

Instyle

CLOTHING, CELEBRITIES AND CONSUMER TRENDS



CONSUMER CORNER

Makeup mavens and fragrance fanatics have long loved Sephora, which offers lots of popular brands to try in one location. Now, Sephora has just opened a location inside J.C. Penney in Fashion Valley with the signature Sephora look (store concept model pictured). You'll find about 50 beauty brands, including makeup lines such as Bare Escentuals, Stila and Smashbox, along with Sephora's own makeup, skin care and bath and body line.

PROCEDURES AND PRICES

Here is a partial list of treatments offered by Destinations Medical Spa and approximate costs. All services are totally hygienic and delivered by licensed medical staff. Prices vary depending on the individual.

Laser hair removal: \$400 to \$800 for a series of treatments; most people need at least five treatments.

Photo Genesis laser: (uses intense pulsed laser light – IPL – to erase superficial skin damage, fine veins and brown spots); \$350 per treatment.

Laser Genesis: (stimulates collagen regrowth for wrinkle reduction and diminishing redness); \$500 to \$1,200 for a series of treatments; most people need three to five treatments.

Titan laser: (skin tightening and toning); \$2,500 to \$3,000 for a series of treatments; most people need three to five treatments.

Botox: injectable for one area (20 units), \$250; two areas (40 units), \$475; three areas (60 units), \$675; four areas (80 units), \$875.

Restylane: (injectable dermal filler for facial wrinkles, adds fullness to lips); one syringe, \$550.

Cosmoderm: (for deep lines around corners of mouth or between brows); one syringe, \$400.

Chemical peels: (improve texture of facial skin; diminish fine lines), \$110 per peel or \$440 for five.

Laser vein therapy: (elimination of spider veins or deeper blue veins); \$250 per area.

Acne therapy: Includes cosmeceuticals for skin care, five Laser Genesis treatments and five vibradermabrasions (newest form of microdermabrasion, removes outer layer of skin); \$1,900.



Dr. Donna M. Richardson of Destinations Medical Spa used the mobile Cutera laser, which performs the Laser Genesis skin treatment, for May Paz at the bride-to-be's condo near University Towne Centre. Scott Linnett/Union-Tribune photos

PEELS ON WHEELS



A touch screen is used to control the Laser Genesis, which works by heating the upper dermis well below the skin's surface, stimulating collagen regrowth.

From lasers to Botox to dermabrasion, this mobile medical spa comes to you

By Susan Shroder
INSTYLE EDITOR

May Paz is getting married today in Coronado, and like any bride, she wanted her skin to be glowing. So about two weeks ago, the 29-year-old had one in a series of Laser Genesis facial treatments to even her skin tone from Dr. Donna M. Richardson, who made a house call with a spa table and a \$200,000 state-of-the-art medical laser on wheels.

In December, Richardson launched Destinations Medical Spa, the San Diego area's first doctor-managed mobile cosmetic care service that provides laser, Botox and other injectables, chemical peels, massage therapy, and

other medical spa treatments in your home.

With her wedding looming, a busy Paz saved time by having the treatment at her condo near University Towne Centre. She was able to resume activities afterward with no down time.

Richardson, a former emergency room physician at Kaiser Permanente in San Diego and an award-winning equestrian, is a certified cosmetic surgeon who, among her many ER duties, helped repair the faces of car accident patients. She decided to open her own medical spa, but she and CEO Skyler Evans failed to find a location they liked. Evans' mother suggested the mobile idea, and Destinations Medical Spa, headquartered in San Marcos, was born.

Richardson, who is 59, and her team of licensed medical professionals have treated people throughout the county and beyond, from Bonsall to Beverly Hills to Solana Beach and Rancho Santa Fe. In an era of busy schedules and booming gas prices, Evans calls it "an idea whose time has come." The idea particularly appeals to men, who are sometimes reluctant to come to spas, Richardson said.

Prices are competitive with other local medical spas, and free in-home consultations are offered. The company also works with some of the county's day spas to provide medical services to their clients.

Want a Botox party with your best buddies? Destinations Medical Spa will provide that for small groups along with its other services.

FOR MORE INFORMATION

Visit www.destinationsmedspa.com;
call (760) 525-7184;
or send an e-mail to
info@destinationsmedspa.com