

Beautiful You Non Surgical Makeover

Rita Redward

Beautiful You gives a special lady just the right boost she needed – a \$10,000 non-surgical makeover.

Rita Redward is a busy woman in her fifties, a sporty mum of two, and owner of a gardening and landscape company. Originally from San Diego, California she grew up by the beach and because of her lifestyle, she is often outside in the sun resulting in skin damage and brown spots on her face and chest. Rita was delighted to hear that she had been chosen for Beautiful You's non-surgical makeover which included several non-surgical cosmetic treatments. Rita, says, "After fifty I've noticed I have changed dramatically both physically and mentally. With a hectic lifestyle, it gets harder to put on make up and look your best before going out. I needed that push to put me in the right frame of mind. I'm so blessed to be in this position and make those changes I can't afford to do." Over the course of six weeks Rita has not only rejuvenated herself and strengthened her self-confidence but also embarked on a new regime for caring for her face, skin and body. She says that along the way she worked with talented, professional and extremely nice people. Here is her first-hand account of the non-surgical makeover that has brought some new, positive changes to her life.

Photos of Rita before her non surgical makeover.



STEP 1 Creating a Good 'Canvas'

Nivea Visage Expert Lift

The new NIVEA VISAGE Expert Lift skincare system has an intensive dual effect formula to counteract the signs of aging and achieve a "visible lifting effect." Expert Lift is formulated with two active ingredients - Bioxilift and Hyaluronic Acid – for both instant and long-term effects for tighter, smoother, more youthful looking skin.

Nivea Visage Expert Lift
www.nivea.co.nz



Rita

I was excited to be asked to try the new Nivea Visage products. I clearly remember my grandmother religiously using the cream in the blue bottle boasting how wonderful it is for the skin. Well into her nineties she hardly wore a wrinkle on her face. I suppose Nivea has really stood the test of time. The Visage creams smell really nice and made my skin feel soft and hydrated. The ingredients in the products plump the skin so you feel better instantly.

Photography Katie Wilson

STEP 2 For a Brighter Smile

Dr Hisham Abdalla *Laser LifeCARE Institute*

Rita visited Laser LifeCARE four times over a one-month period. Rita's smile was compromised due to the fact that her teeth were worn and thin. They were stained and since they were shorter than they used to be, her smile looked "reversed". Rita received our unique Ozospa oral cleaning, Ozospa Dental whitening in the clinic, and five days of professional home whitening at home with special alkaline gels to further whiten her teeth safely. Two weeks later she returned for six microscope-enhanced Laser Composite Veneers with Dr Hisham Abdalla. They were handcrafted and bonded directly to her front teeth while she was relaxing. The procedure was done under a surgical microscope for extreme precision. Her teeth were enhanced and strengthened without any cutting or pain. The goal was to create a brighter, more harmonious and younger smile for Rita. She is elated about her new smile!

Laser LifeCARE Institute
www.lasersmile.co.nz
Ph. 09 377 2012



Rita

Laser LifeCARE Institute is a clean, modern and high tech dental spa and unlike sterile dental offices it feels more like being at a boutique hotel reception. The staff were very welcoming, professional and treat you as a guest. Usually it can be stressful going to a dentist but Dr Abdalla has a natural way of making you feel comfortable. On my first visit he carefully examined the appearance of my face and mouth to determine the procedures I would need. My second visit involved a thorough cleaning and impressions for whitening trays. Next Dr Abdalla began a procedure of composite veneer extensions onto my front teeth. After years of grinding these teeth had become short, chipped and uneven. I felt very self-conscious about my smile. Dr Abdalla skillfully moulded the composite material onto each of my front teeth. Wow, what a difference! It's incredible how much better you feel with a lovely smile.

STEP 3 For a Relaxed Face

Dr Hisham Abdalla
Laser LifeCARE Institute

Rita also received Dysport injections in carefully selected areas of her face to selectively soften the lines and wrinkles that were annoying her including the "crows feet" lateral to each eye, her frown lines and her forehead lines. Some other lines were not treatable with any kind of injectable botulinum toxin treatments, and Rita was advised to see a cosmetic physician for fillers to reduce those lines.

Rita

Along with my smile, Dr Abdalla greatly improved my appearance with applications of Dysport into my frown lines and crow's feet around my eyes. Dysport works similarly to Botox® in relaxing facial muscles. The injections were virtually pain-free. The product doesn't work immediately but within a few days my face became relaxed without deep expression lines. The results have been fantastic and worth every minute.



Above: Rita's crows feet prior to Dysport injections. Right: The relaxed result a few weeks later.

STEP 4 For Defined Eyes and Brows

Alex Procter *The Permanent Make Up Studio*

Rita's eyelashes and eyebrows had slowly become more sparse and faded in colour over time. With Micropigmentation we were able to add back some of that lost colour. Between us we designed a look that Rita is comfortable with all day, everyday. By defining her lash line with a soft black/charcoal her eyes came alive! For the brows we mixed a neutral caramel/chocolate combination that gives an illusion of a fuller look. The overall outcome gave Rita a youthful radiance.

Rita

For quite a while I've found it very difficult to apply my eyeliner. My close up vision is not great and I'd also botched up my eyebrows over years of badly tweezing. Alex's professional manner was exceptional and she took time to understand how I wear my make up. I felt anxious about the tattooing around my eyes but Alex was very careful and made me feel very comfortable and relaxed. Since she applied a topical anaesthetic the only sensation I felt was vibration and slight pressure. Absolutely no pain! I now can choose to add more make up, glam up for an evening or just go out as I am without feeling aesthetically naked. It's time saving and cost saving not buying eye pencils anymore. I'm so delighted!



Left: Rita's beautifully full eyebrows and vibrant and defined eyes after permanent makeup.

The Permanent Makeup Studio
www.permanentmakeup.co.nz
Ph. 09 521 4355 or 021 757 909

STEP 5 For a Skinny Waistline

Brigitte at *Brigitte B*

Rita was not a very difficult case for me. She is not a big person anyway so we used endermologie to reshape her body. The endermologie machine is effective in removing cellulite through lipomassage. We localised the problem areas to Rita's stomach and the top of her legs. Over a matter of weeks she lost 6cm around her stomach. Previously she did not have much of a waistline so I managed to give her one. Rita also changed her way of eating, and exercised regularly which maximised her results. Voila!

Rita

I went to Brigitte twice a week at her peaceful, serene salon in Parnell for body re-shaping and endermologie treatments. My main problem areas were around my torso and hips. I felt like a box with no waistline and love handles were bulging over the sides of my pants. Brigitte used a handheld motorised machine with independent rollers which gently suction along the body to get rid of cellulite and eliminate toxins. It really worked - I now can proudly wear slimming tops and feel as though I have a figure to show them off.



Brigitte B
www.brigitteb.co.nz
Ph. 09 377 9294 or 0274 748 658

STEP 6 For a Toned Body

Tracey *Power Plate*

Rita had about ten sessions with me at Powerplate training and over the course of a few weeks she has gained a much more toned and slimmer body. The thought of spending hours working out is always less appealing after a hard day's work, which is why Powerplate training is so effective. Anyone can enjoy many of the benefits of regular exercise - a toned body, improved flexibility, better circulation, increased stamina and fitness levels - in just three 15 minute sessions per week. Powerplate stimulates the mind, improves concentration and contributes to an overall feeling of well being, all of which helps to eliminate the effects of daily stress.

Power Plate
www.powerplate.com
Ph. 09 522 4175

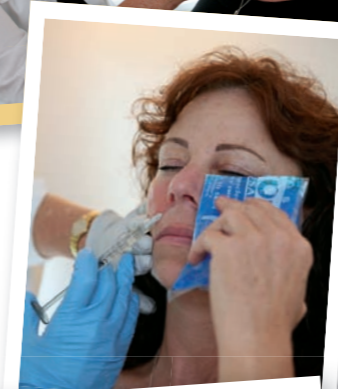


Rita

At Powerplate training Tracy gives you 100% of her time, attention and energy. The vibration training works by transmitting waves of energy throughout the body which activates muscle contractions between 25 - 50 times per second. This workout also improves blood circulation, increases muscle strength and flexibility, and minimises cellulite. You only need to workout 15 minutes three times a week. This is a great solution for people with little time to exercise and I really enjoyed it. Who can't fit 15 minutes into their day?



Top: Rita undergoing filler treatment with Linda and bottom, Rita's fuller, smoother smile following the treatment.



STEP 7 For Fuller Lips

Linda Gormly R.N *Refresh Skin Clinic*

Rita has always loved using lipstick but years of enjoying the outdoors has left Rita with ill-defined lip border and deep nasolabial lines. An injectable gel made of hyaluronic acid called JuvedermUltra, with lidocaine, was used for the vermilion border and JervadermUltra Plus with lidocaine was used for the nasolabial area. Rita found the procedure quite comfortable. The result is a full, sensuous mouth and a smoother, softer look when she smiles.

Refresh Skin Clinic
Ph. 09 576 7450

Rita

I met with Linda at her lovely home based clinic. Linda explained in detail the dermal fill procedure, and expertly examined my face as we discussed where she felt I needed treatment. The product she used is called "Juvederm". It contains a numbing ingredient to take the slight sting out of the injection and is said to last up to one year. She first applied the product into my sadly sunken creases around my cheeks and nose... Wow the results were instant! My face no longer seems to have the long sad aging look. Secondly Linda continued onto the boarder of my lip line. Now my lipstick doesn't run into the lines around my lips. I'm so pleased with the results, it's an experience I'd happily do again.

STEP 8 For Younger Looking Skin

Sue Crake *Finesse Face and Body Clinic*

I began Rita's skin makeover with a PureFace Microdermabrasion treatment to remove dead skin and sun damaged cells, and an ultrasonic Vitamin C and E infusion. This was followed by IPL which successfully treated the severe pigmentation and sun damage on Rita's face, neck and décolletage. A series of Microtone non-surgical facelift treatments (using a 3rd generation microcurrent machine) firmed and lifted muscles in the face and neck, with special focus on Rita's jawline and eyelids. This also improved circulation and lymphatic drainage. Rita also had Aspect peels. Aspect is an outstanding organic cosmeceutical range from Australia, and she also used a product kit to prep her skin for the treatments. I performed lactobotanical peels of increasing strengths, and one Retinol Brulee peel. The overall effect of the treatment programme was a significantly more even toned, dewy and radiant complexion, with plumper cells. Rita's skin looks noticeably younger, fresher and healthier.

Finesse Face and Body Clinic
Ph. 09 520 5331



Above: Rita's chest prior to IPL treatments; Right: The stunning result.

Rita

Sue has been just amazing, providing treatments at least twice a week. Here I am a woman in her fifties, working outdoors with a history of summers on the beach lathered up in cocoa butter and baby oil. You get the picture – sun damage. My dry skin, face and chest covered in aging lines and brown spots. For the non-surgical facelift she carefully placed small pads and hand held probes along my face. A gentle micro-current flows through the pads stimulating the facial muscles – unseemingly relaxing. Next Sue followed with treatments including cleansing, exfoliating and microdermabrasion. The IPL feels like hot little pings as it flicks ever so lightly onto the surface of the skin. My face and neck felt warm for only a few minutes. Within one week nearly all of my ugly brown spots were gone! Sue continued with cleansing and clearing away any remaining dead skin nourishing my face with chemical-free, hypoallergenic products revealing fresher, even toned skin. The IPL along with the non surgical facelift have worked together to make my skin more youthful in a short period of time.

STEP 9 For a Glamorous Look

Trina *Zen Hair and Make Up*

We started by talking with Rita about her wants and needs for her hair – taking into consideration her outdoor lifestyle and the fact that she wanted to keep most of the length. With her colour she wanted to see a difference, but not have too much of a change as it would require maintenance. We chose the colour nutmeg from our spice range which added warmth to enhance her skin tone with some chocolate panels to fall around her face and some veiled copper shots to give her a lift. We decided to trim the length then add a random selection of layers while point cut shaping around her face; all of which works well with her hair whether worn curly or straight. A youthful practical style and colour that frames and accentuates her face.

Zen Hair and Makeup
Ph. 09 483 7508



The finishing touches are carried out by Trina.

Rita

I really thought Trina was a great hairdresser. She did an outstanding job on my hair and makeup and made me look really different. I'd happily go back to her any day.

A Better Woman

Rita's Final Result

After turning 50 I seem to have lost myself. I'd reached this milestone only to discover my hormones had changed my skin, face and body. Not unlike most women my age, a busy mother, partner and running a small business I seemed to be always trying to fulfil everyone's needs only to forget about my own. They say, "Life should be about the person you are inside." Yet it's incredible what the physical does for the mental! This makeover has been a blessing and I wouldn't have normally had the means to do this on my own. Each person I met with throughout this makeover was lovely and so unique in their own way. I honestly couldn't recommend them highly enough! They each provided me with personalised, attentive and exceptional service. With softer skin, a brighter smile, a flattering figure and a renewed look, I couldn't be happier with the results! I now feel motivated, confident and happy about what's around the corner. Having this makeover has not only improved my appearance but mentally empowered me to be a better woman. Thanks to everyone for their help and a special thanks to Beautiful You for this truly life changing experience! 



“They say, “Life should be about the person you are inside.” Yet it's incredible what the physical does for the mental!”



WIN! A \$10,000 Non Surgical Makeover!*

Simply email us with a current pic and tell us why you deserve to win! Winner to appear in a 6 page feature in the Spring issue of Beautiful You.

Email to charone@beautifulyou.co.nz or post to Non Surgical Makeover Competition, PO Box 90693, Auckland Mail Centre 1142. Competition closing date July 31st 09.

*Terms and conditions apply. All travel costs at Winner's own expense. Winner must be available for treatments when booked. Full consultation with Winner on treatments required at Editor's discretion.