

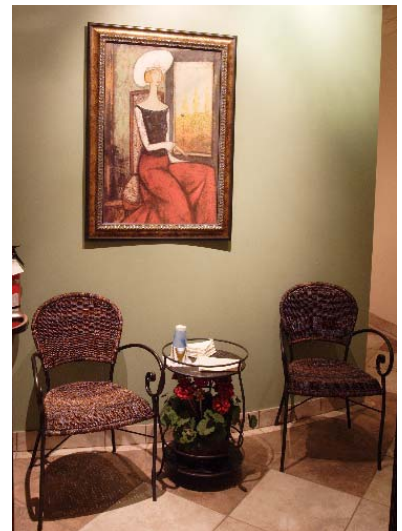
## MIND AND BODY FEEL AT HOME AT ASPECT BEAUTY MINERAL LAYER FACIALS, MINERAL MAKEUP, COLOR BAR, SHAMPOO SPAS & CUSTOMIZED FACIALS ARE UNIQUE ASPECTS TO THIS SERENE NEW L.A. OASIS



(Los Angeles) – In Los Angeles, women don't have to drive far to find a med spa located within a doctor's office, but it is rare to find one that truly embodies warmth within an inviting atmosphere, *and* offers the possibility to walk in without an appointment, along with convenience, discretion, comfort, high quality and safety.

“People should feel as if they're walking into an inviting home when they enter **Aspect Beauty**, which was the result of years of thorough research of medical spas, skin spas and hair salons, and evaluating the most progressive treatments to

achieve problem solving results and, as such, satisfy the discerning L.A. consumer,” states **Gavin Lipschitz**, President of Aspect Beauty, an innovative medspa and salon conveniently located next to Macy's department store in the Sherman Oaks district of Los Angeles. “While Aspect is easily accessible to passersby, our goal is to always maintain the highest quality standards and practices found at any high-end destination spa or aesthetic medical facility, coupled with rigorous customer service to create an extraordinary guest experience every time.”



Aspect Beauty is comprised of a medspa and hair salon, along with an expansive retail area that offers prestigious haircare, cosmetics and cosmeceutical brands. The 2800-square-foot space is eclectically decorated with earthy tones—olives, siennas, rusts, coppers and golds—and distressed custom wood cabinetry in walnut and tobacco-colored finishes, colors to evoke the feeling of warmth, ease and peacefulness. Three Shampoo Spas and a Color Bar “highlight” the hair salon, while guests can enjoy facials and medical services in four beautifully appointed treatment rooms in the medspa.

Spa Location: 14006 Riverside Drive, #273 Sherman Oaks, CA 91423

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Spa Director **Kristie Deitz**, a veteran of the medical spa industry, heads Aspect's medspa division. "Featuring the most talented aestheticians with advanced education and training in medical environments is integral to ensuring professionalism, comfort and safety which all of our guests demand," states Deitz. "We also start each facial with a detailed skin analysis so that each treatment caters to the needs of the individual." Because all medical services are performed under the supervision of Aspect's medical director **Sam Elias, M.D.**, there are Physician's Assistants, Nurse Practitioners and Registered

Nurses to perform services such as laser hair removal, Botox and Restylane injections, IPL Fotofacials, Gentlewaves LED photomodulation treatments, and aminolevulanic acid treatments for Acne.

The pampering **Aspect Signature Mineral Layer Facial** (55 minutes; \$90.00) is the spa's **Signature Treatment**, which uses natural mineral resources from gems such as **malachite, rhodolite** and **zincite** to regenerate, nurture and hydrate the skin. Great for normal to combination type skin, rhodolite contains manganese, aloe and sage oil, which heal skin, and improve circulation and overall skin condition. Appropriate for dry and aging skin, malachite contains copper and aloe, which increase the production of collagen and elastin, as well as filter out UV rays and pollution; malachite also contains jade cypress oil, which comforts and relaxes tired skin. Zincite contains zinc and aloe, which heal skin and protect against UV rays, and also contains kunzea oil, which is anti-inflammatory. Pure and refreshing, Aspect's Signature Mineral Layer Facial includes skin analysis, cleansing, exfoliation, extraction, massage, mask, and hydrating the face, neck and décolleté, as well as a relaxing hand massage. It is appropriate for any skin type, and can be combined with microdermabrasion.



Treatments at the medspa in addition to those listed above include: medical-grade microdermabrasion using 180-grit Hungarian crystals; gentlemen's facials; back facials; acne facials; mini facials; pumpkin enzyme treatments; customized peels using glycolic, salicylic, lactic or pyruvic acids; hand/foot paraffin treatments; makeup application; and waxing. Skincare brands that are incorporated into Aspect's facials include pharmaceutical-grade products by **Nicole B Taylor, IS Clinical, Ultraceuticals, Somme Institute, and Medicalia.**



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Following any facial, laser hair removal, microdermabrasion, or any other medical treatment, Aspect Beauty recommends that its guests apply its exclusive **Nicole B Taylor mineral makeup**, a healthy skin, results-oriented brand that includes foundations, blushes, enhancers, rice setting powders, and shadows. This makeup contains pure micronized minerals such as iron oxides, chromium oxide greens, ferric ferrocyanide, manganese violet and ultramarines, whose pigments render natural colors, as well as other minerals such as titanium dioxide and zinc oxide, which primarily provide maximum protection against UVA and UVB rays. Zinc has anti-inflammatory properties which make this makeup beneficial for acne- and rosacea-prone skin, as well as sensitive skin in general, as these minerals decrease irritation and redness, and help the skin breathe and function normally. Pure in ingredients with no fillers, talc, lanolin, fragrances, oils, synthetics, alcohol, or dyes, the Nicole B Taylor mineral makeup does not clog pores, and unlike other cosmetics, they reflect light rather than absorb it, resulting in a brighter, healthier and more radiant complexion.

**Tami De Vries**, Director of Operations for Aspect Beauty, incorporates Nicole B Taylor mineral makeup into the treatment protocols and the home care prescriptions. She explains, “The natural sun protection and purity make the products ideal for post-laser and post-microdermabrasion application, when skin becomes more prone to sun damage. The lightweight qualities of the powders and shadows make the application on cleansed skin easy.” The powders can be applied with moisturizers, but should not be used in combination with petroleum-based products. Nicole B Taylor offers high-quality sponges and a variety of brushes.

In Aspect’s hair salon section, guests lay down on comforting massage beds to get their hair washed and receive a mini scalp massage at one of three unique and luxurious **Shampoo Spas**, in addition to consult color charts or watch colorists mix haircolor formulas up close at the spectacular **Color Bar**, which is in the middle of the salon. There are also two Climazon color processing machines which reduce processing time and ten stylists’ stations. Aspect offers shampoos, cuts, styling, coloring, relaxers, perms, deep conditioning and scalp treatments, and color correction. Aspect incorporates **Artego**, an Italian crème-based haircolor brand with low-ammonia content; and offers various other product brands during the salon services and, subsequently, available for purchase in the retail area, including **Therapy G** (for fine thinning hair), **Therapy M** (moisturizing shampoos, conditioners and styling aids which are rice protein-based), **Essence of Fruit**, and **Alonzo**.

Aspect Beauty also offers packages and gift cards, and is located at **14006 Riverside Drive #273, Sherman Oaks, California**. For more information about Aspect Beauty, please visit the website at [www.aspectbeauty.com](http://www.aspectbeauty.com) or call the medspa/salonspa at **818-728-0546**.

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