

INSIDE: *Fall Fashion / Kitchen Trends / De-Clutter! / Childhelp Turns 50 / Cardio Tennis / Teach for America*

phoenixWoman™

"FOCUSED, FUN AND FIERCELY LOCAL."
September/October Issue 2009

phoenixWoman.com



pW PROFILE:

Lin Sue Cooney

GET TO KNOW
CHANNEL 12'S
AWARD-WINNING
ANCHOR

pW SPECIAL INSERTS:

2009 GUIDE

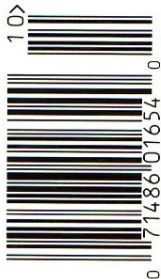
to Valley Women Physicians

SUSAN G. KOMEN
FOR THE CURE 

+PLUS

**VALLEY RESORT
GETAWAYS**
PLAN THE
ULTIMATE
'STAYCATION'

LASER FOR LESS SMART BUYS FOR HIGH-TECH BEAUTY



Contents DEPARTMENTS

Fortune

86 **HOME**

52



14 **SMART BUY** Look Lavish for Less Cutting-Edge Beauty for the Rest of Us

How Teach for America Benefits Teachers and Children

Life

- 50 **FARE**
That's Italian!
Indulge in a Taste of the Old World
- 52 **FASHION**
Fall Fashion
The Trend for 2009: Update the Classics
- 59 **ESCAPE**
Plan a Resort & Spa Escape
The Ultimate Getaway
Is Right Here In the Valley
- 65 **SPECIAL INSERT**
Susan G. Komen for the Cure
Fighting Breast Cancer with
Heart, Body and Soul
- 82 **FASHION**
The Next Fashion Mecca?
Phoenix Fashion Week
Supports Local Designers

96 **EVENTS OF NOTE**

Self

- 98 **BEAUTY**
Remove and Improve
Can Fat Transfer Reshape Your Body?
- 100 **PASSAGE**
Standing Up to Breast Cancer
Performer Laura Fial Sings for Life
- 102 **FITNESS**
Top Form
Shape Up with Cardio Tennis

Discovery

- 106 **ARTS**
Latino Perspectives
'Locals Only' at Phoenix Art Museum
- 108 **TECHNOLOGY**
New Technology
Our Newest Allies In the Fight
Against Breast Cancer
- 112 **HERITAGE**
Nellie Cashman
Proprietress and Prospector

50



Look Lavish for Less

Cutting-Edge Beauty for the Rest of Us

by Meryl Veramonti

It's no secret that the world of skincare has evolved far beyond the anti-aging arsenals we stockpile in our medicine cabinets. Many women have begun to replace creams and scrubs with the immediate results of lasers. Even those who once went under the knife for flawless perfection are now opting for less invasive touch-ups from laser and light-based therapies. Unfortunately, this high-tech, non-surgical path to looking good can be a pricey endeavor.

Medical spas across the country charge for laser skin treatments at package costs well into the thousands. To beauty conscious women on a budget, these modern med spa treatments are simply too costly—or are they? Those of you who think going to a med spa is out of your price range may be pleasantly surprised; high-tech beauty can indeed fit within your budget if you know where to look.

Phoenix Woman recently discovered National Laser Institute, the Valley's best-kept secret when it comes to finding popular treatments from laser hair removal to photofacial skin rejuvenation for greatly reduced prices. Most treatments offered are 50 to 75 percent below average retail cost.

National Laser Institute is one of the country's largest and most respected educational campuses for the sophisticated field of medical aesthetics. The institute specializes in advanced laser skin training, teaching Arizona physicians, nurses, aestheticians and laser technicians how to perform today's most requested laser skin treatments with the highest level of safety and client satisfaction.



SERVICE AND SAVINGS

Clients of National Laser Institute have two options: They can receive a treatment given by one of the school's cosmetic laser or injectable procedure instructors in a one-on-one setting, or they can opt for a treatment given by a medical aesthetics student team, supervised by an expert instructor for greater savings. During school sessions, med spa clients can look forward to the same glamorous treatment they would anywhere else in the Valley. You can expect skilled attention to detail in an unparalleled educational setting.

The savings are exceptional. For example, a student-given photofacial skin rejuvenation costs \$75 at National Laser Institute—compared with around \$350 at average retail. Botox is \$7 per unit and Juvederm dermal filler is \$250 per syringe when clients opt to have supervised students perform the procedures.

Before any laser, light or injectable treatment is performed, a first-time client receives a full skin consultation in addition to the requested skin service. The consultation addresses your skin type, skin product habits, concerns and skin history details, which are

Those of you who think going to a med spa is out of your price range may be pleasantly surprised; high-tech beauty can indeed fit within your budget if you know where to look.



factored into the type of treatment you receive.

Following consultation, clients are greeted by a student and led into a private, luxury med spa room. There, the student and instructor discuss the client's skin needs and concerns before addressing a solution with laser, light or injection. Treatment is then given by a National Laser Institute student under the guidance of an instructor. After the treatment, clients receive a post-treatment care consultation.

Overall, National Laser Institute offers the med spa experience at a fraction of the cost. If you're cutting back your beauty budget but don't want to give up the injectable or laser treatments that make you feel gorgeous, student-administered procedures may be the right option. *pw*

Meryl Veramonti is a writer for Scottsdale-based InWithSkin.com, an online destination for Medical Aesthetics that provides up-to-date, in depth information for consumers and industry professionals who share a common dedication toward youthful aging and beautiful skin.

INFOLINK: 480.222.4640
www.bestlaserdeal.com

DELTA DENTAL

Individual & Family
Dental Insurance from
Delta Dental of Arizona

I smile because...

“I finally have a quality individual dental plan that fits into my budget.”

With plans starting as low as \$25 a month*, everyone in your family can enjoy the benefits of a healthy smile from the state's No. 1** dental plan with the largest network. Enroll on-line today at www.deltadentalaz.com/individual and we'll waive the \$15 processing fee. Offer Code: PHXWOMAN.

Arizona's Insurance Leader for over 37 years.
Quality. Reliability. Excellence.

* Price is for single individual coverage on Orange Plan. Other individual and family plans are higher. Waiting periods for major services may apply. See website for full details. ** Number 1 according to the 2009 Business Journal Book of Lists and Ranking Arizona.