

SPOTLIGHT ON SPAS AND BEAUTY

By Stephanie Williams

RESET YOUR PRIORITIES, AND ALLOW YOURSELF SMALL INDULGENCES TO LOOK AND FEEL YOUR BEST

One of the most valuable pieces of advice twentysomethings might hear in their emerging professional life would be that it's okay to be selfish. It's a hard lesson to learn early on in adulthood after being raised on sharing toys in the sandbox or getting told by our parents that it's impolite to talk about oneself in great length unprompted. The truth is, there's no guilt in taking pride in who you are, and the occasional shameless self-indulgence (within moderation) brings out the best in everyone.

Think about how you feel when you're sick. You're groggy, sluggish, and probably didn't wash your hair since you refused to leave your bed, content with a Netflix sitcom-sitcom and Candy Crush Saga, which you finally learned how to avoid paying for. Are you eager to snap a quick selfie and proudly share your disheveled state to all of your Instagram followers? Not likely.

What about when you're about to head out with all your best girlfriends? Getting dolled up and hitting the town for an epic evening makes you feel excited, confident, and ready for anything that comes your way—except maybe the creep who

"accidentally" runs into you every single weekend. Time to revisit those privacy settings!

Who are you when you are feeling at your peak? Begin with flipping through some old diary entries, archived social media posts or photos, or a sentimental text message. Which friends or family members make you feel your happiest? Jot some thoughts down in a notebook that define your ideal self, and perhaps start out with what your top values are or how you hope others perceive you.

On the contrary, what are some things that you wish you could change? What are some of the areas you consistently disappoint yourself in or those weaknesses your mother won't stop lovingly pointing out?

In the age where ... wait for it ... image is everything, take a moment to define your personal brand and outward appearance. What do you want your style to say to others? Are you a buttoned-down to business trailblazer or a soaring free spirit? Are you provocative and fashion-forward, or sweet yet conservative?

It's never too late to implement the changes you're seeking and the process is so easy in practice. Set aside an hour a week to meditate on your personal growth. Find that notebook you started taking notes in earlier and list some short and long-term accomplishments you'd like to achieve. Athletic apparel giant Lululemon Athletica's philosophy is heavy on self-improvement and goal setting and suggests writing out personal visions in the present tense to get the most out of these kinds of activities. For example: "I will lose ten pounds by January 10th instead of "I will lose ten pounds..." Furthermore, thinking about and discussing your goals with an active voice ("I am losing ten pounds!") is an easy way to keep yourself on track.

As everyone is a beautiful and unique snowflake (we're going to respectfully disagree with Tyler Durden on that one), it's impossible to include every self-esteem-booster under the sun. However! It's a universally-known fact that a little bit of "me" time at the makeup counter, fashion destination, or health spa can drastically improve the way a woman feels about herself, making the world a better place for everyone, everywhere!

LOVELY LOCKS

Blonde bombers, brunette babes, and saucy redheads: whatever team you're on, your hair color is a fundamental piece of what makes you your fabulous little self. Some of us go for years trying to figure out what works for our personality and lifestyle, and when the day comes, it's magical.

Paying a couple extra minutes of

attention in the morning to your mane can be worth it in the long run. Start out by examining your shampoo, conditioner, and styling products. Do they contain harmful chemicals that could be damaging your hair in the long-run?

"There are many hair care products that contain sodium lauryl sulfate, which dry out the hair and scalp," says Cathy Bracht of Make Waves Salon in Pittsford, where she focuses on healthy hair from the start.

"At Make Waves, I offer shampoos and conditioners that are sulfate free and are infused with Green Tea. We also use *hydra essence developer* with our color process instead of hydrogen peroxide, which blows the hair shaft open, causing damage to the cuticle of the hair. This damage contributes to the color fading, dryness of the hair shaft, plus snarling and tangles."

FACE THE DAY

The beauty industry generates hundreds of billions of dollars of revenue worldwide, with thousands upon thousands of products and services catering to the standards of beauty for a wide range of cultures. In the western world, a heavy emphasis is placed on a medicine cabinet filled with creams, powders, and serums designed to maintain a youthful and flawless face.

Choosing which colors are best suited to one's face can be challenging when drugstore brands aren't equipped with beauty experts on tap and the ones at makeup counters seem more interested in their commission than what's best for their clients. The experts at Indigo Tones in Pittsford are "seasoned" in color analysis, providing expert consultations to women wondering what exactly to look for when shopping for makeup besides the most attractive packaging. With an informed background to a woman's individual palette, owner Kerry Stich hopes her clients will feel more empowered, confident, and comfortable in her own skin.

"A color analysis is one of the best investments you'll ever make," says Stich. "It is the equivalent of a couple of hair color appointments, one massage, two sweaters that might sit in your closet unworn, and so on. The personal color swatch book is included in your analysis, as well as a hair color consultation, a cosmetics consultation, and a personality style consultation. Wearing the colors that harmonize with your coloring means that you will need fewer clothes, fewer cosmetics, and will save time and money by only shopping for what works for you."

Just as the right makeup can bring out the best in a woman's face, the right doctor can enhance your best features. The Quatela Center for Plastic Surgery

on East Avenue is one of the top destinations for cosmetic surgery not only in Rochester but New York State, with surgeon Vito Quatela receiving recognition in publications spanning the *Wall Street Journal*, ABC News, the *Los Angeles Times*, and *W Magazine*.

Operating within the walls of the serene Lindsay House, Quatela's comprehensive array of procedures target the most common (facelifts and rhinoplasty) to niche needs (chin augmentation and ear pinning) to dramatically restore and rejuvenate each patient's youthful appearance.

"The new trend in plastic surgery is minimally invasive procedures with



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little to no down time. In my practice, I have seen a significant growth in liquid facelifts. There are now advanced techniques available to volumize and contour facial features without surgery. The new generation of wrinkle fillers provide longer lasting results and significant improvement. Each liquid facelift is customized to the patient in order to take into account different facial features and skin types, and results vary depending on the goals of the patient," states Quatela. "The mini facelift is also often requested by my patients. This procedure is minimally invasive, provides noticeable results quickly, has less downtime and is at a lower price point than a traditional facelift. Not everyone is a candidate for this procedure, but the patients who are achieve pleasing results."

A NURTURING DIET

Just don't even pretend that you don't enjoy food. That went out of style with not waking up for less than \$10,000 a day. Breathe for a moment and remember one thing: it's okay to eat.

Maintaining a proper diet gets so confusing when diet books and women's magazines contradict themselves saying the only thing you were allowed to eat last month is suddenly toxic and

you should cut it out of your routine immediately before you self-combust into a stalk of kale.

But if you're looking to add something new into your daily intake, try replacing the drive-thru breakfasts and syrupy coffee drinks with a green smoothie. Stop by the many juice bars throughout the area such as Breathe (breatheyoga.com), Just Juice 4 Life (foodsthatfeed.com), and Pittsford Wegmans. The incredible cleansing health benefits and detoxing abilities of a spinach-based green as grass drink are plentiful: softer skin, shinier hair, and a fresh appetite. That means no more craving for processed sweets and savories.

THE PERFECT TEN

A really smart man once said, "You can tell a lot from a person's nails. When life begins to unravel, they are among the first to go." The girliest of female bonding activities since the first-ever sleeper party is in a renaissance period, with many devotees separated by the be-all, end-all debate: Essie or OPI? Then there are the extremely advanced and well-evolved set who can identify a shade from each brand's library of whimsically-named colors with only a brief peek.

There are some who can't go on

without their ritual weekly mani-pedi and others who start choking within 200 feet of a nail salon. When done right, regular manicures and pedicures with a side of green tea and gossip rags are therapeutic and pampering. Enhancing the experience with additional fragrant scrubs such as Coldwater Salon and Day Spa's Crystal Mud treatment, promising alleviated stress and restored balance.

TOUCH THERAPY

The release one experiences in the hands of a well-heeled massage therapist is unlike anything else. From the quiet serenity of the massage area to the fragrant essential oils and hot stones, nothing beats the tranquil feeling during and immediately following a tension-melting massage appointment.

Isabella Spa-Salon at Belhurst Castle in Geneva is situated on a breathtaking property and an ideal setting for a romantic getaway weekend with your partner or getting the girls together for a spa trip. Situated in the heart of the Finger Lakes wine region, the spa offers an array of massage packages designed to beat the stress of everyday life, relieve lingering tension, and to simply enjoy the moment.

SMART IS SOOOO SEXY

For some of us, lagging behind on current events or just not paying attention to what's going on around us can spark an intellectual crisis. Not having social stimulation from engaging in discussion on the latest news from City Hall or the White House can be draining for many.

Taking a hard look at the media you're consuming. Is it fair and balanced in content? Meaning, are the fluffy gossip blogs, trend pieces, and tweets upstaging the hard news sources you know you should be reading more of? Creating what's called a "media diet," a core list of news sources you can't live without in your daily life can put you on the right track to intellectual beauty, because brains will never go out of style or fade with age.

JUST SWEAT IT OUT

Imagine how great you feel after any kind of floor pounding, endorphin producing physical activity. It doesn't have to be a daily two-hour body-building workout or training to run a marathon, but carving out a part of the day to dedicate to physical wellness can go a long way in improving your overall self image. Whether your goals include losing weight, improving flexibility, or just feeling better, investing in a health club membership has tons of perks beyond the self-righteous check



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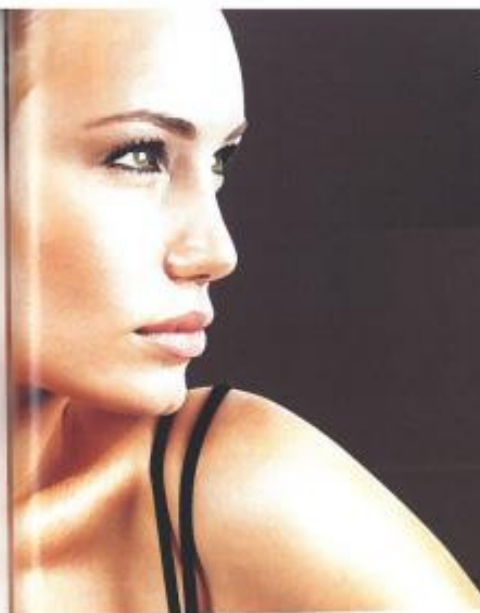
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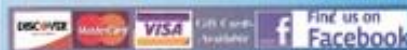
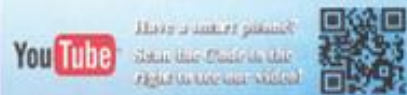
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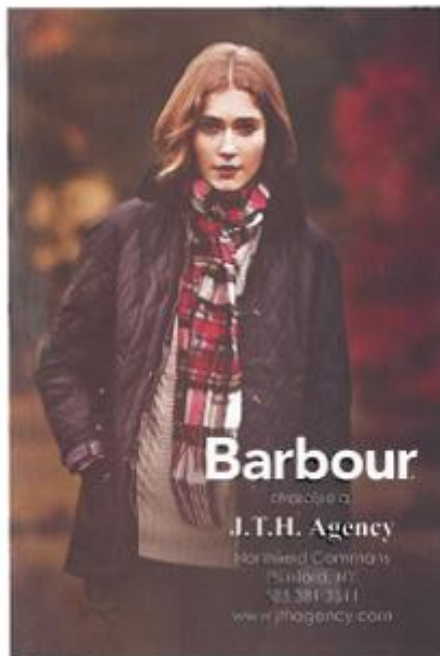
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ins on Foursquare. Connecting with like-minded health-conscious individuals who prioritize looking and feeling great just like you counts as positive, social contact that's crucial to remaining happy and well-adjusted.

Choose a couple of core activities to commit to a few times a week based on your wellness goals. Pilates and barre method courses are great picks for maintaining muscle tone. Zumba or any high-energy sweat-tastic cardio classes keep the heart rate moving and the calories burning. Developing a committed yoga practice makes for both a balanced, peaceful mindset as well as a toned and flexible physique.

DRESS TO IMPRESS

Last but not least, the most visible definition of one's personality is their sense of fashion, and it always seems the most stylish people find their best pieces in unexpected places. Schoen Place and Northfield Commons, two canal-side merchant communities off the beaten path in the Village of Pittsford, host a mix of locally-owned and operated boutiques that are dangerously addictive and equally charming.

There is possibly no other place in Rochester like JTH Agency. The gentlemen's sporting arms shop in Northfield Commons has found success in being the only retailer in the region to carry the ever-coveted Barbour all-weather wax outerwear in addition to Dubarry of Ireland boots, BeaveVal Sporting apparel, and hunting gear by Beretta.

Those searching for those highly-prized diamonds in the rough will feel right at home at Second Hand Rose (50 State Street), a rustic barn in the Northfield Commons enclave housing in-style, in-season consignment finds. Accepting women's, children's, and select menswear, Second Hand Rose provides a win-win opportunity for insatiable clothes-hooses hoping to clear up some closet space while pursuing the racks for a newfound treasure.

Stephanie Layne Williams is a Rochester-based media proff and the owner of Words With Steps, a bespoke copywriting and branding studio specializing in lifestyle, local startups, not-for-profits, and education.

FEATURED BUSINESSES

QUATELA CENTER FOR PLASTIC SURGERY
973 East Ave, Rochester, NY 14607
585-244-1000 - quatela.com

MAKE WAVES SALON
30 South Main Street, Pittsford, NY 14534
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Taste

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The four-ounce filet mignon at Char Steak and Lounge in the Strathairn Hotel.