



Media Kit

Table of Contents

Company Fact Sheet	3
About Skin Perfect Image Wellness™ Spa	4
Media Coverage	5
Story Ideas	6
Jaclyn Peresetsky, Owner, Bio	7
Beauty Tips By the Season	8-10
The U.S. Spa Industry - Fast Facts	11-14
Microcurrent Fact Sheet	15-16
Oxygen Facial Fact Sheet	17
Nutrition Fact Sheet	18
Lifestyle Fact Sheet	19
Fashion Tips	20
Micro Needling Fact Sheet.....	22
Microdermabrasion Fact Sheet.....	25

Company Fact Sheet

Company Name:	Skin Perfect Image Wellness™ Spa
Company Headquarters:	Columbus, Ohio
Founded:	2007
Owner:	Jaclyn Peresetsky
Mission:	Image Wellness™
Financial Information:	Privately Owned
Products and Services:	We are a membership-based spa that bridges the gap between a medical spa and traditional spa, focusing on 4 pillars of image wellness™: clinical skin and body treatments; color analysis and fashion; skin and body; nutrition; lifestyle coaching.
Target Market:	Primary: Women 40 - 65 who care about their appearance. Secondary: Teens, 20s and 30s.
Employees:	12
Company URL:	http://www.SkinPerfectClinic.com
Other URLs:	http://www.MyColorIdentity.com http://www.TheRealWomenofSkinPerfect.com

About Skin Perfect Image Wellness™ Spa

In 2006, Jaclyn Peresetsky was one of a group of estheticians in Ohio who shared a passion for results-oriented skin care. The result of their passion is Skin Perfect Clinic, a spa in Columbus, Ohio, that offers an assortment of non-invasive custom skin care treatments, many of them not found elsewhere in Ohio. The spa is now solely owned and managed by Jaclyn and was renamed Skin Perfect Image Wellness Spa in 2011. The spa follows its proprietary system called Image Wellness.

Image Wellness is a concept trademarked by the spa and focuses on 4 pillars of image wellness:

1. Clinical skin and body treatments
2. Color analysis and fashion
3. Nutrition
4. Lifestyle coaching



The spa's other services include custom skin care product development for each client, detoxifying and toning body and permanent makeup. Clients can come to the spa as-needed or opt to join one of four membership programs to see long-term results. The membership program makes quality skin care, spa services, nutrition and lifestyle coaching affordable to most women.

The spa has is a sought-after resource for the media. Beauty experts from the spa are featured every other week on Fox Good Day Columbus. In addition, the spa has been featured Capital Style Magazine, Columbus Business First, Columbus Alive, Role Model Magazine, ivillage.com, SheKnows.com, The LA Examiner.com and other media outlets.



At the core of Skin Perfect is the desire to help women of all ages look and feel their best. Staff is specifically trained to help women maintain the best skin of their life, no matter their age or problems. Aestheticians act as personal trainers for each client's skin and take the guess work out of creating optimum skin health.

Skin Perfect is a leader in skin care, color analysis, beauty and image consulting in the central-Ohio area, having secured exclusive rights to several treatments and services and being the first in the region to offer other services.

The spa is featured every other week on Good Day Columbus on Fox News, has been in Capital Style Magazine multiple times, Columbus Business First, SheKnows.com and other media outlets.

Media Coverage

As seen here:

Fox News – Good Day
Columbus

Columbus Business First

Capital Style Magazine

The Buckeye Journal

Columbus Alive Magazine

Role Model Magazine

Your Carolina TV

Columbus Bride Magazine

iVillage.com

Sheknows.com

LA Examiner.com

Jaclyn and other beauty experts from the spa have been featured every other week on Fox 28 in Columbus, Ohio. See our TV clips on our YouTube page:

www.YouTube.com/SkinPerfectClinic

Story Ideas

We are never at a loss for creative beauty and image wellness story ideas. Here are just a few:

Clinical skin and body treatment story ideas:

- How to select the right self tanning products for your skin
- How to give your honey a great massage
- Learn the right way to cleanse your face
- What is ear candling?
- Discover Shirodhara – the new trend in massage
- How to recover from a spray tan disaster
- Permanent makeup: What you need to know before you make your appointment
- Wrinkle relief

Color analysis and fashion story ideas:

- How to select the right red lipstick for Valentine's Day or the holidays
- What is color analysis and how to apply it to your wardrobe and makeup
- How to dress so you look 5 pounds thinner
- How to select the right foundation color for your complexion
- Fashion trends

Nutrition story ideas:

- Easy ways to give your favorite high-fat recipe a more nutritious makeover
- Food to eat for amazing skin and outlook on life
- Simple ways to lose a few pounds quickly and keep them off
- Vitamins and minerals: What are they really, what's the difference and do I really need them?
- Pros and cons of going organic

Lifestyle coaching story ideas:

- Simple ways to upgrade your mindset
- Stress busters you've never heard of before
- Personal empowerment tools
- Meditation 101
- 5 steps to getting your mojo back

Bio of Jaclyn Peresetsky, Owner



Some people are born with a silver spoon in their mouths. Jaclyn Peresetsky, co-owner of Skin Perfect Clinic and esthetician, was born with a makeup brush in her hand. Ever since she can remember, she has been captivated by makeup, skin care, color and all things beautiful. Her interests led her to receiving specialized education at the Columbus College of Art & Design where she studied color theory. Jaclyn married her expertise in color theory with her interest in skin care and cosmetics by studying with the best plastic surgeons and skin care therapists at the Ohio State University. She has worked as an aesthetician for some of the most renowned plastic surgeons in the mid-west. She is known as the go-to-expert in the greater Columbus area for microcurrent treatments, custom blend makeup, eyebrow design, color theory and custom skin care, having served many of the same skin-glistening clients for years.

An entrepreneur at heart, Jaclyn pursued a venture that eventually led her to open Skin Perfect Spa in 2006. Jaclyn has been featured in Capital Style magazine, Business First, numerous web sites and blogs around the US and is a regular guest on Fox's Good Day Columbus. She is the author of an upcoming book, *The Power of Your Colors* about how incorporating color in your life can increase your happiness.

In 2009, Jaclyn opened a retail store in Worthington Mall in Ohio that offers a color analysis process which expands upon Color Me Beautiful, mineral makeup, makeup application education and fashion accessories. She later consolidated the store concept with Skin Perfect spa. She is now working on a patent of a color identification system that she created to better identify unique color characteristics that make choosing makeup effortless. With this patent, she will take My Identity cosmetics national. Committed to continuous education, Jaclyn travels the world to learn of new techniques and product lines for skin care and makeup.

Jaclyn's best accomplishments are hearing her skincare clients swell with confidence as they tell her stories of the compliments they receive about their skin and how happy they are with their results. Through these stories, grows her drive to keep pushing for the best skincare products and treatments for the spa's clients.

For more images of Jaclyn, please visit <http://www.SkinPerfectClinic.com/mediaroom>

Beauty Tips By the Season*

Tips and Hot Products for Winter

1. Lip stains and tinted lip balms. These provide more color to our lips in the winter and you want that because most of us are paler during Winter months and a lip color makes us look more rested and youthful.

We suggest: Colorscience Lip Polish

Department or Drug Store products: Laura Mercier Lip Stain, or Neutrogena MoistureShine Tinted Lip Balm

2. Intensive facial and body lotions to combat dry skin. In the winter, our skin can become dry because we are going from cold, dry winter air to dry, heat indoors. Your skin is consistently depleted of moisture from its surrounding environment. I recommend a moisturizer that can repair your skin's natural barrier from the trans-epidermal water loss which keep moisture within your skin.

We Suggest: Skin Print Reclaim Lotion

Department or Drug Store products: Curel Ultra Healing Intensive Lotion, Clinique Repairwear Intensive Night Cream

3. A product to reduce puffiness, dehydration and hollowness under the eye because of lack of Vitamin D which is in sunlight. We are lack sunlight during the winter months and rely on the absorption of the Vitamin for a variety of skin and body health.

We suggest: Skin Print Eyedylic

Department or Drug Store products: Perricone Vitamin C Ester Eye Serum, L'Oreal Dermo-Expertise Eye Defense Eye Cream

Tips and Hot Products for Spring

1. Self-Tanning product so you are ready for summer days at the pool and have a safe tan.

We Suggest: St. Tropez Mousse

Department or Drug Store products: Clarins Self Tanning Instant Gel, Jergens Natural Glow Daily Moisturizer

2. Face Spritzer: Keep your skin hydrated while traveling for spring break using a face spritzer. Air travel can wreak havoc on the skin due to the altitude changes and recycled air. A facial spritzer can be used multiple times to rehydrate and refresh tired, dry skin.

We Suggest: Colorscience On the Mend Gem Spritzer , Jane Iredale Pom Mist Facial Spritz

Department or Drug Store products: L'Occitane Rose Hydrating Facial Mist

2. Cheek Stain: Achieve that refreshed spring look with a cheek stain that can achieve a natural flushed appearance. During this season, our color needs to be revitalized and mimic the season's florals.

We Suggest: Identity Custom Blend Cheek Stain

Department or Drug Store products: Tarte Cheek Stain, Benefit Benetint

Tips and Hot Products for Fall:

1. Skin care that reverses sun damage that may have occurred in the summer. Sun damage that has even occurred years ago can change the proper function of our skin cells even when it is not yet visible.

We Suggest: Skinprint custom Make Over Serum

Department or Drug Store products: Olay Regenerist DNA Superstructure, NIA Sun Damage Repair

2. Enzyme exfoliator because it will help shed and repair any dry, dead skin from summer months to refresh skin for the fall.

We Suggest: Skinprint Exquisite Exfoliant

Department or Drug Store products: Murad Exfoliating Fruit Enzyme Mask, Biomedic Pure Enzyme

3. Medium Coverage Foundation – In the fall, this will provide more coverage which gives a more polished and professional look.

We Suggest: Identity Custom Blended Color Perfect Foundation

Department or Drug Store products: Maybelline Mineral Power Natural Perfecting Liquid Foundation, Estee Lauder Nutritious Vita-Mineral Liquid Foundation

Tips and Hot Products Summer

1. SPF of at least 30 for face and body. Broad spectrum sunscreens will help protect against premature aging, and about 97% burning UV rays.

We suggest: Colorscience Sunforgettable SPF 30 mineral powder

Department or Drug Store products: PCA Perfecting Face & BodyHydrator SPF 30,
Neutrogena Ultra Sheer Dry Touch Sunblock Lotion SPF 30 .

2. A Skin Bronzer to create a beautiful faux tan on your face. We can have that “sun-kissed” glow in an oil free, weightless powder or bronzing tint to pretend we spent our weekend in Mexico.

We Suggest: Identity Caramel Pressed Mineral Powder, Jane Iredale Sunkissed Bronzer

Department or Drug Store products: Revlon New Complexion Bronzing Powder

3. Water resistant mascara that comes off easily with warm water, doesn’t harm your lashes and won’t come off in the pool.

We suggest: Blink Kiss Me Mascara. It comes off in “tubes” from your lashes

Department or Drug Store products: Covergirl Lash Blast Length Water Resistant Mascara,
Lancome Oscillation Water Resistant Mascara

4. Acne Treatment – you may find that you break out more in the summer because of increased oil production in your skin or sweating from the heat

We Suggest: Skinprint Acne Blast – a pen that zaps away acne in 24 hours

Department or Drug Store products: Clean & Clear Advantage Acne Spot Treatment, Clinique
Acne Solutions Spot Treatment Gel

**Note that some of these products may no longer be produced after a while. Always consult with your skin care professional for the best products for your situation.*

The U.S. Spa Industry - Fast Facts

Key findings from The International Spa Association:

Spa Locations

- As of June 2008, there were 18,100 spas in United States
- In July 2007, there were 14,600 spas
- Growth from July 2007 to June 2008 was 24%
- The number of spa locations in the U.S. has grown at a robust annual average of 20% in the last eight years.

Spa Visits

- 1 in 4 Americans has been to a spa
- There are more than 32 million active spa-goers
- In 2007, there were 138 million spa visits
- In 2006, there were 110 million spa visits

Revenue

- In 2007, \$10.9 billion of revenue was generated by the U.S. spa industry
- In 2006, \$9.4 billion of revenue was generated by the U.S. spa industry
- In 2005, \$9.7 billion of revenue was generated by the U.S. spa industry
- In 2003, \$7.0 billion of revenue was generated by the U.S. spa industry

Employment

- In June 2008, there were 303,700 total employees. The total was comprised of 143,200 full-time employees, 112,000 part-time employees and 48,500 contract employees.
- In July 2007, there were 232,700 total employees. The total was comprised of 117,100 full-time employees, 73,100 part-time employees and 42,500 contract employees.
- In August 2006, there were 267,400 total employees. The total was comprised of 124,500 full-time employees, 101,300 part-time employees and 41,600 contract employees.
- Annual growth from July 2007 to June 2008 is 31% for total employees, 22% for full-time employees, 53% for part-time employees and 14% for contract employees.

Key findings on Spas from the 2009 Spa Industry Update:

- In 2008, overall industry revenues continued to grow at an annual rate of 17.8 percent
- Day spas continue to dominate the industry at 79 percent of total spas.
- When looking at spas by type, the number of medical spas continues to grow at the fastest rate.
- Since July 2007, the number of medical spas has grown by 85 percent
- The number of locations in the U.S. has experienced a five year average growth of 17 percent.

SOURCE: <http://www.experienceispa.com/articles/index.cfm?action=view&articleID=190>

Facts about Surgical and Non-Surgical Procedures

Source: *THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY (ASAPS)*

- From 1997 to 2005, there was an increase of 444 percent in the total number of cosmetic procedures. Surgical procedures have increased by 119 percent, nonsurgical procedures by 726 percent. Skin Perfect specializes in nonsurgical procedures.
- People between the ages of 35 and 50 had the majority of procedures: 45 percent of the total. People 19-34 had 22% of the procedures age 51-64 had 26% and ages 65 and over had 6%. 18 and younger had 2%.
- Racial and ethnic minorities in 2008, had approximately 20 percent of all cosmetic procedures; Hispanics: 8 percent, African-Americans: 6 percent, Asians: 4 percent, all other non-Caucasians: 2 percent.
- Americans spent approximately \$11.8 billion on cosmetic procedures in 2008.
- There were over 10 million surgical and non-surgical cosmetic procedures in the United States in 2008. Surgical procedures accounted for 17% while non-surgical accounted for 83% of the total.
- From 1997 to 2008, there has been a 233% increase in the total number of non-surgical cosmetic procedures.

SOURCE: <http://www.surgery.org/sites/default/files/2008QFacts.pdf>

Facts from American Society of Plastic Surgeons

- 10.4 million minimally invasive cosmetic procedures were performed in 2008. This is up 5% from 2007.
- 40-54 year old people had the most procedures in 2008 – 5.7 million total with the vast majority being noninvasive – 5.1 million

For more information, please visit: <http://www.plasticsurgery.org/Media/stats/2008-quick-facts-cosmetic-surgery-minimally-invasive-statistics.pdf>

Facts About Acne

- Acne is the most common skin disorder in the United States, affecting 40 million to 50 million Americans.
- Nearly 85 percent of all people have acne at some point in their lives, most often on the face, chest, and back.
- By mid-teens, more than 40 percent of adolescents have acne or acne scarring, which requires treatment by a dermatologist.
- In 2004, the total direct cost associated with the treatment of acne exceeded \$2.2 billion, including substantial costs for prescription and over-the-counter products.¹

SOURCE: American Academy of Dermatology <http://www.AAD.org>

Beauty Industry Statistics

- In the United States, more than 845,000 persons are employed in the beauty industry (Source: Dun & Bradstreet's *Marketplace* data, October – December 2001).
- According to the *American Salon Green Book*, day spas are one of the fastest growing segments of the beauty industry.
- According to the International Spa Association's *1999 American Spa-Goer Survey*, nearly one-half (45%) of persons who visited a spa more than once per year are persons between the ages of 34 and 52; 41 percent of those persons have college degrees; and 35 percent have earnings greater than \$75,000. (Source: "Queen for a Day" by John Fetto. *American Demographics*, p 31, March 2000.)

Facts about Spending Habits of Women on Beauty Products

- According to the New York Times, it's not unusual for a woman in Los Angeles to spend \$2000-\$4000 a month on beauty products and treatments. (Source: <http://www.nytimes.com/2007/06/28/fashion/28skin.html?ref=fashion>)
- According to *Women's Wear Daily*, spending on all major categories of beauty products was down 1% going into the all-important 2010 holiday season. Consider that 1% of the total annual beauty spending in the U.S. equals about \$70 million.
- African-American women may spend almost eight billion dollars a year on beauty products, according to *Essence* magazine's beauty editor Mikki Taylor.
- African-American women spend an estimated 80 percent more on cosmetics than other groups because of a constant search for items that actually work for their skin, according to *Essence*.
- Analysts at Goldman Sachs estimate that the global beauty industry consisting of skin care worth \$24 billion; make-up, \$18 billion; \$38 billion of hair-care products; and \$15 billion of perfumes is growing at up to 7% a year, more than twice the rate of the developed world's GDP. (Source: www.TheEconomist.com)



Facts from the 2000 Avon Global Women's Survey

The 2000 Avon Global Women's Survey polled 30,000 women in 33 countries around the world in Spring of 2000. Below are some of their findings:

- 85% of respondents agree that their outer appearance is an important part of defining their character, and over half of the respondents confessed they always put a lot of effort into looking their best. Accordingly, it is no surprise that most women (82%) also agree that beauty products are a necessity, not a luxury.
- 54% of women globally select the same shades time after time, particularly in North America where 71% of women reported they used the same color cosmetics for a long time. Nearly half the women surveyed would not leave home without applying a dash of color to their face, although 59% do not feel confident in its application and would like professional advice. North American women are most confident in their ability to apply color cosmetics, while Asian women are least confident.
- Around the world, women's faces match their clothes (74%) rather than the latest color charts released by cosmetics brands each season.
- Overall, women are fairly evenly split on the remaining attributes: 54% use the same shades of color cosmetics for a long time; 54% agree that the shade is more important than the brand; and 49% would not go out of the house without putting on some color cosmetics.
- When asked to name their "ultimate beauty product", women worldwide desire a product that would provide clear skin (56%), closely followed by one that would eliminate cellulite (38%).
- The elimination of wrinkles on the face is the most desirable beauty benefit in North America.

For more information, please visit: http://www.arte-sana.com/statistics_beauty.htm

Other Resources:

National Women's Health Information Center 800-994-9662

Food and Drug Administration (FDA), OPHS, HHS

Phone: (888) 463-6332 (Consumer Information): <http://www.fda.gov>

Office of Cosmetics and Colors Automated Information Line, FDA, OPHS, HHS

Phone: (888) 723-3366: <http://vm.cfsan.fda.gov/~dms/cos-toc.html>

American Academy of Dermatology (AAD)

Phone: (888) 462-3376 <http://www.aad.org>

Mayo Foundation for Medical Education and Research Skin Center

Phone: (480) 301-8000 <http://www.mayoclinic.com>

Microcurrent Fact Sheet

What is Microcurrent:

It's a pain-free non-invasive and affordable way to look younger. The microcurrent facial is the latest skin tightening treatments available. It's a procedure that sends electrical signals to the facial muscles and surrounding tissues to promote collagen production. These high frequency treatments reach deep within the skin's layers in order to trigger cell production. In essence, this treatment provides a "mini workout" for the face. These treatments are proving to be a popular facial rejuvenation treatment at medspas and cosmetic laser centers across the country.

Benefits of Microcurrent Treatments:

The high frequency energy emitted by the microcurrent facial device is designed to reach deep within the skin's layers and give cell production a boost, resulting in:

- Lifting and tightening the face in a non-surgical way
- Toned skin
- A clearer complexion
- A more sculpted look and improved facial contours
- A healthy glow and radiant skin
- Reduced appearance of fine lines and wrinkles
- Firming up loose skin over time
- Lifting and tightening the eyebrows
- Reducing lines around the neck
- Softening swelling or darkened areas of the face
- Permanent results as long as you keep up a regular maintenance routine

Other Key Facts:

- There is no down-time like with surgery – many women do this on their lunch breaks
- There is no cutting which means there is no risk of scarring
- It's not just superficial facial. It actually helps the lymph system which means that the increased circulation helps the general function of the skin and helps the skin to absorb nutrients.
- It improves collagen and elastin in the skin which results in tighter, firmer and younger-looking skin.
- It's hydrating to the skin which results in a more youthful glowing appearance
- It's relaxing and many clients fall asleep during the procedure

The Microcurrent Facial Process

The microcurrent facial device is applied to key muscles and skin tissues to stimulate movements – allowing the muscles in the face to have work out. This works to tone and tighten the muscles over a short period of time, and may prevent many signs of the aging process such as wrinkles, fine lines and sagging skin from forming. It is considered to be a facial ‘sculpting’ procedure without causing injury to the dermis – the technique used in laser treatments, Thermage skin tightening and deep chemical peels.

Microcurrent has been used on the human body since the 1940s, and presents an alternative to lasers and infrared phototherapy commonly applied to the facial area for skin rejuvenation.

Frequently Asked Questions about Microcurrent

1. Do I need multiple treatments to see lasting results?

Yes. Microcurrent facial treatments offer short-term benefits for those who are looking for a ‘lift’ and want to enhance their appearance. A series of treatments is required to maintain any dramatic results achieved from the procedure. The rejuvenation program requires a series of ten treatments, once a week.

2. How long should I expect the results to last?

Your investment is preserved as long as you receive your regular maintenance treatments every week for 10 weeks, after the initial treatment span. If you stop maintenance treatments, you risk losing the muscle memory after about 6 months and will have to start a new treatment span again to regain the original youthful look.

3. What is the difference between Microcurrent Facials and Laser Skin Resurfacing

Laser skin resurfacing is an anti-aging skincare treatment. It is effective because it reaches deep within the skin’s layers to trigger a skin cell production reaction. However, there are risks with laser skin resurfacing techniques, particularly for those with sensitive or darker skin.

There is no injection during a microcurrent facial treatment which leads to a more natural healing process that occurs immediately afterwards, leaving no scarring or redness. It works to rejuvenate the skin over a period of time with a series of microcurrent facials.

Oxygen Facial Fact Sheet

What is an Oxygen Facial?

It is a spa treatment that is beneficial for the look, feel and overall health of any skin, but particularly skin that is oxygen deprived, has redness or irritation and for fighting bacteria associated with acne.

Who uses these treatments?

Celebrities scramble for their oxygen facials at the top spas in Los Angeles. These facials are a must before any appearance. Madonna has personally endorsed oxygen facials through an article featured in Harper's Bazaar and on her website. Women from all over the world enjoy these treatments because it temporarily diminishes all tiny imperfections that would otherwise be visible.

How does it work?

Oxygen is proven to accelerate skin rejuvenation by boosting levels of oxygen in the skin. The result is younger, fresher skin in under 30 minutes. Through regular stimulation and micro-circulation of needed oxygen into the skin, this treatment aids in the production of new collagen and elastin formulation. Moisture molecules continuously bond to the tissues plumping up the skin for days after the treatment. For optimal results, it is recommended that you experience monthly oxygen treatments performed in conjunction with using a custom skin care program designed specifically for you.

Why consider an oxygen facial?

As the human body ages, it begins to lose its ability to retain and use oxygen. Oxygen stimulates the growth of healthy new skin cells and without the proper amount of oxygen at the cellular level, the skin begins to break down and age prematurely. Oxygen Treatments nourishes and revitalizes skin cells through the use of pure oxygen.

What is the experience like?

The facial treatment begins with gently exfoliation to remove dead skin cells. A solution is then applied to cleanse, tone and condition the skin. Once the skin is conditioned, a hydrating mask is massaged into the face. The mask moisturizes skin cells just beneath the epidermis. Once the hydration process is complete, oxygen is propelled deep into the lower or dermal layer of skin through a soothing and relaxing vapor mist.


Nutrition Fact Sheet

- Organic fruits and vegetables have 50-60% higher levels of cancer-fighting antioxidants than non-organic fruits and vegetables. According to the *Journal of Agricultural and Food Chemistry*.
- Green vegetables are the foods most missing in our modern diets. Greens help build and strengthen your blood and respiratory system.
- Natural sweeteners can be used to replace sugar in any recipe. Examples of natural sweeteners are honey, maple syrup, maple sugar, barley malt syrup, brown rice syrup, coconut sugar and stevia.
- Chewing leads to smooth digestion and greater assimilation of nutrients by initiating the release of digestive enzymes that break down food. Digestion becomes more efficient when you chew your food thoroughly.
- Our bodies are over 70% water, therefore it is essential to replenish with water. When we get the message we are thirsty we are already on the verge of dehydration.
- Whole grains are an excellent source of nutrition, as they contain essential enzymes, iron, dietary fiber, vitamin E and B-complex vitamins. Because the body absorbs grains slowly, they provide sustained and high-quality energy.
- A good quality sea salt can contain up to 92 minerals for your body.



Adapted from, *Integrative Nutrition* by Joshua Rosenthal

Lifestyle Facts

- Regular exercise lowers levels of stress hormones and your brain releases endorphins which are a natural mood booster.
 - Positive affirmations and meditation are effective ways to bring positive thinking into your life.
 - Journaling and writing down your thoughts and feelings will help you release tension and stress within you.
- 
- Getting plenty of sleep each night will help increase your energy, your ability to think clearer, and ability to handle stressful situations.
 - Deep breathing is a way to help calm your nervous system.
 - Effective speaking and listening is key to staying connected and nourished in relationships.

Fashion Tips

Remember the number one secret of slim dressing: proportion.

Full, round shapes on top *and* bottom will make you look...full and round. Accentuate your smallest part by pairing your more generously cut pieces with a snugger mate. Balance a wide leg pants with a fitted shirt, a miniskirt with a longer top, etc.

Dress up jeans with heels (and tuck in your shirt).

Ever wonder why you see this look again and again on celebs, in ads, in magazines? Because, done right, it makes every woman look longer and leaner. Most flattering: straight-leg or boot-cut jeans that sit on your hips (as opposed to at your waist or below your hipbone) and cover your instep when you're in heels.

Use the right belt.

Try one with a little nylon stretch that comfortably pulls you in. Wider belts instead of skinny ones will actually make you look smaller.

Get yourself a wrap dress.

It's the one dress that everyone looks great in. They are usually constructed with darts at the bust, curve-enhancing seams and cinch in at or just above the waist.

Pick your prints wisely.

Prints aren't as slimming as solid colors, but you can make them work for you by playing up their camouflaging features. If you're bigger on the bottom, try pairing a printed A-line dress with a pair of black tights. The golden rule of prints: The smaller the print, the smaller you look.

Wear red

Wearing something in a bold scarlet hue is a definite DO. The saturated color soaks up the light in all the right ways, and it also gives an "I'm-too-sexy-for-my-pants" confidence boost.

Try a wide-collar coat.

It's hard not to feel like an abominable snowman in the colder seasons when you have to get all bundled up. But a wide-collar coat—or a chunky look-at-me scarf worn over your normal jacket—has a way of streamlining everything from the chest down.

Wear scoop-front heels.

Sure it sounds silly, but test out different types of shoes in front of the mirror tonight and you'll see what we mean. Booties and ankle-strap shoes have a way of making legs look short, while scoop-front pumps and sandals lengthen.

Invest in a pair of nude pumps.

The nude-color heel—it's second only to Spanx in the celeb style secret handbook. Perfect for wearing with knee-length and mid-high skirts, they can add a few more inches to your sexy legs. Be warned—the nude shoe trick works only with bare legs. Once paired with dark tights, the optical illusion is ruined, so save this genius idea for days when you have door-to-door transportation!

Slip on a long, chunky necklace.

Not only are these statement necklaces totally trendy, but the elongated U shape will make your torso seem extra long and lean. Make yours stand out even more by wearing over a light-color top.

Match your separates.

"Lose" five pounds by matching your pants or skirt, stockings and shoes. You'll appear 5 pounds lighter if they're all black! Is the one-color thing too tame for your taste? Slip on a pair of bright shoes to shake things up.

Sport the right jacket.

Jackets that are hip-length with tailored lines will look sleek; ones that are too baggy or that pull are figure-flattery disasters. Tapered jackets will always whittle your waist.

Choose shapely skirts.

The tailored cut of a pencil skirt (we love that it's not skintight through the hips) makes all bodies look sleek.

Micro Needling Fact Sheet

A pain-free “skin friendly” and affordable way to restore skin elasticity

What is Micro Needling?

The Micro Needling procedure is simple needling of the skin that is safely recommended. The dynamic procedure involves Micro Needles that penetrate the skins surface in order to influence the body's metabolism to reduce scars and hyper-pigmentation. It has been found that clients who were worried about having a face-lift were very satisfied with the results of the non-invasive needling of the skin.

Benefits of Micro Needling Treatments:

The gentle stimulus provided by the Micro Needle roller is “skin friendly” and thus far more effective than many other more invasive and expensive skin treatments.

- Fine lines and wrinkles on the face can be diminished
- Tightening and firming restores skin elasticity
- Decreases the depth of pitted, depressed or shallow scars
- Improves healing and collagen production with long term results
- Skin becomes thicker with fewer side effects
- Hypo-pigmented areas of the skin will regain coloring
- Restored nerve endings will renew the skins sensitivity for damaged areas
- Creates brand new healthy and younger looking skin

Other Key Facts:

- The procedure is not as expensive as laser resurfacing treatments
- A major advantage is that Micro Needling can be performed on clients that have had laser resurfacing, or clients that have thin skin
- The Micro Needle roller leaves the entire epidermal barrier fully intact, micro channels created by the 200 +/- precision surgical stainless steel needles seal within hours of application; long enough for new collagen structures to form within the layers of the skin, and short enough to allow you to resume a normal schedule quickly

The Micro Needling Procedure:

Micro Needles, arranged on a drum shaped instrument, are passed (rolled) through the skin. The fine Micro Needles penetrate the skin approximately 0.5mm, and opens the skins upper most layer. The application is painless because the nerve receptors are located below the treatment area. There are no side effects from the treatment such as thinning of the skin or increased sun sensitivity because the

epidermis is preserved. Skin needling uses no artificial fillers so the chance of an allergic reaction or infection is also minimized, and the skin actually becomes thicker.

After Micro Needle treatments, the skin heals fast, and downtime is thus minimized. Needling is precisely controlled and creates minimal dermal trauma. The skin will heal rapidly which constitutes a short “down time” of only a few days. The long healing process underneath will happen without any intervention because the body’s healing mechanisms will do all of the work.

Frequently Asked Questions:

1. Do I need multiple treatments to see lasting results?

Yes. Micro Needling can be repeated indefinitely without any risks in order to achieve desired results. After repeated treatments, the dermis of the skin becomes thicker, and over time the healing processes will eventually lead to the formation of a thick layer of collagen, healthy elastin and improved blood flow which will renew the skin for a healthier, younger appearance.

2. What does it cost?

3. Who is a candidate for Micro Needling?

The best candidate for a Micro Needling procedure is any client who wishes to create brand new, healthy, younger looking skin.

Microdermabrasion Fact Sheet

A progressive non-invasive resurfacing treatment to reveal more supple and vibrant looking skin

What is Microdermabrasion?

A quick, non-invasive procedure used to resurface the skin with aluminum oxide crystals which gently remove the top layer of the skin containing dead skin cells. It then promotes the growth of new skin cells in the basal layer of the dermis. The technique exfoliates and gently resurfaces the skin, promoting the formation of new, smoother, clearer skin. The treatment also cleans the pores thoroughly in order to hinder any future skin breakouts.

Benefits of Microdermabrasion Treatments:

- Improves acne/acne scars
- Treats aging and sun damaged skin
- Reduces fine lines and wrinkles
- Diminishes hyper-pigmentation
- Smooths and refines bumpy skin
- Immediate visible results

Other Key Facts:

- The procedure does not cause any redness or streaks after the treatment, while other invasive treatments leave the skin red and irritated.
- Dermatologist tested and approved
- Complete treatments in less than 30 minutes with complete client satisfaction
- The treatment offers minimal discomforts, and unlike other invasive treatments, infection or scarring is not a complication with the procedure.
- The treatment is beneficial for all skin types
- A superb stand-alone treatment and an excellent compliment to other types of treatments to maximize skin rejuvenation
- There is no down-time, clients can go back to their usual activities immediately after the procedure

The Microdermabrasion Treatment:

The crystal method of Microdermabrasion utilizes aluminum oxide matter to effectively 'blast' off the dead skin cells of the face. These crystals, as well as the removed cells, are then vacuumed off by a suction device. The Microdermabrasion device also incorporates a facial breeze system that sprays a mist of specially formulated oxygen molecules, amino acids, and all of the vitamins and minerals the face and body needs to create a soothing and calming effect on the skin. After the procedure, the skin is also sprayed with an oxygen activator that will immediately calm the skin within minutes.

Frequently Asked Questions:

1. Do I need multiple treatments to see lasting results?

Yes. Most doctors and estheticians recommend a series of treatments, on average, 6-8 treatments at 7-10 day intervals. Some do wait at least 10 days for the skin to heal; others consider an aggressive course of every 7 days, can be more effective.

2. How long should I expect the results to last?

The long-term effects are significant and lasting, but not permanent. If the treatments are maintained on a regular basis, the client will experience continued results.

3. What does it cost?

4. Who is a candidate for Microdermabrasion?

The best candidate for a Microdermabrasion treatment is any client who wishes to even out the skin's texture and tone, and it is beneficial for all skin types.