

CENTER FOR AESTHETICS  
*skin perfection news*



## A Message from Lavonne G. Gifford, LE — Director of the Center for Aesthetics

To those of us in the dermatology and aesthetic professions skin is not just the saran wrap keeping us together! The skin – to us – is the mirror of the body, mind, and spirit – telling a story of peoples' lives. With that understanding we are better able to educate and inform you – which in turn remarkably effects compliance – and your results!

There's a great deal of misinformation and hype out there. Many so-called cosmetic companies (often Multi Level Marketing endeavors) – seeking to capitalize on the public's interest in health and beauty – mass produce product with poor efficacy and results. Our job is to 'clear the air' so to speak – and to simplify the choices for you – with programs of skin care that make sense – and produce predictable results.

We are 'client centric' – meaning your interests are first and foremost. It's all about women professionals talking to women! And more importantly – it's all about relationship and building trust. The initial point of contact and transaction is viewed as a starting point of a long journey – that's how important you are!

You will first experience 'a listening ear'. Solutions to issues and problems are offered only after all avenues to listen and to 'read between the lines' are exhausted.



You will undergo a "Skin Wellness Evaluation" – a comprehensive history revealing not only what's troubling you most, causing you to seek us out – but also giving clues to relevant solutions, as well as problems you may yet be unaware of.



Your education also encompasses listening and talking to you about expectations - gently bringing them into perspective to help make your life happier.

Our approach emphasizes two areas – a holistic approach addressing body, mind, and spirit – and that of "wellness" – a concept much deeper than a mere 'fix' of a problem – but restoration of balance. Through our intervention, we can begin to work together to produce total healing. We combine our understanding into a unified "Holistic Skin Wellness" approach to skin problems.

As a result, your experience involves a comprehensive gathering of information, with education about how you got to where you are. Then individualized and personal solutions are crafted, and finally, you will receive education about maintaining and enhancing the benefits of your treatment plan. But it doesn't end there...

It is our pleasure to provide continued contact and follow-up to ensure you 'stay on course' and results continue to accrue.

We impart our knowledge to you – and you are empowered!

To YOUR health!

Lavonne G. Gifford, LE

