Correcting:** Proven Complexion Correcting Ingredients to Restore Balance and provide "No Makeup Skincare".

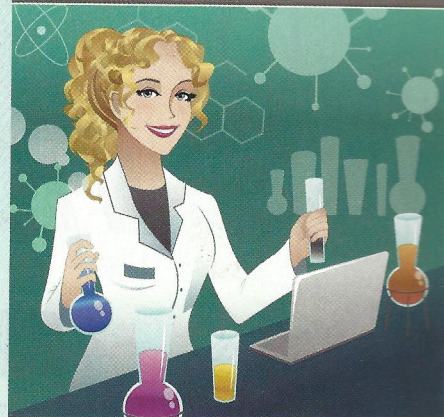
**AntiOxidants:** Medically Tested and Certified Organic Treatments to Delay the effects of Aging.

**ReHydrate:** Powerful Formulations designed to Retain Moisture, Volumize, Soften and Soothe Skin

**Illuminate:** Effective Absorption to Brighten and provide a Pro-Youth Appearance, Illuminating Age Control from the Inside Out

**Neutralize:** Active Ingredients to Counteract and Resist the Damage from UV Exposure and Environmental Injury

**Growth Factors:** Powerhouse of Products to Promote Cell Renewal, Preserve Skin Vitality and Improve the Appearance of Fine Lines and Wrinkles



ucts, and even send you home with a sample...but they do not do an objective analysis of your skin, so you do not know what your skin really needs. At a doctor's office you may receive excellent medical information on what your skin needs to repair and correct damage, but the ability to touch, smell and experience the products before purchase is limited. That is why I created the WR<sub>x</sub>IGHT Beauty Bar.

### The Boutique Approach

Dr. Wright understands products alone will not solve your problems. You also need a specialist's guidance. For the best results, Dr. Wright's *Beauty Bar Boutique* not only offers clients an exclusive prescription-based anti-aging system which includes topical skincare and advanced technology to fight aging. It also provides you with a comprehensive medical skin analysis, cosmetic ingredient product knowledge, and advanced scientific skincare solutions. To accomplish this, Dr. Wright's

VISIA Facial Analysis evaluates six pinpoint indicators: spots, pores, porphyrins (evidence of bacteria in the pores), wrinkles, texture unevenness and UV damage. With this information she provides a percentage for each indicator, showing you how you compare with others in your age group and ethnicity. Best of all, the analysis provides you with a report suggesting the best skin care products to use and most effective in-office procedures to have.

### NBC News Health Report BEST in EYE CREAM



**BEFORE**  
using a leading brand



**AFTER 6 weeks of  
Revival—Eyes**

### Join the Club

Investing in you is important, and having healthy skin is a start. Taking care of your skin with routine treatments is the most cost effective, non-surgical solution to slowing down the aging process. To help her clients she now offers her signature **Beauty Bar Membership**. You can join one of the 3-tiered memberships and enjoy monthly facials and spa services, medical aesthetic treatments, schedule a VISIA facial analysis, and have availability to host your own complimentary Beauty Bar party in her exclusive retreat.

So, if you want to look healthier and younger throughout the year, and if routine skincare treatments and results driven, medical grade at-home products are important - the WR<sub>x</sub>IGHT Beauty Bar and Club Membership are for you! The "wRight" skin care will provide not just promises - but results! ///

For further information logon to:  
[www.RxBeautyBar.com](http://www.RxBeautyBar.com)  
[www.SkinMDandBeyond.com](http://www.SkinMDandBeyond.com)