

The Body Issue

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DOCS**

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OUR 2017 LOOK AT
MEDICAL HEROES
IN YOUR AREA

MARCH 2017

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Local happenings,
community events,
and more...

Fiona Wright, MD
Skin MD and Beyond

If She Builds
It...He Will
Come!

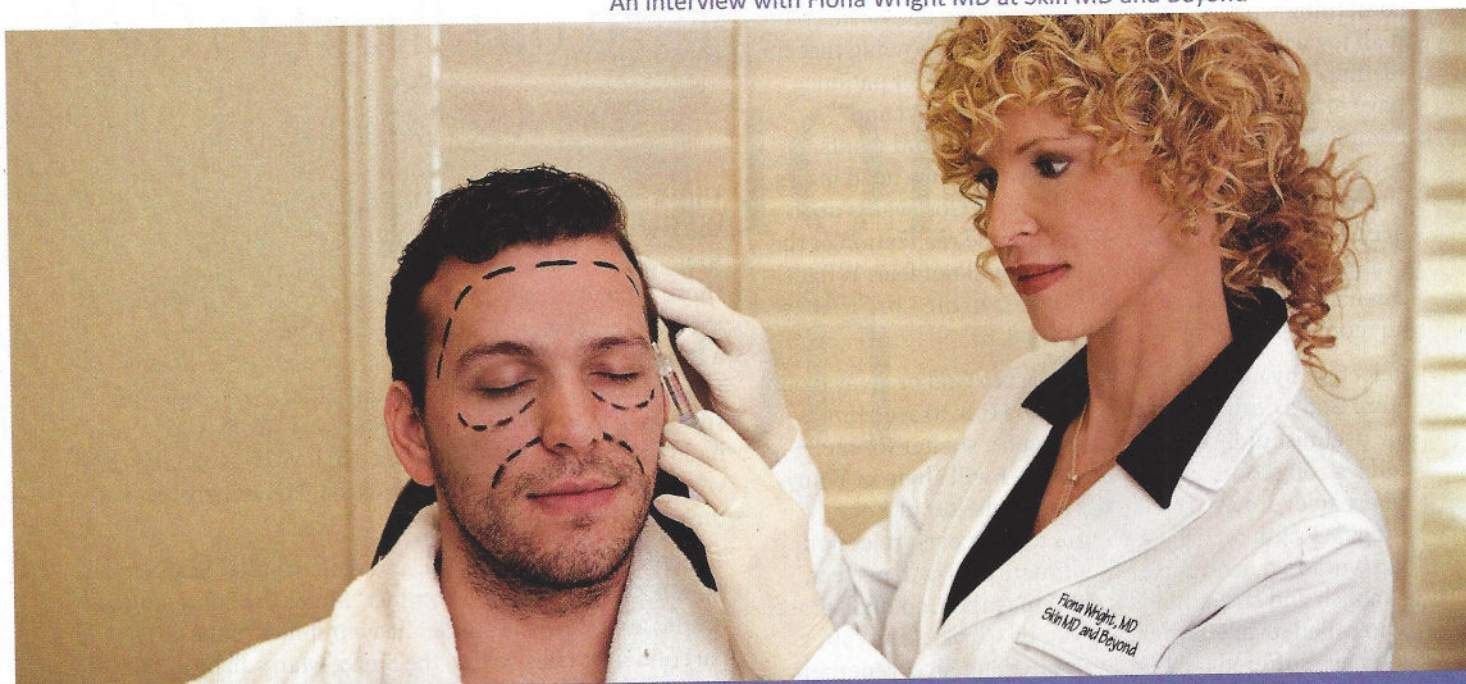
SKIN MD AND BEYOND

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If She Builds It.... He Will Come!

"Why Should Women get all the Good Stuff?!"

An Interview with Fiona Wright MD at Skin MD and Beyond



"Today, Men want the Same Results that Women Want in terms of Reducing Signs of Aging, but they want to Maintain a Natural and Masculine Appearance. We Excel in this Skill and Artistry." -Fiona Wright MD

Men are one of the fastest growing patient populations in aesthetics and *Skin MD and Beyond* understands this great demand. Both personal and professional forces are driving this trend, according to Dr. Wright. "In a competitive world, men need a boost to both their appearance and confidence to keep ahead of the game. All men at some point feel like they are being aged out by younger people, and I think that's a strong motivator for wanting to take better care of themselves. That may be by going to the gym, changing their diet or hairstyle, or it may be by getting a little Botox or laser resurfacing", says Dr. Wright.

When men enter through the elegant wrought iron doors at the office of Drs. Fiona and Tim Wright, they immediately feel at home. The clinic has created the perfect balance of masculine design and ease, with the comfort of luxury and relaxation. From the hardwood floors, large oak reception chairs to

tables displaying the most popular men's magazines, men know that they are not going to get treated like the female aesthetic patients. "If you build it, they will come," is more than a catchy line from a baseball movie classic. It is the formula for Dr. Wright's thriving practice.

What Benefits can Men expect at Skin MD and Beyond?

Improved confidence is crucial in personal dealings with others. Our treatments focus on creating a more rested, youthful and confident patient. All of the treatments that we offer for rejuvenation of the female face and body can benefit men too! However, with men, it is important to maintain a masculine appearance, and our patients appreciate our expertise in being able to provide the natural appearing results that they expect.

How is your Clinic Unique when compared to others in your industry?

At *Skin MD and Beyond*, our male patients have the unique advantages of my expertise, medical training and commitment to creating effective

antiaging and corrective skin care solutions specifically for men. Our procedures and products are backed by intensive scientific research using the latest information from the American Academy of Dermatology and skincare formulation experts.

With the many unique skin features of men, including skin thickness, collagen density, texture and hydration – a man's skin is different than a woman's, and his skincare product preferences and treatments are different too! We offer an in-depth Visia Facial Analysis that provides men a series of comprehensive facial images to identify all aspects of their skin's health both topically and below the surface. These benefits are not often available at a medspa, medical office or surgeon's clinic.

What important Medical Advice do you have for our Male Readers?

Despite thicker skin, men are at a higher risk for skin cancer, due to more sun exposure and fewer visits with doctors! So if men are going to invest in skincare products, I would recommend a good broad spectrum sunscreen (and apply

it daily) and an anti-oxidant skincare formulation to protect against environmental skin stressors. By providing enzymes and anti-oxidants to repair damaged cells, men can be proactive and protect against future skin damage, aging and skin cancer.

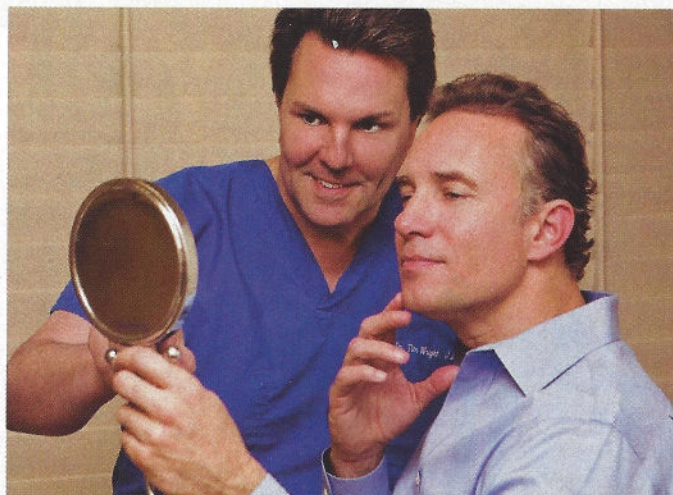
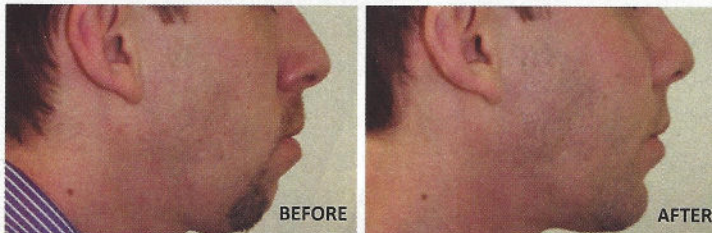
What are your Most Popular Treatments for Men?

According to the 2015 cosmetic surgery statistics, male aesthetic procedures have increased over 325% from 1997. The report was further broken down and showed that non-surgical procedures were up by 22% from 2014 and surgical procedures were up by 7%. The bottom line? Men want to look better too! According to the American Society for Aesthetic Plastic Surgery, and in my practice too, the non-surgical procedures that are most popular and showed the largest increase demand in order are:

Injectable Facial Contouring This continues to be the most popular across the board! The needle will reign in 2017 as injectables allow men to minimize wrinkles and other tell-tale signs of aging on a temporary basis without going under the knife. Contouring with Botox/Dysport and Facial Fillers will achieve a refreshed appearance that looks natural and not frozen. Men can enhance facial contours and provide balance by filling out sunken areas, reshaping the nose, strengthening the jaw line and enhancing cheekbones, as well as lifting eyebrows and frown lines.

Microdermabrasion

This relaxing treatment removes dead surface cells with precision exfoliation (using crystals or customized facial brushes). Designed to stimulate new cells and collagen growth,



"With the Emergence of New Technologies, there is an Increased Interest in Non-invasive Facial and Body Contouring, and Skin Tightening for Men. We know how to Customize Men's Treatments to offer the Best Efficacy and Safety of each procedure."

-Dr. Wright



Non-Surgical Treatments and Results at Skin MD and Beyond

men enjoy a smoother skin texture to create a closer shave, refined pores and reduced fine lines, acne scars and age spots.

Laser Hair Removal

With hundreds of competing laser hair removal facilities, *Skin MD and Beyond* continues to earn top spot in the Frisco/Plano area as it is consecutively voted "Best in Laser Hair Removal". We offer men the "Gold Standard" in hair removal, and our patients turn to our expertise to enjoy safe, effective and affordable results. Most common treatment areas are the back, beard and neck.

Intense Pulsed Light (IPL) / PhotoFacials

Using our advanced IPL system, light energy is delivered through the skin, removing certain complexion imperfections without disrupting the skin's surface. IPL improves visible signs of facial aging and sun damage including pigment changes, age spots, spider veins and facial redness.

Nonsurgical Skin Tightening

Skin MD and Beyond was one of the first clinics in the USA to pioneer the new ThermiRF (RadioFrequency) technology, designed to tighten skin on the face and body. Using a "patent specific" handpiece on top of the skin, RF energy is delivered deep into the problem zones to reduce fat cells and remodel elastin and collagen. ThermiRF has revolutionized how men can experience, with no downtime or pain, an overall more youthful, tighter, and healthier looking appearance.



For more information logon to:
www.SkinMDandBeyond.com
or call 972-608-0808 today.

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