

Permanent Makeup Perfection

NaturaLook Medical Corporation Quarterly

Restore Youthful Definition & Color with Permanent Makeup

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~Whether you want to attribute it to age, lifestyle, ethnic background or a combination of all of the above, over time the loss of definition and pigmentation will eventually affect us all.

Natural looking restoration of that color and definition can be achieved with Permanent Makeup. However, the skill level of the technician, quality of the pigments, type of instrumentation and most importantly, communication between the client and practitioner is paramount.

Over the past 8 years I have focused my emphasis as a perma-

nent makeup artist on techniques to enhance and "freshen" ones' features without giving the appearance of looking "over done."

I feel that one of the best ways to accomplish this is to listen carefully to my clients when they talk of their natural beauty in their younger years. In addition, to achieve this outcome, it takes dexterity, a delicate touch, good color theory, and an eye for balance, symmetry and design.

Understanding and respecting the limitations of permanent makeup is equally important. Those with unrealistic expectations, or who are asking for procedures that are not within my safety and aesthetic guidelines, are not ideal candidates. Often after further consulting, these clients will clarify their desires

and proceed with an aesthetically pleasing outcome.

However, most of my clients are not seeking a full face of heavy looking makeup, they are simply asking if permanent makeup can restore the appearance of their natural features and color within reason. This is, in my opinion, the ultimate purpose and indication for the application of permanent makeup.

"Many of my clients still enjoy applying makeup. The only difference is, now it's an **option**, not a **necessity**". ~J. Lusby

Just waking up and doing everyday activities with naturally defined features and color is a gift, one that I enjoy sharing. ~J. Lusby

Jeane's Corner



Sincere thanks to all of my wonderful clients for your prayers and support in bringing my son home safely from Iraq.

*Please continue to pray for our troops.
www.anysoldier.com*

*For attractive lips, speak words of kindness.
For lovely eyes, seek out the good in people.
For a slim figure, share your food with the hungry.
For beautiful hair, let a child run their fingers through it once a day.
For poise, walk with the knowledge that you never walk alone.*

*People, even more than things, have to be restored, renewed, Revived, reclaimed, and redeemed; never throw out anyone.
Remember, if you ever need a helping hand,
You will find one at the end of each of your arms.
As you grow older, you will discover that you have two hands;
One for helping yourself, and the other for helping others.*

~Audrey Hepburn~



Permanent Makeup Holiday Gift Certificates
Available online at Naturallook.com or call us @ 858.459.2201



What's New At NaturaLook 2008

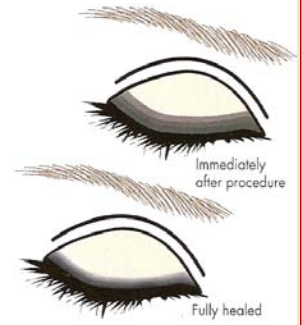
Color Wash

The Next Generation in Advanced Permanent Makeup

Attempting to create a beautiful, lasting "smudged" look with permanent makeup is one of my most challenging procedures. To make matters even more intense, my clients' expectations seem to be the highest with this particular procedure. Over the years, I have perfected a "color washing" technique that is specifically unique to my practice. However, there has not been, in my opinion, a lasting pigment that could meet the challenge of this difficult, yet delicate technique of layered implantation on the eyelid... until now. Introducing...*Color Wash* Eyeliner by Jeanee.



Basic Permanent Liner add *Color Wash* for a soft smoky look



Graduated eyeliner colors for that fabulous smudged look by DERMA international Pigments

Call to have your already beautiful liner **Color Washed** Special Pricing thru March 2008

New Doctor

Welcome to our practice!
Joan Kaestner, M.D.
Board Certified
Plastic & Ocular
Surgeon



New Procedures

Restylane
Juvederm
Perlane®
Eyelid Surgery
IPL Skin Rejuvenation

New Year!



2008
2008
2008

New YOU!



Call now to schedule your complimentary consultation 858.459.2201

Clear Skin for the Holidays ~ Acne Treatments with Blu-U

Acne is estimated to affect more than 80% of the world's population at some time during one's lifetime. Billions of dollars are spent on anti-acne medications and treatments, but many oral treatments (Accutane® and other antibiotics) are known to have serious side effects. Blu-U light therapy is effective, painless, and is free of the side effects of many systemic treatments.

Cystic acne is a harsh reality for thousands of teens and adults alike. The psychosocial impact of this type of acne can be overwhelming. Left untreated or untreated, cystic acne will almost always leave

permanent scars on the face or other affected areas such as the chest and back.

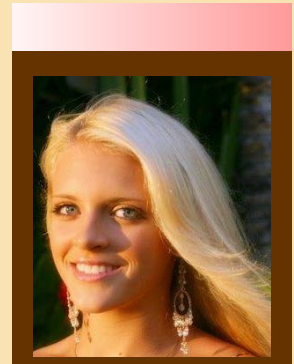
At NaturaLook, we offer a combination of Levulan with PhotoDynamic Therapy (PDT). PhotoDynamic Therapy involves the application of Levulan (5-aminolevulinic acid), a photosensitizing agent, which is then activated with Blu-U light therapy. This results in significant improvement in moderate to severe cystic acne. PhotoDynamic Therapy is one of those rare acne treatments that deliver what it promises offering life-altering improvements.

Blu-U Levulan acne treat-

ment involves three mechanisms of action against acne. Levulan treatment inactivates the bacteria that trigger acne, exfoliates the skin to unclog pores and the most exciting mechanism is that the Levulan treatment shuts down the sebaceous glands in the skin.

We suggest two Levulan treatments, two weeks apart for the initial treatment. Subsequent maintenance treatments are usually required. The impact on acne is rapid and long-lasting.

For more information or to schedule a consult with Dr. Lusby, please call our La Jolla office at 858.459.2201.



The positive emotional impact of controlling acne is immeasurable.





Franklin W. Lusby, M.D.

Ask the Specialist...LASIK Surgeon, Dr. Lusby

Most of my clients are aware of the fact that my other half (husband) is an eye surgeon, hence...*The Lusby Vision Institute* sign on the entrance door. But what they may not know is that with over 30,000 LASIK cases to his credit, he is considered to be one of the most skilled, sought after experts in the field of refractive eye surgery. This being said, I thought I would dedicate a section of my newsletter to a recent interview with "my man" on this subject.

J: "What is it that makes LASIK better now than ever before?"

Dr. L: "Well, there are really two things. The first is wavefront-driven custom treatments. Using this technique we are able to measure subtle abnormalities in the optics of the eye that could never be detected in a routine eye exam. Because we can now measure these subtleties, we can now incorporate corrections for them in the treatment, yielding better outcomes than ever before, especially for night vision."

J: "Shouldn't all LASIK treatments be done this way?"

Dr. L: "In my opinion, yes, but some surgeons don't use wavefront measurements in planning the treatment."

J: "What is the second thing that has improved LASIK?"

Dr. L: "That would be the use of the Intralase to create the flap. The flap is like an access panel in the front of the cornea to allow us to get to a deeper layer where the reshaping step in LASIK begins. The use of a flap also allows the rapid recovery seen in LASIK. Prior to the availability of the Intralase, I used a microkeratome: a mechanical device with a blade, a motor, and a drive mechanism that would propel itself across the cornea, cutting a flap along the way".

J: "Why did you switch?"

Dr. L: "The Intralase is safer and can more precisely create a flap. I have much greater control over the size, thickness and location of the flap than with a microkeratome. Plus, the patients seem to be more relaxed knowing that I'm using a laser rather than a blade to create their flaps."

J: "So you really think wavefront driven treatments and Intralase have significantly improved the outcomes and safety margin for your patients?"

Dr. L: "Haven't you noticed how much better I've been sleeping at night?" ♥

Breast MR Imaging

New Recommendations from the American Cancer Society

"MR imaging of the breast detects small cancers that can be missed on mammography and physical examination."

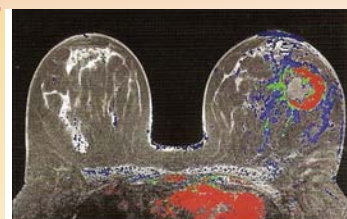
~Recognizing the value of breast MRI, the American Cancer Society now recommends that women who are at high risk for breast cancer undergo routine annual breast MRI combined with mammography starting when they are 30 years old.

Recent studies have also found that women with newly diagnosed breast can-

cer should have a breast MRI to look for cancer in other sites or in the opposite breast. These studies have found that in 3% of women the breast MRI will show a tumor in the other breast that is not detected on mammography. Other situations in which Breast MRI can be used include women with breast implants, women with a palpable lump and following a lumpectomy. Breast MRI is then used to detect any remaining tumor.

Breast MRI is safe and does not use ionizing radiation. MRI uses magnetic fields and radio waves to make very

highly detailed images of the breast. Breast cancer lights up with contrast material making them easy to detect on MRI. The entire examination takes about 30 minutes to complete, then the images are examined by a board certified radiologist. This year there will be almost 200,000 women diagnosed with breast cancer in the United States. The good news is that this is a potentially curable cancer if it is found early. Breast MRI is clearly the most sensitive imaging test to diagnose breast cancer. It should always be used in conjunction with an-



On the CAD Sciences breast MRI the red and green portions indicate the active tumor. Blue is normal breast tissue. Spread of the tumor to other parts of the breast or to the lymph nodes is best seen on these colorized images.

nual mammography and breast self examination. For more information, please contact the American Cancer Society at www.cancer.org.

NaturaLook Medical Corp.



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*Excellence in
Permanent
Cosmetics*



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Exciting News....

Franklin W. Lusby, M.D. &
Jeanee Lusby, C.P.C.S. of

The Lusby Vision Institute &
NaturaLook Medical Corp.
are honored to welcome ...



Joan Kaestner, M.D.
Board Certified Ocular & Plastic Surgeon

Botox Fillers Eyelid Lifts
IPL Skin Rejuvenation
\$75 off *

To schedule your procedure or a complimentary
consultation, please call...
858.459.2201 or 858.459.6200

**Botox and Fillers only, one discount per patient*

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San Diego's Premiere
Permanent Cosmetic Center since 1999

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**Head to Toe
Women's Expo**

Join us for...
"The Ultimate Day Out for Women"
Nov. 16, 17 & 18
Del Mar Fairgrounds
Stop by the office for your
FREE VIP PASS
(while supplies last)

*Thank you for a successful
first year in our new location!*