

REFRESHED & *happy*

Hard-working and loving mother-and-daughter duo Janice and Cheryl Willberg enjoy a non-invasive makeover from **ELEVATE** to kick off their spring looks.

BY AMANPREET DHAMI, PHOTOGRAPHY BY ANDY LEE
WARDROBE: COURTESY OF FAULHABER COMMUNICATIONS AND TED BAKER LONDON
JEWELLERY: HOUSE OF CROMWELL

Janice, 58

► Busy and hard-working, Janice loves spending time at her cottage. "I don't have a ton of time for myself, so I'd rather spend my free time in great company."

► Janice grew up with eight siblings and started out as a painter and decorator. When she had kids, she chose to stay home and started working part-time at the grocery store. Today, she manages the meat department as a butcher.

► When we asked Janice about her beauty routine, she says, "I use Dove soap—period." However, Janice always makes time for her hair by going for a touch-up every three weeks.

“MY MOM DESERVES THIS MAKEOVER MORE THAN ANYONE I KNOW. I'VE NEVER MET SOMEONE WHO WORKS HARDER OR IS WILLING TO DROP EVERYTHING FOR EVERYONE ELSE. SHE IS APPROACHING 60 AND STILL WORKS MORE HOURS IN A WEEK THAN MOST PEOPLE.”

—CHERYL

Cheryl, 30

► Cheryl is an on-the-go PR girl who is always mixing, mingling and taking care of her newly launched business, The Publicist Group (publicistgroup.com), a full-service communications agency with a focus on beauty, fashion and food brands.

► This summer, Cheryl is marrying her best friend and boyfriend of five years, Chad, at Reif Estate Winery in Niagara-on-the-Lake, Ont.

► Since she plans so many industry PR events, Cheryl ordinarily provides pampering and top services to editors and media members. She was thrilled to be on the receiving end for a change.

“CHERYL WORKS SO HARD AND ALWAYS PUTS EVERYONE ELSE FIRST. WITH THE NEW BUSINESS, HER WEDDING AND TURNING 30, THIS IS HER YEAR! THE MAKEOVER WAS GREAT, ALLOWING HER TO BE ABLE TO TREAT HERSELF AND SPEND A FEW DAYS WITH HER MOM.”

—JANICE



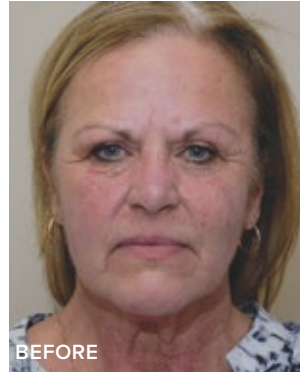
e Be sure to follow up with us at elevatemagazine.com for Janice and Cheryl's results from their full VivierSkin regimen and in-office skin-care procedures.

RADIANT & *rejuvenated*

FRESHENED FACE
DR. CORY S. GOLDBERG,
MD, FRCS, FACS,
Cosmetic plastic and
craniofacial surgeon
corygoldbergmd.com

Since Janice is a bit older and worshipped the sun from a young age, she showed typical signs of advanced physical aging. "She showed a lot of expression and worry lines, extensive glabellas and forehead lines and crow's feet," explains Dr. Goldberg. "Overall, Janice's volume loss was very significant, especially in the jowls and neck. The use of fillers for the jowls is more of a camouflage technique, as you can inject filler around these areas, but you can't lift anything." To address the jowls, fully invasive surgery would be required. "With the neck, you can't address it with fillers at all," he clarifies.

According to Dr. Goldberg, Janice is on the threshold of results, as fillers and injectables can't address her skin's surface and extensive sun damage. Janice would benefit from a skin-tightening procedure called Thermage: "Our skin is our canvas," he says. Janice needs "a topical skin-care plan, oral nutraceuticals for added nutrients to the skin and thermal skin-tightening procedures for a smoother finish." The ideal results would be achieved with all of the above, plus a surgical neck and facelift because of the amount of loose skin.



BEFORE

COST Dysport, 92 units, \$900;
Restylane and Perlane, 12 cc's,
\$6,000

SKIN REGIMEN START-UP
PETRA HUGHES, Head Medical
Aesthetician
Edelstein Cosmetic,
edelsteincosmetic.com

The next step: Janice's skin consultation with Petra Hughes of Edelstein Cosmetic. "At first glance, Janice had lots of hyperpigmentation, redness, sensitive-looking areas and dullness due to a lack of exfoliation." Hughes put together a comprehensive at-home care system from Vivier Pharma, a Canadian medical skin-care line sold only in medical offices. Vivier prides itself on combining a variety of active ingredients into each formula to give patients immediate results.

Janice's SKIN PRESCRIPTION

VivierSkin Vitamin C Scrub, \$39
This scrub evens out skin tone and texture to allow for better product absorption



VivierSkin Retinol 1% Night Repair, \$98
This complex improves wrinkles and skin texture

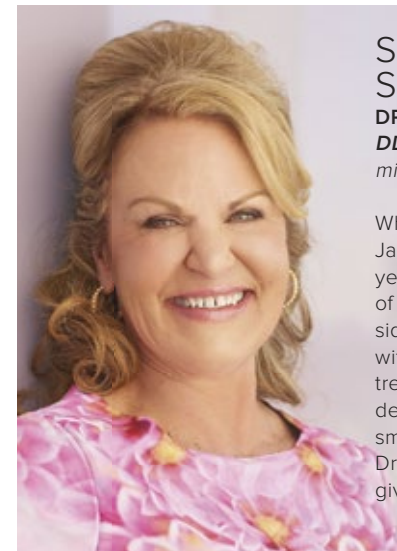


VivierSkin Wrinkle Relief System, \$286 Rich in antioxidants, this wrinkle treatment system hydrates skin and targets deep lines, wrinkles and skin laxity



Two SkinTx Jessner Plus professional resurfacing procedures, \$195 each

These peels address sun damage and smoothen and tighten the skin. The 15-minute in-office treatment causes mild peeling and flaking for three to five days and restores skin's youthful glow



SPEEDY SMILE UPDATE
DR. VASANT RAMLAGGAN,
DDS, *Midtown Dental,*
midtowndental.ca

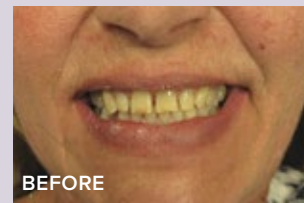
When Dr. Ramlaggan met with Janice, her teeth were quite yellow and showed signs of wear and damage at the sides. "Janice was provided with an in-office whitening treatment with a registered dental professional to give her smile a quick update," explains Dr. Ramlaggan. "She was also given a take-home kit and

custom-fitted trays to enhance and maintain the results of her in-office session."

However, Dr. Ramlaggan felt that Janice could benefit from a more involved, invasive dental overhaul to get her teeth back to their optimal health and appearance. "She has a lot of wear on the edges of her teeth, unaligned teeth, spaces and damage due to grinding, abrasion and buildup," explains Dr. Ramlaggan. She could benefit from a straightening and smile makeover to improve the length and proportions of her teeth, close up gaps, correct

lower crowding and achieve a better bite and smile overall. Such a makeover would give her a more youthful appearance. Building back her shortened teeth would also reduce her facial wrinkle lines, he explains.

COST
Whitening treatment, \$595



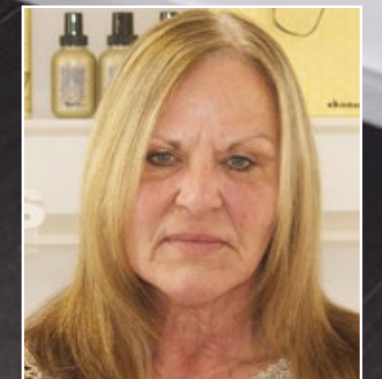
BEFORE



HAIR UPGRADE

DOMENIC IANNUZZI,
Hairstylist, Ikon Salon,
ikonsalon.ca

When Domenic first met with Janice, she mentioned that she was having trouble growing her hair past a certain length for Cheryl's wedding. Recognizing this, Iannuzzi reshaped her hair into a flattering, elongated look by removing bulk and weight from the sides to prevent flatness at the top and wideness at the cheeks. "This creates an illusion of length," says Iannuzzi. "The style is much softer and grows out well." For colour, Ani Travassos, Ikon's lead colourist, gave Janice a fresh start. There was too much going on in terms of colour, so she added depth by enriching her base colour with natural tones, followed by dimensional highlights throughout the new cut.



NOURISHING & COMPLEMENTARY MINERAL MAKEUP

JENNA SARDO,
National Glo Educator, glo minerals
canada.gloprofessional.com

Glo minerals makeup works to transform the skin as it protects the skin and provides dermatological results. Known for use after chemical peels, injectables and laser procedures, this line will give Janice and Cheryl healthier, more luminous complexions. Rich in minerals and nourishing ingredients, glo minerals protects and enhances a patient's results after treatment.

GLOWING & FRESH FOR DAY

Janice tends to work outdoors or in environments with dry air, so Sardo wanted her daily makeup look to be dewy and fresh. She used Luxe Liquid Foundation (\$64), which provides luminosity, moisture and

UV protection. Next, she used glo minerals Redness Relief Powder (\$32), with calming agents like honeysuckle, green tea, caffeine and zinc oxide, to negate the redness on Janice's skin. Although these were only two of the many products applied, Janice commented on how light the makeup feels when worn and how it lets her skin breathe.

SUGAR PLUM BEAUTY FOR EVENING

Janice likes to play with more colour for evening, so she centred on a plum smokey eye, using the Eye Shadow Trio in Amethyst (\$34) to complement her green eyes, and a rich berry lip colour. To brighten and open up her eyes, Sardo applied a thin liner on the upper lids and Precision Eye Pencil in Peach (\$16) on her waterline.

CONFIDENT & *beautiful*

FULL & YOUTHFUL
WITH INJECTABLES FROM
DR. GOLDBERG

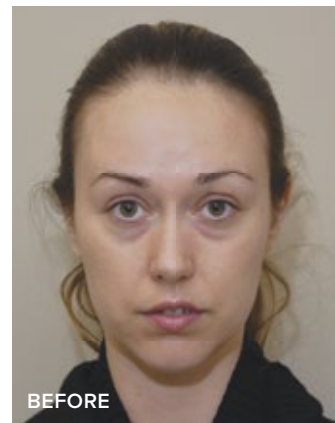
When it came to injectables, Cheryl got a mixture of treatments based on her own personal concerns and some expert advice from Dr. Goldberg. "Cheryl was concerned about her lower eyelids and lips," explains Dr. Goldberg. "Her cheeks were hollowing, and the impact was visible in the form of sagging in her lower lids, bags under her eyes and tear troughs under her eyelids. There was also a bit of asymmetry to her nose, and her chin was a bit back, throwing off the balance of her profile. Cheryl was a great candidate because all of her goals and the issues I observed were within the scope of products like Restylane, Perlane and Dysport."

To address the asymmetry in her nose and profile, tear troughs, cheeks, chin and upper lip, Dr. Goldberg used the fillers Restylane and Perlane to add volume. When injecting the filler into her eyelids and tear troughs, Dr. Goldberg used a cannula to reduce swelling and bruising caused by the products. (Cheryl still had bruising in one eye because her skin in particular is very sensitive.) This precise technique also creates a smoother finish without any bumps. Dr. Goldberg also used Dysport, a hyaluronic acid injectable that works to disable facial muscle to prevent the formation of lines and wrinkles. This alleviated Cheryl's worry lines, forehead creases and crow's feet around the eyes.

COST Dysport, 40 units, \$300;
Restylane and Perlane, 5 cc's,
\$2,500

**COMPLEXION
ENHANCEMENT**
WITH VIVIERSKIN & EDELSTEIN
COSMETIC vivierpharma.com,
edelsteincosmetic.com

In contrast to Janice, Cheryl already had a pre-existing skin regimen, but the ingredients weren't active enough to get the results she wanted. "Cheryl is young and beautiful, but I noticed the beginnings of sun damage," explains Hughes. "Her skin showed mild discoloration, and she also had mild acne scarring and visibly large pores on her cheeks." To help Cheryl achieve the best skin for her wedding day, Hughes recommended higher-quality medical-grade skin-care products from Vivier Pharma:



PEARLY WHITES
FROM MIDTOWN DENTAL'S
DR. VASANT RAMLAGGAN

Cheryl was a great candidate for teeth whitening (\$595) as her teeth were yellow in colour without showing a lot of other damage. Cheryl didn't have any large fillings on her front teeth, so there was no need for post-whitening colour correction. Prior to treatment, Cheryl and Janice were given a pre-treatment regimen to reduce sensitivity. Delicate areas were also avoided during the procedures.

For best results, Cheryl was asked to avoid darkly coloured foods and drinks. After treatment on the same night



and the next day, the patient will experience "zings," which are sensations of sensitivity and pain. Additionally, the patient needs to be careful not to grind pre-damaged teeth, which become more prone to sensitivity. Cheryl's teeth can remain white if she gets regular cleanings done and reduces her exposure to staining foods and drinks.

Cheryl's SKIN PRESCRIPTION

VivierSkin Dark Circle Diminishing Eye Cream, \$70
This vitamin K cream treats under-eye circles, reduces puffiness and prevents fine lines



VivierSkin Vitamin C Scrub, \$39
This scrub increases brightness, tone and texture and allows for better product absorption

SkinTx Restore System [SkinTx Skin Treatment System?], complete with SkinTX #3 Kit & 2 SkinTX Jessner Plus Treatments, \$889 The strong active ingredients, high-quality creams and medical-grade retinol in this kit reduce pore size and exfoliate dead skin cells. Cheryl's in-office peels will be done two months apart to provide long-lasting radiance and help improve pore size, fine lines and early signs of sun damage



BLONDE BOMBSHELL
FROM IKON SALON'S
DOMENICIANNUZZI

Iannuzzi kept Cheryl's upcoming wedding in mind: "I assessed her hair condition, texture, face shape and height and asked her to show me a picture of her wedding dress," says Iannuzzi. "I completely reshaped Cheryl's hair by dry-cutting layers throughout her grown out hair." The results were instant and super-sexy. "Think Victoria Secret," says Iannuzzi. "By unlocking movement with the layers, Cheryl's new hair cut can be styled in a number of ways, including naturally smooth, pulled back, up or with soft waves." Cheryl's previous colour was growing out, so we had a fantastic platform to work with. We created a blonde-bombshell look by adding strategically placed lighter pops of blonde to a full head of classic foil highlights. "This complemented Cheryl's new long-layer cut by adding movement and texture."



A COSMETIC REFRESH
FROM GLO PROFESSIONAL'S
JENNA SARDO

Cheryl is busy so Sardo provided easy-to-apply, multi-tasking products to create simple but stunning looks. Since Cheryl cannot touch up her lips often, the long wearing Suede Matte Crayon (\$17) is a must-have!

EASY & EARTHY GLOW FOR DAY
"Cheryl struggles with applying eyeshadow, so a user-friendly palette with soft hues of brown and gold [Metallic Smokey Eye Kit, \$45] is perfect," as natural hues blend easier. For her bronzer and highlighter, the Shimmer Brick in Luster (\$38) is a multi-purpose tool for a quick fix.

DARK & STORMY FOR EVENING
The night look centres on a smokey eye, using the Smokey Eye Kit (\$45) and Graphic Liner (\$23) and a wine-coloured lip. Unlike other shadows, glo minerals eyeshadows contain vitamins A, C and E, as well as green tea extract, to nourish the delicate eye area. ☺

