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**PRINCIPLE
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**YOUR LIFE,
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**FINANCIAL
RESPONSIBILITY**
SEVEN TIPS FOR SPENDING MONEY WISELY IN 2015

**DOCTOR
MAHLON KERR**

#WORLDCLASSDOCTOR SERIES

e·volve

/i' völv/

verb

1. develop gradually, especially from a simple to a more complex form.

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Evolution

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DOCTOR SPECIAL -
MAHLON KERR

FROM THE PUBLISHER

EVOLVE MEDIA IS GROWING RAPIDLY, AND WITH GREAT SUCCESS COMES GREAT ADVERSITY. OVER THE PAST FEW MONTHS WE HAVE BEEN WORKING ON “TEAM DEVELOPMENT” AND EXPANDING OUR STAFF. THE DEVELOPMENT OF LEADERSHIP SKILLS ARE ESSENTIAL TO THE GROWTH AND HEALTH OF ANY COMPANY – THAT INCLUDES YOURS.



As we begin to head into a new season of life, I would like to walk with you into the new season of your business. I would like to leave you with four foundational stepping stones, answering this fundamental question: “How would you describe the perfect leader?”

You probably used words like control, insight, and poise in your description. The next question I want to ask is: “Is it possible that these qualities could actually hinder great leadership?” According to some leadership coaches, the answer is yes. So, in order to remain effective as a leader, it’s valuable for every leader to develop a repertoire of different leadership qualities.

Stepping Stone #1 - Knowing When to Hold Them... And When to Fold Them...

Ascertaining when to fight or when to let go is very important in laying a foundation in effective leadership. Often great people gain a position of influence but they fall into habit of micromanaging. The desire to control can be a leader’s largest temptation and can bankrupt your company if not properly dealt with.

Most control comes from fear: fear of the unknown and fear of the level of ability of those whom you lead. These fears will cripple your ability to make decisions that affect your business. For example, a business owner notices that a project is showing inherent weakness. However, instead of cutting his or her losses and moving forward, he or she begins to throw more resources towards it in hopes to MAKING it work. The end result is a frustrated staff and a financial loss.

Knowing when to hold and when to fold will do more than preserve sanity in the business environment; it will save money and allow growth simply because you stop paying attention to dead situations.

Stepping Stone #2- Consider Suggestions from Unlikely Sources

Another trap leaders fall into is to assume they are the only ones within their organization with great ideas while overlooking the wealth of information available from their employees.

One of the worst things a business owner can do is to assume that their employees are incapable of making meaningful suggestions. Most problems that develop within your organization are experienced by those who are on the front line. These employees often see these issues with surprising clarity because they deal with them on a day to day basis.

Your team can be your greatest asset against problems and breakdowns. Listen to your employees and consider their insight. It could save you a lot of time and money.

Stepping Stone #3 - Understand Your Own Strengths and Weaknesses

Talk to most leaders and they will gladly tell you they have weaknesses. But most of them cannot tell you what they are. Most leaders don’t know their weaknesses because most leadership positions encourage managers to consider the weaknesses of others more than their own personal shortcomings. Knowing your own strengths and weaknesses will allow you to build a team that will support you and fill in the gaps.

Stepping Stone #4- Place The Right People in the Right Positions

Your team plays a major part (if not the most important part) in how effective you are as a leader. The hardest part is getting to the point where you are able and willing to place the right people into key positions. As a business coach, I have seen companies with great business plans en route to total collapse because of failure to put the right people in the right place to carry out the plan.

Getting to know your employees individually and your team as an organic whole is essential to becoming an effective leader. It doesn’t make sense to have someone who is a great organizer working a sales position while your current administrator isn’t working out. You will never know that you are making this mistake unless you know your team. By taking the time to identify the right people for key positions, you can improve your company’s performance and eliminate the unnecessary cost of training people who don’t last.

Entire libraries have been filled with books written to help leaders be more effective. In my experience, many leaders want to learn the most advanced techniques while they’re still falling short in the basic fundamentals. These 4 stepping stones, if you really meditate on them and start to put them into practice, will create a strong foundation that will support an impressive organization.

Sincerely,
Publisher Darnell G Davis
CEO/ Evolve Media Group Inc. Publisher,

CUSTOMERS MUST SEE YOU AS A LEADER, NOT A SALESPERSON

Positioning yourself as your customers' leader (and speaking with the voice of authority that comes with it) creates one of the biggest opportunities for business growth I can think of.

According to John Maxwell, **"A leader is one who knows the way, goes the way, and shows the way."** If that quote describes you, this message is for you.

If you have clients and customers that you take good care of, you're already leader. Now you have to work on positioning yourself as their leader.

That doesn't always come naturally.

Here are a few quick thoughts on business growth through customer leadership.

Ask Not What Your Customers Can Do for You...

Last January, Simon Sinek published a book called *Leaders Eat Last*. I haven't read the book yet (shame on me), but I remember how the title instantly caught my attention when I first saw it. Those 3 words flesh out the idea that *leadership is all about serving others*, not about getting other people to follow your commands. (The term servant leadership is somewhat redundant for that reason.)

This is part of the burden of leadership — putting others before yourself is the right thing to do. This means:

- offering products and services that your customers want and need, not necessarily what you think is cool right now
- a strong commitment to quality and
- gutsy guarantees and service after the sale

These will make you a better leader and they will ultimately make your business more profitable.

Leaders Are Architects

To a certain extent, leaders define reality for their followers.

- They create a vision of what's possible, painting a mental picture of all that life can be, all that it should be (at least in a given area).
- They empower their followers to take action.
- they give them the education and/or tools to make it happen.

Leaders Lead

Education and inspiration are important, but a leader has to go beyond that stage. He should lead by example. He does everything in his power to get his followers to do what he knows is best for them. He holds them accountable to what they've committed to do.

It's one thing to teach your followers about eating healthy food. Educating them is definitely a good thing. But what do they gain if they keep eating junk? It's a leader's job to do everything he can to help them make the difficult decision to change.

Leaders can't cower back. They have to keep pressing forward. Even when it's dark. Even when they're unsure of their own qualifications. Their followers depend on them!

Action Steps

1. Decide to adopt a leadership mindset in your industry, your office, your city. Make a commitment to pursue excellence and use whatever influence you have to help your pack move toward a better result in some area.
2. Remember — it's not about you! Putting the best interest of your followers ahead of your own interests is the right thing to do.

Leaders may choose to eat last, but good leaders will still have plenty on their plates.



Donnie Bryant
Editor-In- Chief

YOUR LIFE, YOUR PLAN

Crystal Buchan



How do you get to a point where you want something badly enough that you will change? It's a simple, yet very important, question to ponder. So many times, people stay in a state of unrest where they don't change, yet they constantly are mulling over the idea of moving on to a new job, eating healthier, exercising, spending more quality

time with family, and so it goes.... Life can either take you by the hand, or you can take it by the hand.

I'm not saying in times of crisis that you will be taking life by the hand fully. But it is possible to take life by the hand in your day-to-day existence, and you should. If

you are the captain of your ship, you'll definitely be more prepared for when a crisis hits. What is a crisis? For every person, it is a little different. It could be a family emergency like your father having a heart attack, or it could appear as outwardly simple as not finding a babysitter when you are supposed to be at a party giving an honorary

speech. Life happens; it is how we deal with it!

Let's talk about change. It is that time of year when people make resolutions, right? Change is the biggest shaker in anyone's life! But how, pray tell, do you get to a place where you will change? Does it happen overnight? Is procrastination part of change itself? Can change be documented? Is it an observable occurrence, or is it unobservable? I'd say both. There are reasons for people's actions, and those reasons have had the power of thought behind them. Lots and lots of thought can go into something before a change is noticeable.

For instance, I just started walking to work, choosing not to drive. A couple of months down the road, and hurray! Twenty pounds lighter! Yet, let's get back to the original question: how you get to that point where you do change. You actively choose to stop eating processed

foods maybe, or to quit working at a job you makes you numb.

Wouldn't it be great to change sooner rather than later? Imagine getting out of that bad relationship a year earlier and then found Mr. or Mrs. Right!

Here is what I propose.

There are simple steps to get you to where you want to be. It is like Peter Drucker's "managing by objectives", but applied to managing your life!

Be clear on what you want and what changes you'll need to make in your life. Write it all down. Know why, when, and how you will take action. What are the obstacles? Rewards? What resources will you need? What will your success look like?

Can you make it a reality? (Ask others for support if necessary.) Be honest with the time it will take,

as insufficient planning has the power to negate many New Years' resolutions and personal goals. Take action: put one step in front of the other, or link one positive thought to another on your way to changes for the better.

Last thought: put yourself 30 years ahead in your life and look back. What did you do? Who did you help? Did you take chances and make positive changes? Were you the captain of your ship?

We all are unique and gifted. We all have a right to be on this planet and to help make a difference for ourselves and others. This New Years, be realistic, manage yourself, and take the next steps towards your better existence.

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5 SIMPLE STEPS TO BOOST YOUR FINANCIAL HEALTH

Paula Onysko

Have you ever noticed there is a powerful connection between your financial and physical health? When you have money flowing in your life, many other things flow, too. Conversely, financial stress can take a huge toll on your physical body. It's also one of the top stressors in relationships and marriages. The state of your finances is often a reflection of your inner self-worth or confidence. The higher your self-worth, the more attention you pay to how you treat both your body and bank account. The

lower your self-worth, the more your body or bank account get ignored or abused. The good news is neither holds grudges, meaning you can change your reality beginning today. As you empower a new relationship with money, you can bring tremendous peace and healing into your body. Let's get started with 5 simple steps to boost your financial health in 2015.

STEP 1 Track Your Spending

For the next two weeks, track everything you spend. Write down the item and amount in a small book you take everywhere. Capture every purchase – from the latte and muffin, to groceries, gifts, utilities and more. Total the amount to identify your daily spending. Then circle items that you didn't need and add them up daily as well. After two weeks, reflect on your spending. Are you surprised how much you spend? Did you purchase things you didn't need or value? Are you spending money you don't have? Or are

you pleased and empowered with your purchases?

STEP 2 Align your Spending with your Values

Using the information gained from Step 1, get clear on how you want to spend your money going forward. Often times we are spending money to fill voids in our lives instead of using money to create more peace, fun and freedom.

Remember, you likely worked hard for your money. Align your spending with your top values – whatever is most important to you.

First ensure your basic needs are met. After that, address any debt repayments and begin saving (see Steps 3 and 4). Then the fun begins. What passions do you have? Maybe travel is important, or creative self-expression. How about extra money for your wellness, including nourishing organic food? As you invest in what's important, something magical happens. More abundance flows your way.

STEP 3 Build a Debt Repayment Plan

Some people have shame around their debt. Yet, debt simply reflects past spending habits. It says nothing about what's possible going forward. You choose that!

Begin repaying your debt immediately, even if it's \$10 a month. The amount is not as important as the conscious

choice to begin. Choose a repayment amount that feels doable and start paying down the debt that has the highest interest rate. Increase the repayment amount over time as you get a better handle on your spending. I recommend setting up an automatic monthly payment so you aren't tempted to skip a payment. With every payment, acknowledge yourself for taking control of your finances.

STEP 4 Empower Your Savings

Even if you have debt to repay, also begin saving for the future. The amount will depend on your income, basic expenses and debt levels. That's okay. You are strengthening your savings habit and saying, "I am worthy of consciously building my wealth." So begin today, with even a small monthly amount. You'll be surprised at how quickly small amounts add up.

There are many savings vehicles – saving accounts, mutual funds, stocks, bonds and more – each with a different rate of return. If all the options overwhelm you, ask a financial advisor, or start with an online saving account such as www.tangerine.ca that you can set up at no cost. The point is, start saving and keep saving.

STEP 5 Claim your Worth

Whether you are self-employed or contribute as an employee, I invite you to claim and grow your sense of worth. Your soul came here to expand and live the riches this life has to offer. And you have gifts that are incredibly valuable

to others. Don't sell yourself short. Perhaps it's time to raise your rates or, if you are an employee, ask for a raise. Imagine the good you can do in your life and the world with more money. The more money flow coming in, the sooner you can care for your basic needs, repay debt, grow your savings, and fuel your passions. And that is a beautiful world to live in.



Paula Onysko is a success coach and business strategist with 11 years of experience as a thriving entrepreneur. She works privately with women business leaders to ensure they are well-supported and aligned as they make their impact in their business, bank account and the world. Visit www.paulaonysko.com for more mindset and momentum to fuel your money flow.



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FINANCIAL RESPONSIBILITY

SEVEN TIPS FOR SPENDING MONEY WISELY IN 2015

Living in abundance means that we accept that all our needs are fulfilled using the right knowledge to increase others, which increases ourselves! The PlantingMoneySeeds.com wrote "Before you can reach your lifestyle goals, you need to master the basics. One of those basics is the practice of financial discipline." In my view, before you can get more, you have to learn to make do with less. In other words, spend less to get more. My mother would say "live within your means" and "money gives you opportunity." I took it to mean "live beneath your means" so I could have "more opportunities." I believe that sharing is caring; all the new opportunities

you discover by living beneath our means are meant to be shared. I am sharing the Chief Financial Officer (CFO) tips that we used to create opportunities for others by spending less.

My accountability partner is Tara Colquitt also known as The Credit Woman. She tells me not to use the word "budget," which indicates "a diet," but to call it a "spending plan." Now this is an opportunity to use technology as it was intended – to help people! PlantingMoneySeeds.com writes "Budgeting software is not only inexpensive (there are many programs available free of charge), but it can have an immense impact on how well you're able to

stay disciplined about handling your finances. Because this software often requires you to manually enter transactions, you'll be forced to pay close attention to exactly what you're spending your money on. You can categorize your purchases and set limits, which is a great way to ensure that you don't go overboard at any point throughout a given month." Know what you are going to spend (with a ceiling price and a floor price) before you spend it.

A spending plan, forces people to write down the numbers, so people are likely to be more mindful and less reckless with the money.



In that regard, knowing that business is cyclical, in addition to developing a spending plan also have to develop a savings plan. Business has highs and business has lows. The savings account is there to keep the business operational while the business is in a low period. The Grow Wise Money website instructs readers to use these tools for financial discipline:

1. Set up an automated transfer into your savings account each pay period
2. Cut up your credit cards, or freeze them in a large chunk of ice
3. Get a financial mentor or

someone you trust (i.e. accountability partner) who would have to approve every time you wanted to withdraw money from the bank

4. Keep a record of everything you buy, (i.e. develop a spending plan)
5. Train your mind to say NO to instant gratifications through meditation
6. Make A Dream Board
7. Carry very little cash - Only carry what you need to get buy and keep a prepaid debit card that is used for emergencies. When you carry lots of cash, you feel urged more to impulsively buy things.

The idea is to minimize temptation, making it as easy as possible to stay disciplined.

Make a firm resolution to use these tools and focus on spending less to get more. In twelve months, you will be able to look back and celebrate 2015 as a financially strong and healthy trip around the sun.

For more information: subscribe to the Newman Networks Newsletter, follow Newman Networks on Facebook



MARK EDWARD BROWN

PRINCIPLE CENTERED MARKETING MENTORSHIP

When I set out to become a coach I was already a leader. However, being a leader and demonstrating leadership does not make anyone a coach.

The generalized term for the type of coaching I wanted to get into was "life coaching." I couldn't help but think to myself how generic this term was. I created my own terminology for the brand of coaching that I do and I've never looked back.

At the very root of all that I do with a client is a principle that is based in service and value.

Dictionary.com defines "principle" as: a "guiding sense of the requirements and obligations of right conduct."



The bottom line is that my clients want success whether they live in India, Malaysia, Canada, Europe, or the USA. Because I provide principle-centered marketing mentorship to clients around the globe, I dubbed myself an "International Success Strategist." (Sounds better than life coach, doesn't it?)

After further specialization and many case studies, I discovered that a majority of clients that I choose to work with fall into 3 categories of needs:

1. Personal Confidence - not to be confused with self-confidence, personal pride, etc.
2. Wealth Creation - how to live the "internet lifestyle" with a successful business of one's own.
3. A combination of the two.

Let me share a story with you that encompasses the development of both personal confidence and wealth creation.

Edward Hagwood recently became a client of mine. He has overcome tremendous obstacles in his quest for success and his drive is so inspiring that his story must be told in as many venues as possible.

Edward and I teamed up to create a message that will reach a segment of the population that has been underserved when it comes to starting and enjoying an internet-based business. More on that in a second.

We began by getting him involved in an internet lifestyle mastermind group where he could become immersed in principle-centered marketing mentorship. Once he was exposed to the people, concepts, and value available in this community, he started creating his own platform for connecting with a specific niche of business men and women.

Edward is hearing impaired so when he shared with me his goal to create a video of himself sharing his passion and his message about his online success



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#WORLDCLASSDOCTOR SERIES

DOCTOR MAHLON KERR

KATRINA STARZHYNSKAYA

PHOTO CREDIT – MELISSA BOURLAND

Finding an excellent plastic surgeon is becoming increasingly difficult. More than at any other time in the past, today it is essential for anyone seeking a plastic surgeon's services to know how to identify the best in the field. While many physicians may advertise as being cosmetic surgeons, few are actually board-certified in plastic surgery and members of the major plastic surgery societies. Searching for a surgeon that meets these standards and who has great patient results are the first steps to cross when beginning your plastic surgery journey.

Dr. Mahlon Kerr has all these qualifications and more. He is a respected plastic surgeon based in Austin, Texas. The mere number of people who stream into his practice will give you an idea of

just how competent he is. Every year Dr. Kerr performs between 500-600 surgeries in addition to office procedures. His surgical breadth is wide, with common procedures spanning the entire body from head to toe including: facelifts, eyelid surgery, rhinoplasty, fat grafting, breast surgery of all types, tummy tucks, mommy makeovers, liposuction, buttock augmentation, and body contouring after massive weight loss.

Breast augmentation has become the most common cosmetic plastic surgery procedure in the performed in the United States. Dr. Kerr does hundreds of breast surgeries each year and typically leans toward using the newest 5th generation silicone breast implants which are very safe and provide an excellent way to add volume and shape to breasts of all ages. These modern



implants carry a warranty for 10 years and have a highly cohesive gel often referred to as a “gummy bear” breast implant in both a smooth and textured shell. The operation has little down time, and Dr. Kerr states that patients are “really happy with their new breasts within just a few months after the implants settle into place.”

Mommy makeovers are also becoming quite popular. Typically a combination of breast and abdominal procedures which allows a patient to realize several results after only one surgery. The intention is usually to reduce downtime. People want to maximize

their results and minimize the time they spend recovering from these procedures.

The abdominal part is typically liposuction or a tummy tuck. Liposuction is the removal of fat from under the skin while a tummy tuck involves removal of both fat, excess skin, and tightening abdominal muscles. Pregnancy often leaves women’s stomach muscles separated to accommodate the growing baby. A big part of tummy tuck involves sewing these muscles back together to achieve that flat belly. It takes Dr. Kerr about two to three hours to do a standard tummy tuck. Most patients need a couple of weeks to recover.

Rhinoplasty surgery also takes a few hours and the initial healing period is two to three weeks for the average patient. Many patients, however, may notice some slight swelling especially in the tip area for several more months. The small changes made to the tip of the nose are what take a long time to show. Other changes like removal of a large nasal hump and the width of the nose are almost immediately seen.

A good number of patients who visit Synergy Plastic Surgery come from outside the Austin area and even outside Texas State. Dr. Kerr advises that some patients need to be





prepared to stay in town for a while, sometimes as long as a week. For small procedures like breast augmentation, a patient can be ready to leave within 24-48 hours. Dr. Kerr makes an effort to offer his clients as much information as possible so that they have realistic expectations of what is going to happen during and after the procedure. Common discussions include procedure cost, how long they need to be in Austin, how much help they will need, and how soon they would be in shape to travel back home.

Dr. Kerr is also well known for performing facial plastic surgery procedures. He says he enjoys facelifts and rhinoplasty because

it gives him the opportunity to really enhance someone's appearance and improve how they feel about themselves. When he first moved to Texas, he was recruited to perform facial plastic surgery by the hospital he is affiliated with. He says he finds facial plastic surgery quite fulfilling because of the difference that these surgeries can make in each patient's life.

While most of his clients are female, the number of men seeking plastic surgery is growing. Most men contact Dr. Kerr for facelifts, body contouring, and liposuction. A good number of them want to change the contouring of their chests. Last year, there was

a significant increase in the number of men seeking Botox®. Dr. Kerr says Botox® and facial fillers are often seen as the ice breaker to exploring the benefits of plastic surgery.

"Once men start doing Botox® and start to like it, those patients will often transition to facelifts and other rejuvenation procedures as they get older," he says. "With the baby boomer generation aging, we are going to see an exponential increase in the number of men who are seeking plastic surgeries of all types but I think facial procedures will lead the pack."

Dr. Mahlon Kerr advises people considering Botox® and facial



Dr. Mahlon Kerr advises people considering Botox® and facial fillers to consider starting earlier in their lives – in their late 20's to early 30's – to increase chances of better success with aging later in life. Trying Botox® for the first time when you are in your 60's will definitely help your appearance but an earlier introduction can really prevent deep lines and wrinkles before they have a chance to form.

Dr. Kerr works a lot. He makes himself very available to his patients using email and social media, and often sees patients on weekends to meet the demands of his busy schedule. His wife, Ashley, works with him. She is his primary nurse

and a huge part of the practice. Though it might seem hectic and overwhelming to most, Dr. Kerr says he loves what he does. To him, it is not a job; it is really just doing what he loves to do. He has also managed to keep the practice growing and still very personal even with the great success he has achieved. He started his practice in 2010 and five years later, it still has a personal touch. Patients will always be treated like family at Synergy Plastic Surgery.

Every week new patients approach Dr. Kerr for procedures that they really don't need or wanting to revise a surgery they had done elsewhere. Plastic surgery can be overdone and

"HAVING A REPUTATION AS SOMEONE WHO IS FAIR AND HONEST IS WORTH SO MUCH MORE THAN ANY AMOUNT OF REVENUE YOU MIGHT MAKE FROM ONE PARTICULAR OPERATION."

- DR. KERR

some patients seek out too many procedures and end up with poor results and complications. Dr. Kerr always advises what is in the patient's best interest, and sometimes this can mean not having additional surgery. His opinion is that if you want a result that is impossible for your anatomy or a procedure he doesn't think you would benefit from, he would rather forfeit the operation than gamble with his reputation.

"“Having a reputation as someone who is fair and honest is worth so much more than any amount of revenue you might make from one particular operation,” Dr. Kerr asserts.

DR. CLAY COCKERELL

Dermatologist and Dermatopathologist

Dr. Clay J. Cockerell is the former president of the American Academy of Dermatology. As a dermatopathologist located in Dallas, Texas, his practice offers diagnostic excellence and acclaimed service in the evaluation of skin disorders. His practice focuses on medical dermatology, skin cancer, melanoma, skin rashes, inflammatory skin diseases, and microscopic diagnostics. In this issue, Dr. Cockerell answers questions about common skin concerns and conditions from a prevention and treatment perspective.

So many people experience dry skin during the winter. Can you offer some tips to ensure overall skin health?

Winter usually brings low air humidity. When you combine that with artificial heat, dry skin is a natural consequence, especially in older populations. People will develop dermatitis (also known as winter eczema or asteatotic dermatitis). Simple methods to counter dry skin include bathing or showering less and using a mild, oil-based soap. Applying moisturizer after bathing and during the day is also helpful. Sometimes people do not like the greasy feel of some products. However, the

greasier the substance is, the better it will generally work. Also, products that contain lactic acid are beneficial to treating dry skin.

What advice can you give for eczema care?

Atopic dermatitis has no cure, other than topical treatments, corticosteroids, and avoiding dryness. People who suffer from eczema need to be mindful of the possibility of secondary staph infections and further aggravation of the lesions. Bleach baths and products containing bleach work well with individuals prone to infection of their eczema breakouts because they provide a direct anti-inflammatory action. Some cases of secondary infection require careful consideration for antibiotic treatment.

Aside from using sunscreen, what are the best practices for preventing skin cancers and melanomas?

Data has proven that daily use of sunscreen, including the low SPF brands, will prevent skin cancer. Wearing protective clothing such as broad-brimmed hats and long-sleeved shirts is



also important. Try to avoid peak sun exposure times during the hours of 11:00 a.m. and 1:00 p.m.

What is your input on the recent controversy about the chemicals found in sunscreens?

There is concern about organic products like PABA may be carcinogenic. It has been studied in the laboratory setting, however, it has not been proven. The data on those studies is not very good. Titanium dioxide and zinc oxide are non-carcinogenic. The consensus is that inorganic sunscreens are safe for use.

Do you recommend any antioxidants or substances to prevent the incidence of cancer?

One antioxidant suggested to help prevent cancer is Polypodium leucotomos, made by Ferndale. Topical antioxidants are currently unproven to be effective.

You have recommended the skin care product line from CLN. Is it specifically for your patients or can anyone use it?

I would recommend this product for anyone. CLN body wash has sodium hypochlorite, which works in a similar manner as the bleach baths I mentioned earlier. This ingredient reduces the growth of bacteria. Other products in the CLN line include a face wash, shampoo for conditions like folliculitis and dandruff, and a sports wash. The sports wash is helpful in preventing fungal infections in athletes who frequent the gym, locker room, and come in contact with equipment prone to collecting bacteria.



equipment often reveal organisms such as staph. In terms of prevention, it would be a good idea to use CLN product in the shower after you finish working out. An indirect benefit of using the CLN product line relates to prevention and treatment in that you may be able to decrease the amount of antibiotic consumption while treating a skin infection.

What is your opinion on antibiotics? Are they useful for treating infections or are they overused?

There is no question that antibiotics have been over-prescribed. Penicillin and cephalosporins are no longer effective in treating many of the infectious diseases in circulation. Medical professionals are not entirely to blame in this situation. In fact, the food industry has a long history of using antibiotics in the animals that eventually end up on our dinner table.

What is the solution for avoiding unnecessary ingestion of antibiotics?

We need to educate the population that they should not be demanding antibiotics for every little thing. When people get a sore throat, many times they seek out an antibiotic from their doctor. Unfortunately, they are dealing with a virus, so the antibiotic will not treat their original complaint. Our government is trying to address the problem and there is a big push by the CDC and the FDA to overcome overuse of antibiotics. People need to understand that it is not in our society's best interest and keep their eyes on the long game.

For further information, you may contact Dr. Cockerell through his website at www.dermopath.com.

Where can we purchase the CLN products?

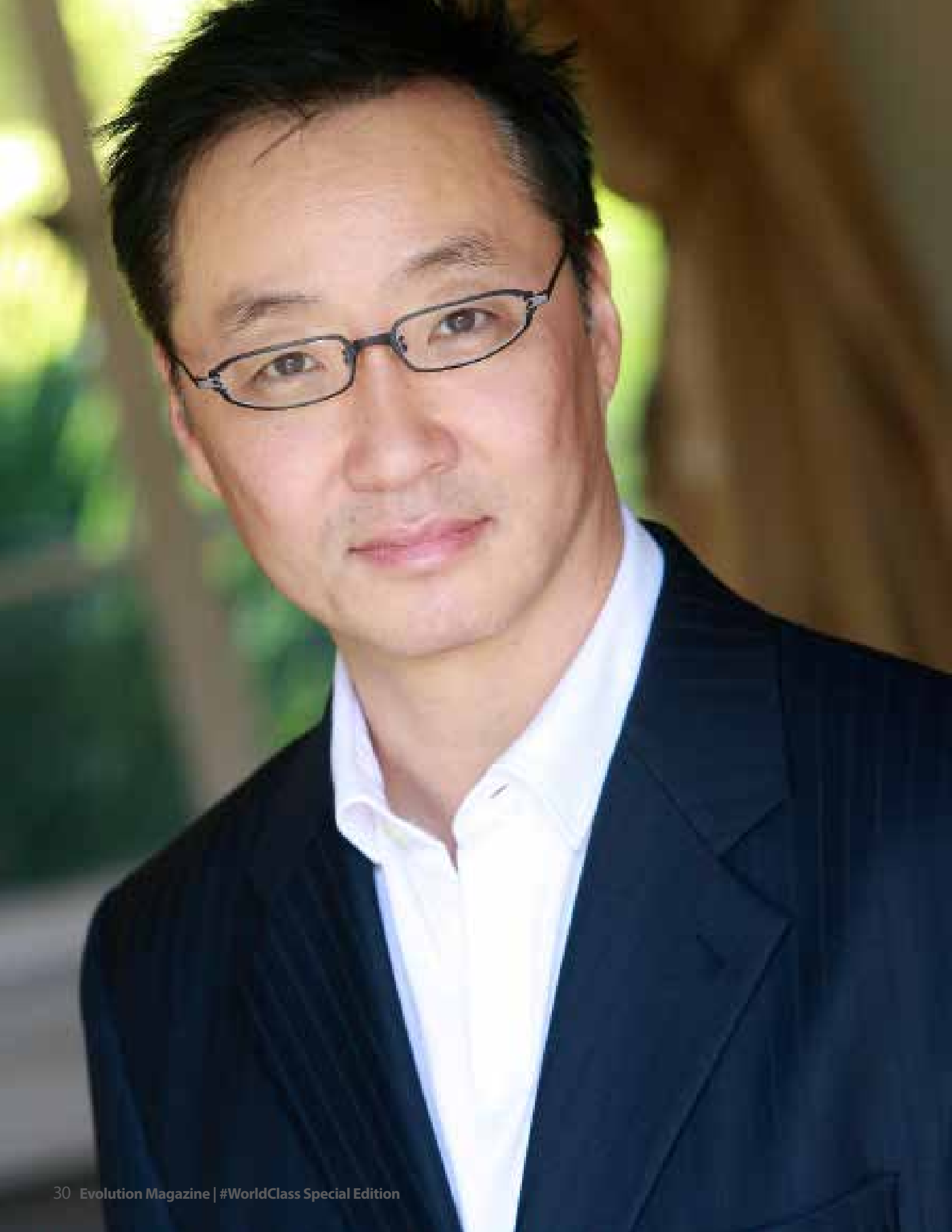
Products can be directly purchased at www.cln.com, Drugstore.com, Amazon, and at various local drugstores. They can also check with their doctor to see if their office carries the line.

You mentioned specific settings where athletes are prone to contracting infections. What are the dangers of using sports equipment that is not cleaned on a regular basis?

Even though people who regularly use the gym are instructed to wipe down any piece of equipment they use, many people do not. Cultures taken from



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DR. HARRISON H. LEE

Dr. Harrison H. Lee is a cosmetic surgeon who is Board Certified in three specialties and has two practices in Beverly Hills, California and New York City. His background is in dentistry, oral maxillofacial surgery, ear/nose/throat and facial plastic surgery.

Once Dr. Lee earned his undergraduate degree, he went to dental school at Tufts University, followed by a four-year residency in oral surgery. He taught at NYU and went back to medical school to earn his MD. Thereafter, he performed head and neck surgery at Mount Sinai Hospital, followed by a fellowship in facial plastic and reconstructive surgery under Dr. Kamer, a renowned expert in the field. Dr. Lee's background in oral surgery for jaw reconstruction has earned him the distinction of being considered an expert in facial bone surgery.

Dr. Lee's practice offers a variety of elective surgical procedures as well as working on cases involving facial reconstruction. His practice also covers the general range of surgical and in-office procedures which includes: face lifts, brow lifts, eye surgery, liposuction, chin surgery, jaw angle implants for men, and breast augmentation. His niche is in Asian faces, specifically in reducing the jaw and cheek bones of women, in addition to double eyelid surgery. However, Dr. Lee's target market is any ethnicity for common procedures. Ages of male and female patients range from the forties to people in their eighties. He has noted that his patients in both Beverly Hills and New York City are of the same demographic.

Another specialty Dr. Lee has is in facial feminization surgery for transgender patients. The

procedures he offers for this population include brow bone reduction, rhinoplasty, cheek implants, jaw angle reduction, and Adam's apple reduction.

Dr. Lee's work with the Asian population carries a similar style, creating a softer look for his female patients. Born in Korea moving to the United States when he was young, Dr. Lee understands the cultural and psychological reasons Asian women desire to change their appearance. In Asian culture, a woman with a pronounced bone structure is seen as having a strong personality and masculine traits. Cheekbone and jawline weakening is highly desired, especially in Koreans. The surgical process is streamlined so that it takes about three hours for cheek and jaw reconstruction. Healing time is approximately 10 days to two



weeks. The majority of the visible swelling fades within six weeks to two months. The entire healing process extends from six months to one year, as a gradual change is observed and final results are attained.

He will generally recommend more conservative procedures such as Botox, fillers, or fat grafting for patients in their thirties. It depends on the patient and their skin elasticity. These services are used mainly to diminish wrinkles and lines. Dr. Lee usually deters someone so young from getting a facelift. The majority of Dr. Lee's work is in surgery, but he will add in Botox and fillers for patients already in his surgical care.

Fat transplants are a better quality procedure, yet it is costlier, more invasive, and requires multiple sessions for injections. The quality of the fat cells used varies. Dr. Lee states that 20 to 25 percent of the fat survives the transplant because he is using live cells. Therefore, it may take three to five injections to get the desired result for a patient. Fillers, on the other hand, are used in the short term, lasting only nine months to one year.

Conservative topical treatments include Retin-A based peels and superficial peels. Any patients seeking deep CO2 or erbium laser treatments are referred to his dermatology colleagues. There are pros and cons to each type

of laser treatment, depending on the patient. The CO2 laser has a tightening effect on the skin but can also have prolonged redness. This type of laser is primarily used on lighter-pigmented patients as it can cause hyperpigmentation in darker ethnicities. This is why the erbium laser is beneficial for people with more pigmentation as there is less tightening and reduced redness.

Dr. Lee believes that part of retaining one's youthful looks involves preventative care and daily effort to maintain a healthy lifestyle. He encourages the use of homeopathic, natural, and holistic medicine in addition to taking antioxidants to reduce the amount of free radicals in the body. Dr. Lee regularly prescribes homeopathic medications prior to and after surgery to reduce swelling. Although he doesn't dissuade someone from having liposuction, Dr. Lee will first recommend diet and exercise. If the person doesn't attain desired results, he will proceed with liposuction.

While Dr. Lee is an expert in his field and maintains a busy practice on the East and West Coast, he maintains his self-discipline and youth through healthy living and as a lifelong student of the Martial Arts. For more information on Dr. Lee's practice, visit www.drharrisonlee.com.

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