



# GENLUX

MAGAZINE

SUMMER IN PARIS! FASHION ISSUE!

# Looking 10 Years Younger is a Decision...Not a Dream.

Sure, you can age "gracefully"... but why not just put it off about a decade or two. Here's how:

By Dr. Alice S. Pien M.D.  
AMA Corp Medical Director



Healing and  
transformation  
through light™

After years of research and clinical development starting back in 1999, American Medical Aesthetics has emerged as a world-class leading provider of advanced laser procedures for all skin types and conditions. "As educating patients is a key component of the highest degree of patient care", says Asher Milgrom, CEO of AMA Corp, "the following are just a few basic insights into our advanced protocols:"

## Holistic, Multiple-Modality Protocols

Lasers are special because of their precision and accuracy. A laser emits one simple frequency of purified light that can "zero in" on a specific target, allowing the specialist to choose just the right tool for a specific purpose. The higher the "target specificity", the lower the required energy, which means fewer side effects, less down-time and minimal risk. This presents a challenge to the medical aesthetic specialist in that many expensive lasers must be purchased in order to offer a comprehensive variety of services...an enormous investment that AMA Corp continues to make. Consequently, our experience with so many different types of lasers has allowed us to develop unique protocols that integrate multiple modalities and that allow an extraordinary range of customized treatments for each individual patient.

## "An art, not just science"

Procedures done well are holistic in nature. By using our unique Multiple Modality Protocols, we have learned how to



Keylee Sanders, a happy AMA patient, TV Host, former Miss Teen USA and currently the co-executive director of Miss California USA and Miss California Teen USA.

Photo: Peter Dault

stimulate the body's natural resources, physiologically transforming the skin to a much younger state, and enabling it to perform as it did when youthful, before aging and lifestyle stresses took their toll. Lasers and other hi-tech light-energy devices can also stimulate the immune system, detoxify the skin, remove old collagen and stimulate the production of new collagen. It is truly a partnership between our technology and protocols and the patients own physiology. The result is dramatically healthier, more radiant and youthful skin that appears completely natural and genuine... because it is exactly that.

American Medical Aesthetics' expertise has now expanded beyond laser modalities to include LED Photo-Modulation and Photo-dynamic Therapy with Blue Light and ALA (amino-levulinic acid). LED Photo-Modulation represents the newest light-energy device recently approved by the FDA for a variety of aesthetic skin treatments. **Call now to schedule your complimentary consultation.**

### American Medical Aesthetics Corp.

2302 Martin Street, Suite 400  
Irvine, CA 92612  
(949) 428-4500

### Santa Monica Location:

1519 6th Street, Suite 100  
Santa Monica, CA 90401  
(310) 460-2444  
[www.AMACorp.com](http://www.AMACorp.com)

### AMA CP5™ Non-Surgical Laser Face-Lift

Five separate procedures treating all layers of the skin in one comprehensive treatment. Safe, comfortable, and no down-time. By using our Holistic, Multiple Modality Protocols, we have learned how to stimulate the body's natural resources, physiologically transforming the skin to a much younger state. The result is dramatically healthier, more radiant and youthful skin that appears completely natural and genuine ... because it is.

#### Laser Procedure One:

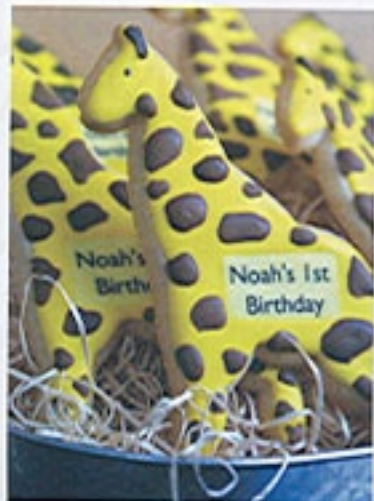
Pigmented discoloration, targeting melanin, color blending, sun damage and age spot removal. **Procedure Two:** Removing vascular discoloration, spider veins, broken capillaries, cherry angiomas, redness and Rosacea. **Procedure**

**Three:** Deep collagen regeneration and remodeling, causing wrinkle reduction. Removes old deteriorating collagen. Induces the formation of new young collagen, tightening and lifting the skin. **Procedure Four:** Epidermal resurfacing (peel) and accelerated regeneration. Removing 50% of the top layer of dead skin, which eliminates surface imperfections, roughness, fine lines, wrinkles and discoloration.

**Procedure Five:** Amber LED Photo-Modulation: Newest FDA approved light-energy device dramatically increasing collagen production and reducing cellular damage. **Post-Op Medical Aesthetician Facial.** Two full one-hour customized facials are included in your CP5 series.

# GENLUXSHOP

## FILE FACTS



### ROLLING IN DOUGH COOKIES

For most sisters, gathering in the kitchen would mean one big, messy fight. Not so for sisters Jenni and Michelle. Their company, Rolling in Dough Cookies, makes melt-in-your-mouth customized sugar cookies for companies like Juicy Couture, NBC and New Line Cinema. Their "recipe" for success? "Love!" say the sisters, "because thanks to God, we know love never fails!" 818-767-8811 [Rollingindoughcookies.com](http://Rollingindoughcookies.com)



### RITA HAZAN

One Night Only! Well, OK, every five weeks, Rita Hazan and her talented team of New Yorkers pack up and head out West to color some of the most famous tresses in town. (cough) Jennifer Lopez, Jessica Simpson (cough). For one day, Rita opens the doors of Jordan's Enchanted Cottage to minions like you and me. Afterward, you can take a short stroll down to Robertson, eat lunch at The Ivy and pop into Kitson for the complete celeb experience, sans paparazzi, of course. Appointments: 212-734-4757 [Ritalazansalon.com](http://Ritalazansalon.com)

### BLISS SPA LOS ANGELES AT THE W HOTEL

Rejoice, Angelenos, Bliss Spa has finally arrived! Located at the W hotel in Westwood, with over 7,000 square feet of prime pampering space, this is the place to go to relax, unwind, indulge in Bliss's signature treatments and more. If you're going in for a Blissage (that's a massage in Bliss lingo), Lacey Sanders is the woman to add to your rolodex. 930 Hilgard Ave, Los Angeles 90024 323-930-0330 [blissworld.com](http://blissworld.com)



### GIRL'S NIGHT OUT WITH FAIRMONT MIRAMAR AND WILLOW SPA

If you consider your stay at the hospital while giving birth to your child the last vacation you had, we suggest you check out Fairmont Miramar and Willow Spa's "Girl's Night Out" package. The package includes accommodations in the hotel's exclusive bungalows featuring personalized service from the bungalows' own dedicated concierge, Lawrence K.; Pommery Pink POP Rosé Champagne, a Pommery tee, pedicure kit, and a choice of three girly-themed tapas menus delivered to your door: "The Good Girl" (healthy, organic fare), "The Bad Girl" (pizza, buffalo wings), or the "The Spoiled Girl" (lobster, caviar). 101 Wilshire Blvd, Santa Monica 310-576-7777 [Fairmont.com](http://Fairmont.com)

Incorporate a spa element into the night with one of three distinctive treatments from Santa Monica's Willow Spa. Choose from such treatments as the Green Tea, Lime and Bamboo Body Balance, Citrus Revitalizing Body Treatment, and Herbal Thai Escape. Each treatment is 90 minutes and includes Willow Spa's custom loungewear and aromatherapy mist spray. Available Friday and Saturday, \$299 and up. Willow Spa 3127 Santa Monica Blvd, Santa Monica 90404 310-453-9004, [willowspa.com](http://willowspa.com)



### AMERICAN MEDICAL AESTHETICS

Oh, the pain and agony! Lasers have never been a pleasant experience. That is, unless you visit American Medical Aesthetics. Specializing in cosmetic laser treatments, the center combines traditional medicine with holistic procedures to enhance the natural healing and regenerative capabilities of the skin, not to mention a "PPP" (painless-as-possible procedure). AMA's state-of-the-art lasers treat a variety of skin conditions including scarring, pockmarked skin, cystic acne, chronic ingrown hairs, permanent hair removal, melasma, birthmarks, sun spots, rosacea, spider veins, thinning or damaged dermis and, of course, wrinkles. Results are not only long-lasting and natural, but patients will see improvements many months after treatment. For additional locations, go to [amaacorp.com](http://amaacorp.com), 1519 6th St, Santa Monica 90401 310-460-2444 [amaacorp.com](http://amaacorp.com)

