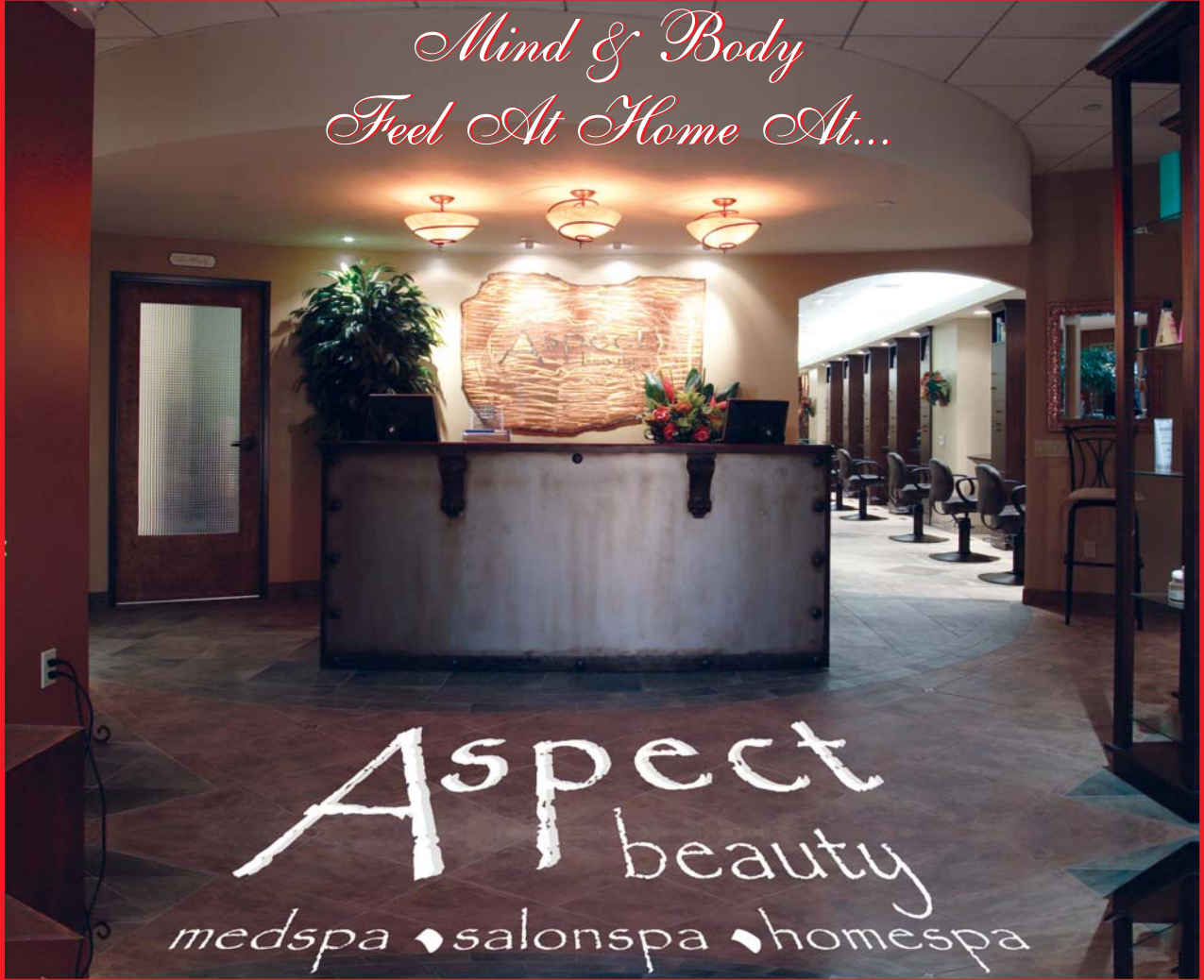


The Tolucan Times and Canyon Crier TM

*Mind & Body
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New MedSpa and SalonSpa – Aspect Beauty Celebrates Grand Opening in Sherman Oaks

By Lynn Fero

Aspect Beauty, a new MedSpa and SalonSpa, is celebrating its Grand Opening at the Westfield Fashion Square in Sherman Oaks. Valley residents now have an innovative new salon right in their own backyard.

Aspect Beauty is no ordinary place to get a hair cut. The décor is more akin to that of a private home than high tech salon, with its custom-made cabinetry and aesthetic artwork. Gavin Lipschitz, president of Aspect Beauty, says, "Aspect is the culmination of years of research and the evaluation of the most progressive treatments." He brings his experience as an executive in the beauty industry for 19 years and he and his team have created a flagship store in Sherman Oaks that they hope to expand to other locations.

The philosophy behind Aspect is to provide their guests with a spa experience in a convenient location. The pomp and pretense of typical Beverly Hills salons is not found here at Aspect. Instead, a friendly, relaxed and unpretentious atmosphere is nurtured to provide the client with a sense of comfort and pleasure. Lipschitz and his team are interested in providing the best and most sophisticated of services – those once reserved only for the rich and famous – accessible and affordable to all their clients.

Aspect consists of two separate zones: a hair salon for beauty and a medspa for medical skincare and laser services. In the medspa, you can select from a variety of medical services, which are supervised by medical director Sam Elias, M.D. Facials are a specialty here including their signature Mineral Layer Facial that uses the resources from gems such as malachite, rhodolite and zincite. Other services include laser hair removal, Botox, Restylane injections, IPL Fotofacials, microdermabrasion, and the unique

GentleWaves® Light Emitting Diode Photomodulation machine.

GentleWaves is a non-invasive procedure used to reduce fine lines, pore size and skin discoloration. After a series of eight, twice-a-week treatments, (and



Watch your special color prescription formula being mixed at the color bar.

then monthly thereafter for maintenance) most people will see a visible difference. And the best part, the treatment process is less than a minute of time where the guest sits in front of a curved panel, wearing protective eye goggles. Other skin rejuvenation therapies may visibly irritate the skin, while the LED Photomodulation system, (the only non-thermal LED device approved by the FDA for wrinkle reduction around the eyes), uses low intensity light-emitting diodes in a process similar to plant photosynthesis to improve the appearance of aging and sun-damaged skin without skin tissue



PHOTOS BY DAVID ESTERSON

Get a free mini-scalp massage at the shampoo spa.

injury or patient discomfort.

Surprisingly, the salonspa is as innovative as the medspa, offering the latest technology in equipment. There are three shampoo spas, which are deep sinks attached to massage tables. The client is fully reclined during their shampoo, which also includes a free mini-scalp massage.

At the color bar,

guests can watch as their customized formulas are mixed. Another state-of-the-art feature is the pair of Climazon color processing machines, which safely cut processing time in half while providing a pleasant aroma.

Aspect Beauty brings the entire experience of beauty to a higher level, sans the snob factor. Their stylists are a team of trained professionals who put the concern of their guests first. Aspect also offers the latest Client-Preference database software. This means that if you have a last minute

event to attend, and your stylist is not available, your color, skincare, and product preference history is readily available. You can get exactly what you want anytime – and at your convenience.

Aspect Beauty is located in the Westfield Fashion Square in Sherman Oaks, at 14006 Riverside Drive. See their ad in this issue for amazing discounts using their Grand Opening coupons. Call (818) 728-0546 for more information. You'll experience aspects of beauty you never imagined possible!