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ENCORE PRESENTATION

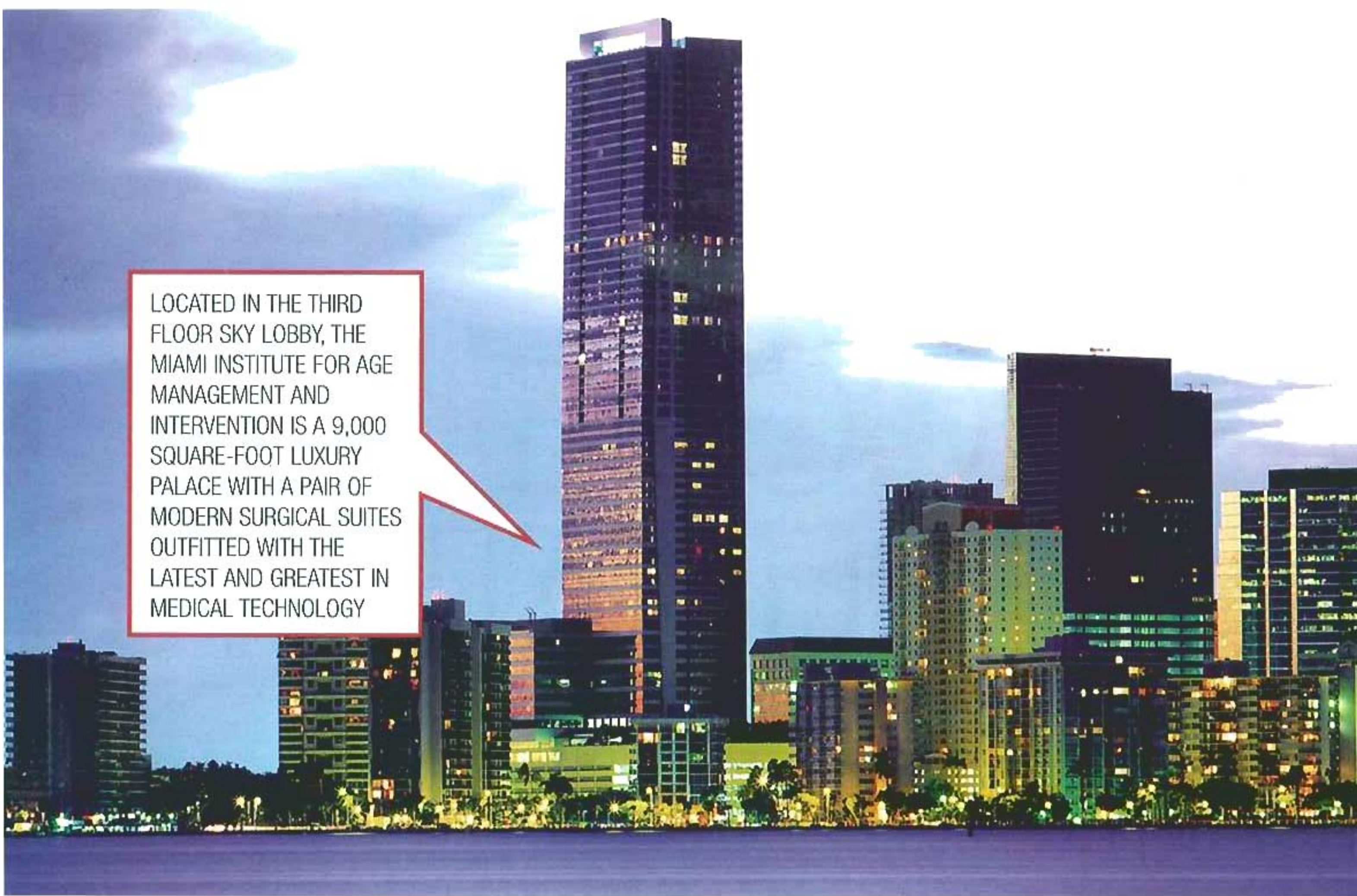
Complete rejuvenation is closer than you think with Miami's \$250,000 makeover **By Linda Marx**

Hey, you want to look younger? Get thinner? Feel better? Reduce stress? But it's too far to fly to Baden-Baden in Germany, or Canyon Ranch in Arizona, just to pamper yourself to perfection.

Have no fear. The Miami Institute for Age

Management and Intervention is closer to home and dedicated to you, offering spa treatments, cosmetic surgery and dentistry, hand rejuvenation, hair and make-up consultation and laser treatments.





LOCATED IN THE THIRD FLOOR SKY LOBBY, THE MIAMI INSTITUTE FOR AGE MANAGEMENT AND INTERVENTION IS A 9,000 SQUARE-FOOT LUXURY PALACE WITH A PAIR OF MODERN SURGICAL SUITES OUTFITTED WITH THE LATEST AND GREATEST IN MEDICAL TECHNOLOGY

For only \$250,000 in pocket change, the ENCORE program is all yours. Dr. Julio Gallo, the Institute's Medical Director, will come to your home to coordinate your wants and needs for a 21-day hiatus from normal life. Before and after the surgery, patients will indulge a snazzy suite at the adjoining Four Seasons Hotel & Tower via a concealed entrance, luxurious waiting rooms and private elevator.

"I have worked in many plastic surgeon's offices on Park Ave. and in Beverly Hills, but this is truly the best out there," says Lauren Foster, an ENCORE spokesperson. "It is part Mayo Clinic, part La Prairie and part James Bond. Ultra chic."

After your recovery, ENCORE has arranged for a stay at Casa Casuarina on South Beach, the former seaside manse of the late fashion designer Gianni Versace. Amid marble, mosaic tiles and antiques, patients can wallow like Caesar or Queen Victoria at Karlsbad in the newly designed spa. Or, just chill out while recovering in Italian splendor.

ENCORE includes a private encrypted website to manage your program, access results and treatment plans, and unlimited follow-up visits, one year of nutraceuticals and Mix dermaceuticals, more laser services, and any additional touch-up injectable treatments and hormone balancing.

If that is not enough, you can call an out-of-town friend or family member to join the program, and ENCORE will send a private jet to fly the person to Miami where a chauffeured Bentley is on hand to squire you both around town.

The concept combines the best of a destination spa experience with the medical treatments patients normally endure in the antiseptic backdrop of doctor's offices or hospital clinics. This luxurious program-facility adds pizzazz and glamour to the entire process, and is designed for those who know the good life and can afford it.

"We have an integrated team of board certified surgeons and wellness physicians, dental and mental help professionals, nutritionists, personal trainers, aestheticians and beauty experts to attend to every



DR. JULIO GALLO, THE INSTITUTE'S MEDICAL DIRECTOR, WILL COME TO YOUR HOME TO **COORDINATE YOUR WANTS AND NEEDS** FOR A 21-DAY HIATUS FROM NORMAL LIFE.

step of your transformation," explains Dr. Gallo, who started his career 12 years ago as a facial plastic surgeon, and has seen the practice skyrocket into other areas.

Gallo says the ENCORE program grew out of the need for a totally integrated program. Miami residents and those who visit here are obsessed with youth and want to avoid aging. He says there is so much competition to look good and feel great that people are making anti-aging an important part of their lives.

"People in south Florida lead outdoorsy lives and are very body conscious as well as being concerned about the lines and wrinkles on their faces," says Gallo. "We simply built a program around the wants and needs of our market, many of whom have had divorces and are now competing in the arena with much younger people."

More than 10.2 million cosmetic plastic surgery procedures were performed in the U. S. during 2005, up 11 percent from the year before, according to numbers released in December from the American Society of Plastic Surgeons (ASPS). In addition, more than 5.4 million reconstructive plastic surgery procedures were performed that year.

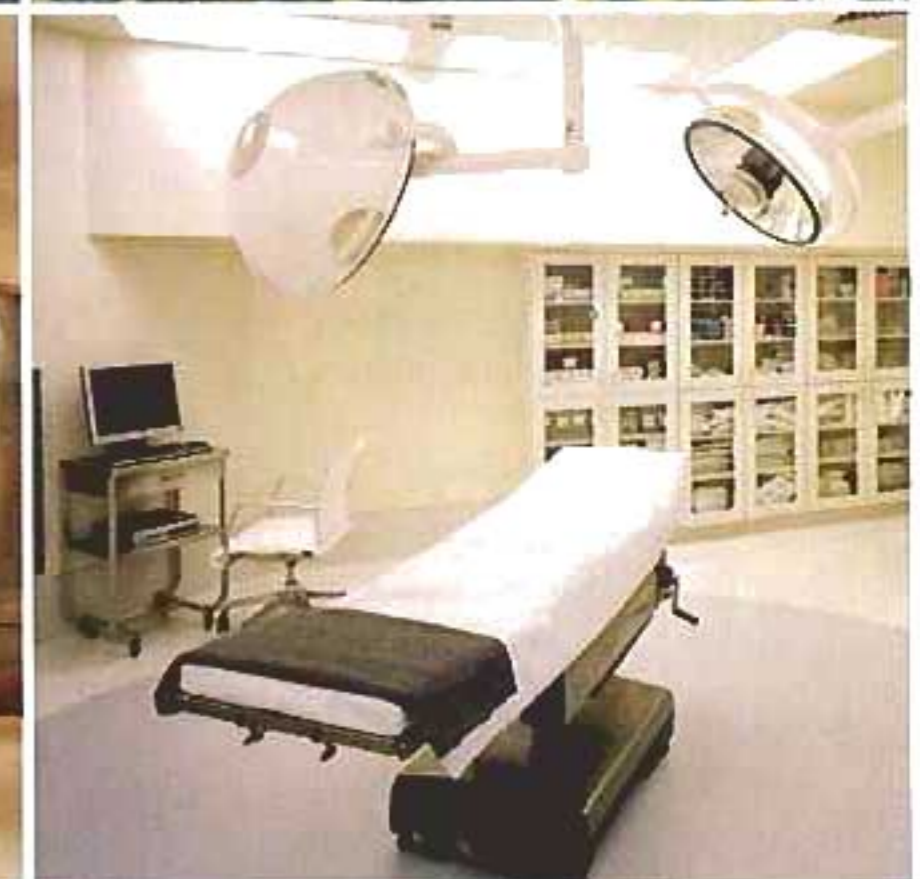
"These statistics show that in a solid economy, more Americans are willing to invest in anti-aging remedies such as cosmetic plastic surgery," says Dr. Bruce Cunningham, President of the ASPS. "For many, cosmetic plastic surgery is the new take on 'growing old gracefully.'"

Add these numbers to the thousands of South and Central Americans, and other international denizens of Miami, as well as those who travel to south Florida, and the results are staggering. Not to mention that the age of fixing up has gotten younger each year.

There are now programs at Miami Institute for people in their teens and 20s to help them set the proper life patterns by



Sports Club/L.A. and Splash Spa






utilizing the appropriate nutrition, skincare, dentistry and fitness regimens. From ages 20s-40s, when most damage is done, non-invasive treatments like microdermabrasion, teeth whitening, Botox can begin. And from 50+ patients have a large menu of procedures from which to choose, and when people decide to go forward with these procedures, they may as well be done in splendid, one-of-a-kind surroundings.

Located in the third floor Sky Lobby, the Miami Institute for Age Management and Intervention is a 9000-square-foot luxury palace with a pair of modern surgical suites outfitted with the latest and greatest in medical technology. Once a patient undergoes a procedure or series of procedures, the program follows the progress in an extensive After Care program complete with accommodations in any of the Four Seasons luxury suites which include a nurse.

The Miami Institute and its ENCORE program have a discrete VIP entrance with private waiting rooms to avoid any unwanted eyes seeing things too soon. "We have taken great pains to insure our patients have comfort, convenience and privacy during this process," says Dr. Gallo. "It is all about them and their well being."

Too good to be true? Nothing is more important than a totally new you. Miami style. 

ENCORE

Miami Institute for Age Management and Intervention

1441 Brickell Ave.

3rd Floor Sky Lobby

Four Seasons Hotel & Tower

Miami, FL 33131 ph: 305-624-0009