

# ONE FINE DAY

**ELEVATE** FOUND FIVE REAL WOMEN

in need of a beauty overhaul  
— and fast! Here's how some of  
the latest cosmetic treatments  
translated into quick and  
gorgeous results with  
minimal time commitment.

# W

## WE ENLISTED FIVE BUSY WOMEN

— an interior designer, a full-time mom, a realtor, a magazine editor and a lighting engineer — and transformed their look with treatments that could be completed in a day. Our made-over women then gathered at the luxurious Elements Wellness + Medispa in Toronto's Yorkville to commiserate about their beauty treatments, celebrate their new looks—and show off in front of the camera.

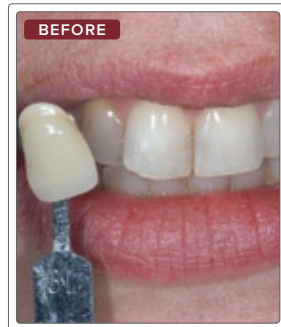
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+ Medispa, Toronto  
HAIR & MAKEUP Liz Robertson





**THE GOAL**  
A Brighter Smile  
Noelle, 32, magazine editor

**THE PROCEDURE**  
Zoom! Whitening  
treatment performed by  
Dr. Sol Weiss, DMD



### Hot Lips

**Not ready for whitening?** Some shades of red and pink can make your teeth look whiter. Boldly coloured lips require perfection, so line carefully with a matching liner before applying lipstick. Then, smile! Your mouth will definitely be drawing attention. (Cover Girl Lip Perfection Lip Liner in Passion, \$10.99; Cover Girl Lip Perfection Lipstick in Classic Red, \$10.99; both at drugstores.)

**YEARS OF COFFEE,** wine and cigarettes left Noelle's smile less than bright but only two hours in the dentist's chair turned back the clock.

**ELEVATE:** What procedure did you have done?

**NOELLE:** I had the Zoom! teeth whitening treatment at The Art of Dentistry in Yorkville, above Elements Wellness + Medispa.

**ELEVATE:** Tell us about the process.

**NOELLE:** First, I had to go through an examination to make sure I was a good candidate. (This was done a week in advance.) They cleaned my teeth, and checked my gum levels and for signs of oral cancer. After prepping my mouth, the first gel treatment was applied and the ultra-violet light was used on my teeth. I went through four 15-minute sessions, but it wasn't until the fourth session that I felt a bit of sensitivity. It wasn't that bad though, since I almost fell asleep at one point.

**ELEVATE:** What do you think of the results?

**NOELLE:** Once it was all done, I ran to the closest mirror. My teeth were brilliantly white! They looked a bit chalky immediately following the treatment, but Dr. Weiss assured me that would quickly fade. My smile is now very natural-looking.

**ELEVATE:** What was the recovery like?

**NOELLE:** When you have Zoom! done

you have to follow a special diet of only white foods for 48 hours and you certainly can't drink coffee or you could restrain your teeth. I love rich foods so that was a bit tough, but I got through it. My teeth were only sensitive for about half a day after.

**ELEVATE:** How has this whitening procedure affected your life?

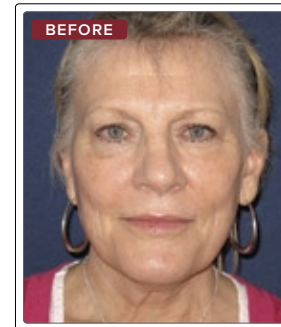
**NOELLE:** I've always been self-conscious about my teeth. Not only are they not straight, but they weren't super white to begin with. So when I smiled, I would rarely show my teeth. Now that they're white, I'm smiling a lot more. And I feel more confident talking to people and smiling freely because I know my teeth look nice, even if they aren't straight. It makes a big difference!

### ASK THE DOCTOR

**Dr. Sol Weiss, DMD**  
Art of Dentistry, Toronto  
Artofdentistry.com

**ELEVATE:** Describe the Zoom! treatment performed on Noelle

**DR. WEISS:** Photos and a preliminary shade analysis were taken of Noelle's teeth. Soft-tissue isolation was performed to make certain all tissues were covered and to reduce any sensitivity. Four 15-minute applications of a 25 per cent whitening gel were applied during the same session. A high intensity light helps activate the whitening gel that's applied to the teeth.



After this last application all the isolation material is removed. The procedure takes anywhere between one to two hours, including prep. Then a relief gel is applied to the teeth for 10 minutes to reduce any possibility of tooth sensitivity.

**ELEVATE:** What are the results?

**DR. WEISS:** Noelle's teeth were whitened approximately five to six shades lighter. It's a permanent change but since the teeth pick up stains on a normal basis, it will need to be touched up whenever there's a significant colour change.

**ELEVATE:** Who is the ideal candidate?

**DR. WEISS:** Zoom! is recommended for anyone who wants an instant brightening: someone getting married, someone who has an upcoming "big" event, or someone who has staining for various reasons. (Minimum age is 13.)

**Elevate:** What is the recovery like?

**DR. WEISS:** There is usually a minimal amount of sensitivity felt in the teeth in the first 24 hours. (A mild pain reliever, such as Advil, is recommended for this.) Fluoridex toothpaste is used a week in advance to prepare teeth. We also recommend a special all-white diet in the first two days following treatment so teeth aren't re-stained.

**ELEVATE:** What's the cost?

**DR. WEISS:** \$650.00 plus HST. ☒

**A SA SUCCESSFUL** interior designer with frequent client appointments, Valerie wanted to project style and confidence while restoring vibrancy to her skin.

**ELEVATE:** Why did you decide to have injectables?

**VALERIE:** At my age my skin is starting to sag a bit and it just doesn't have the tone that it had when I was younger.

**ELEVATE:** How was your recovery?

**VALERIE:** The procedure only took about 40 minutes, but I've had some swelling that has lasted a few weeks. There are a few tiny bruises but I did get quite a bit done so I'm still a little bit tender.

**ELEVATE:** What type of results did you see and when did you start noticing them?

**VALERIE:** The results were immediate! It lifts you up right away. It's definitely gotten rid of the hollows under my eyes, which is the one thing that I really hate. Certainly in the cheek area and the nasolabial folds I've also noticed a difference. And there was also a difference in the jawline—less jowling.

**ELEVATE:** What did you think of Dr. Adibfar's technique?

**VALERIE:** He was great. There were times when I couldn't even tell he put a needle in. We looked at my face together and discussed the options and I could tell he was a true expert. The nice thing

**THE GOAL**  
Restored Youth  
Valerie, 60,  
interior designer

**THE PROCEDURE**  
Restylane, Perlane  
and Botox injections  
performed by  
Dr. Ali Adibfar

### Fast Fix

**Considering injectables?**

Get a head start on revitalizing your skin with this intense treatment serum containing CoffeeBerry® extract, a potent antioxidant that targets fine lines, wrinkles, redness, and skin pigmentation. It can also be used post-treatment to promote healing. (Revaleskin Intense Recovery Treatment, \$143, at esthetic physician's offices.)





about Restylane is that because it promotes the production of collagen (which slows down as you get older) you notice the skin is in much better shape naturally and it just glows. To me that's a wonderful side-effect that lasts long after the procedure.

**ELEVATE:** How has this improved your life?

**VALERIE:** My skin is glowing. And I think because I'm in a job that's very much about appearances, when I go into people's homes I need to have confidence about how I look, so people will have confidence in me.

#### ASK THE DOCTOR

Dr. Ali Adibfar, MD, DDS, FRCS, FRCDC, Cosmetic plastic surgeon / oral + maxillofacial surgeon  
Elements wellness + medspa, Toronto  
Elementstoronto.com

**ELEVATE:** Why was Valerie a good candidate?

**DR. ADIBFAR:** Valerie's had some moderate aging changes, so basically I performed a non-surgical facelift with a combination of Botox around the eyes and forehead area and also fillers such as Restylane and Perlane. She had 12 to 14 syringes to lift up her cheeks and fill in the hollow areas under her eyes. I also lifted up her laugh lines, her marionette lines and her jowling. She was quite happy with that.

**ELEVATE:** How long will these fillers last?

**DR. ADIBFAR:** About a year and a half. We inject it quite deep. It lasts longer in places where there's less mobility. The second time around [having this procedure done] you would need 30 per cent less and it would last 30 per cent longer. It's actually cumulative.


**ELEVATE:** Where do you inject these fillers for best results?

**DR. ADIBFAR:** In the deeper areas I commonly use Perlane because it's stronger so it gives lots of lift. I use a thinner material [Restylane] in areas which are more superficial to avoid lumpiness.

**ELEVATE:** What is recovery like?

**DR. ADIBFAR:** Just a little bit of swelling and bruising. Usually patients don't mind the swelling because it makes things look plumper. There's really not much downtime and it's not painful. [There's a freezing agent in the injectables.]

**ELEVATE:** What's the cost?

**DR. ADIBFAR:** \$2,000 to \$4,000 is typical. 

#### THE GOAL

Instant Long Locks  
Alex, 39, realtor

#### THE PROCEDURE

Hair extensions applied by Anne Martins at Unique Touch Hair Design & Tanning Studio in Toronto



**A****FTER CUTTING HER** hair very short, this high-powered realtor and single mom of two teens decided she wanted to go back to her long locks.

**ELEVATE:** Why did you decide to get hair extensions?

**ALEX:** I've always had long hair and cut it very short last year for a dramatic change. I liked it, but after a year I wanted to grow it back. This was challenging because every time I tried to grow it out, I would run back for a haircut, frustrated with those "awkward" stages.

**ELEVATE:** Why did you choose Anne of Unique Touch?

**ALEX:** I saw a picture of what Anne had done for other people with really short hair. I didn't think it was possible to do extensions on my length until I saw the "before and afters". Mine is just as dramatic.

**ELEVATE:** How long did the process take?

**ALEX:** About seven hours.

**ELEVATE:** What's the after-care like?

**ALEX:** Obviously it takes a little longer to style after having had short hair for a while. You have to be careful with brushing, but styling with a curling iron or flat iron is still okay. You just have to take a little extra care not to heat the bonds or they could melt. There are also certain products you can't use, but other than that, it's exactly like when I had

long hair of my own. Also, the extensions will allow my hair to grow a little so I can later grow it myself to a more desirable length.

**ELEVATE:** How has your new hair affected your quality of life?

**ALEX:** I consider myself to be very confident and have great self-esteem. That said, I have to admit that this new look makes me feel 10 years younger and it's dramatic and a lot of fun—like me!

#### ASK THE EXPERT

Anne Martins, stylist and owner  
Unique Touch Hair Design & Tanning Studio, Toronto  
Uniquetouch.ca

**ELEVATE:** Can you describe Alex's extension process?

**ANNE:** Basically I've taken Alex from short to long, which is what she wanted and it looks stunning. I only use Great Lengths human hair, which is bonded with keratin using a heat element. Keratin is a form of protein in human hair so there's no damage at all. I used eight bundles. Each bundle consists of 25 strands.

**ELEVATE:** Why was Alex an ideal candidate?

**ANNE:** She wanted to grow her hair and she was always getting to that stage where she could not tolerate the wait. The best solution to actually help someone grow out their hair into the style they want is to get hair extensions.


**ELEVATE:** Why is Great Lengths' human hair a better option than synthetic hair?

**ANNE:** When you use synthetic hair, after a couple of washes the hair gets matted and it becomes almost like doll's hair—it tangles and sheds a lot. With 100 per cent human hair, it's more natural and healthy. The bond is exactly the same colour as the extension and therefore it gets camouflaged so you won't be able to see it. Plus, the hair goes in one direction, which makes it easier to style.

**ELEVATE:** What's the after-care like?

**ANNE:** Alex needs to use shampoo and conditioner without oil or glycerin. You have to make sure you don't use oil-based products because they'll damage the bond or cause it to slip off. But you can style the hair exactly as before with a blow-dryer and irons. Hair should be brushed daily with the brush provided, section-by-section. Before going to bed it's recommended you pull your hair back in a soft "scrunchie" or use a silk or satin pillowcase.

**ELEVATE:** What's the cost?

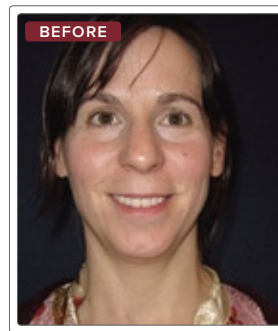
**ANNE:** This procedure starts at \$500 and up, depending on how much hair is needed. The client comes in for a free consultation and I explain the options. 



#### Wash Up

If your mane feels listless and limp but you're not prepared to invest in extensions yet, get instant refreshment by switching shampoos. (Onesta Volumizing Shampoo, \$15, at salons; onestahaircare.com)





**THE GOAL**  
Defined Features  
Tatyana, 46, lighting  
engineer

**THE PROCEDURE**  
Permanent makeup  
performed by Tina Davies at  
Natural Effects Permanent  
Cosmetics in Toronto

**W**ITH LITTLE TIME to do her makeup in the morning, Tatyana was looking for a no-hassle makeup solution.

**ELEVATE:** Why did you decide to have permanent makeup applied?

**TATYANA:** I wanted to look younger, more attractive and more sophisticated. Now I can wake up in the morning and not worry about putting any makeup on, which is perfect for going to the gym because I don't want any smearing. I think I'll save time and money in the long run, not having to buy as many cosmetic products

**ELEVATE:** Why did you choose Tina Davies?

**TATYANA:** I met Tina at a trade show in Toronto and watched her working for more than an hour. I was amazed at the techniques she performed and knew that I wanted Tina to do the procedure on me.

**ELEVATE:** How has permanent makeup improved your life?

**TATYANA:** It's cut down my daily morning routine! My eyes look more appealing, my lips appear fuller and the shape is perfect. It's given my face a refreshed glow and I definitely have more confidence and self-esteem.

**ASK THE ARTIST**

Tina Davies, certified permanent makeup artist, Toronto  
Torontomakeup.com

**ELEVATE:** Describe the procedure you performed on Tatyana.

**TINA:** The goal was to make her lips appear fuller and create definition around her lip border. I also applied upper and lower eyeliner. Before the procedure, a topical anesthetic is applied to numb the skin. The permanent makeup is applied with a mini tattoo needle. Immediately afterwards there might be slight tenderness but normal activities may be resumed. An aftercare ointment is provided to ensure a beautifully healed area. Sun tanning and swimming should be avoided for one week post-procedure.

**ELEVATE:** Are there any risks involved?  
**TINA:** Skin or wound infections could be contracted during the healing period but most often this is the result of failure to protect the treated area with antibiotic ointment.

**ELEVATE:** How long does it last?

**TINA:** Permanent makeup will last from two to five years, depending on colour. To maintain the colour and shape it's recommended to touch up the permanent makeup every two to four years.

**ELEVATE:** What's the cost?

**TINA:** Upper eyeliner is \$500, lower eyeliner is \$350 and lip liner is \$550. **E**

**W**ITH THREE children to take care of, aged nine, seven, and three, Nance felt she needed to both look and feel refreshed.

**ELEVATE:** Why did you decide to have your skin tightened?

**NANCE:** For years I was modestly admiring how my skin was holding up. Then I turned 40. I've really noticed some shifting downward. I don't find skin-care products do a lot to address that. This sounded like a good solution.

**ELEVATE:** Describe the procedures you had done.

**NANCE:** Most of the time was spent doing the skin tightening around my face and jaw line. I also had microdermabrasion.

**ELEVATE:** When did you notice results?

**NANCE:** The results were immediate. People said, "You look great. Did you change your hair or something?" They couldn't put their finger on it but there was something about my face that looked refreshed.

**ELEVATE:** How was your recovery?

**NANCE:** By the time I walked out of the spa, I had no redness.

**ELEVATE:** How has this improved your life?

**NANCE:** It gave me that "just came back from vacation" look. Also, happily, I don't notice a droop under my chin when I tilt my head anymore.

**ASK THE DOCTOR**

Dr. Ali Adibfar, MD, DDS, FRCSC, FRCDC, Cosmetic plastic surgeon / oral + maxillofacial surgeon  
Elements Wellness + Medispa, Toronto  
Elementstoronto.com

**ELEVATE:** Why was Nance a good candidate for skin tightening?

**DR. ADIBFAR:** She had some early aging changes and more laxity on the left side of her face than on the right. [Most people tend to have more laxity on one side, possibly because of the way they sleep.]

**ELEVATE:** Describe the benefits of the procedures you performed.

**DR. ADIBFAR:** SkinTite looks like a laser but it's actually an infrared light. It applies deep heat. The skin's response is to create more collagen. You get firming, thickening and tightening of the skin. The microdermabrasion treats tiny superficial wrinkles, diminishes pore size and smoothes out the surface.

**ELEVATE:** What's the recovery like?

**DR. ADIBFAR:** There's some redness and a little swelling for the first 24 hours. If done by the wrong person there's a slight risk of skin burn.

**ELEVATE:** What's the cost?

**DR. ADIBFAR:** The microdermabrasion is \$200 and SkinTite is \$300 to \$400 per session. **E**

**THE GOAL**  
Mommy Makeover  
Nance, 40,  
full-time mom

**THE PROCEDURE**  
Facial rejuvenation and  
SkinTite performed  
by Dr. Ali Adibfar

**Instant  
Drama**

Test out the bold look of permanent makeup with intense and long-lasting liner and mascara. (L'Oréal Extra-Volume Collagen Mascara, black, \$8.99, at drugstores; Urban Decay 24/7 Glide On eye liner in Perversion, \$18, sephora.com)



**Sleep  
in a  
Bottle**

**Absolutely no time** to get to the spa? Busy moms can fake a full night's sleep with Bourjois Paris 10-hour Sleep Effect Foundation. (\$26, bourjois.ca)