



THE LATEST

trends

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Nordstrom and NewBeauty co-hosted a series of lingerie fashion shows and bra fit clinics across the country to offer women the latest lingerie options, along with basic information about surgical solutions for a variety of breast issues and breast reconstruction. All together, more than 200 models, 400 garments and 1,000 guests participated in these fun and enlightening events in nearly 30 cities. After meeting with customers at the shows, it's evident that women of all shapes, sizes and walks of life have beauty concerns and questions. But one thing I found all these women had in common: Beauty ideals are defined by a woman's own goals and figure, not by fashion, runway or other societal standards.



BEAUTY IS NO TREND—BUT THERE ARE SOME TRENDY CHOICES IN BEAUTY TODAY. A SAWVY BEAUTY CONSUMER DOES HER HOMEWORK.

Giving injectables a shot

Injectables are the hottest trend in beauty today. Predictions show the demand for injectable beauty will easily top 10 million treatments this year and it's possible that 2007 will see the FDA approval of the first true alternative to Botox. We're watching and waiting for Reloxin, and what it—and all the new injectable choices—will deliver. Along with this trend comes confusion: too many names to remember, and now so many places to stop in and "fill up." Cosmetic spas at the mall may be another trend, but the reality is consumers are being put at risk. You may also find cosmetic enhancement treatments available at your dentist's or gynecologist's office. While getting your annual Pap smear and Botox in one visit may be convenient, the reality is the anatomies of your nether regions and skin are very, very different—and so is the training that your gynecologist and plastic surgeon or dermatologist receive. Make these New Year's resolutions when considering injectable treatments:

- > **Look for the brand.** Trust that your doctor is using only FDA-approved brand-name injectables.
- > **Choose expert injectors!** Trust that your injector is not only board certified and skilled, but practicing what they were trained to do with a proven track record and a commitment to your safety and beauty.



A pound of prevention...

Trendy diets come and go, but a healthy, stable weight is a mainstay. In addition to the diet du jour, there are fitness trends, pills, drinks, programs and even surgery. The lap band involves minimally invasive surgery to aid in large volume weight reduction. While skinny jeans are still hanging around, weight is a health and appearance concern relative to body type and personal preferences, not simply a thin ideal. And equally important is understanding that after losing large amounts of weight, there may be a need to reshape excess skin to smaller body proportions. This is serious business and serious surgery that belongs in the hands of expertly trained plastic surgeons dedicated to understanding the surgeries as well as the lifestyle changes necessary for massive weight loss and maintaining healthy weight. Don't miss the Spring issue of NewBeauty for more about bariatric surgery—and body contouring after massive weight loss.