

The East County Observer

# HEALTH MATTERS



From facelifts and implants to porcelain veneers and permanent tattoos, the business of aesthetics has become increasingly popular.

But the desire to look good is much more than vanity. It also promotes mental health and helps bolster a positive outlook.

Coverage begins on Page 5D.

Judy Newdom uses permanent tattoos to mask surgical scars and other blemishes.

Photo by Michael Eng

# PERCEPTION

*While plastic surgery corrects surface abnormalities and inconsistencies, it also helps improve morale and self-esteem.*

By **ROB BRANNON**  
Staff Writer

Judy Newdom flips through a portfolio of beautiful people.

The women, especially, are striking. Their lips glisten a healthy pink or red, looking moist and attractive. Their eyes shimmer, accentuated by perfect eyelid coloring. They glare off the page, almost reaching out, yearning for a returned glance. Each dazzling ocular is framed by a perfectly sculpted eyebrow.

Newdom gave these women their look. She is an artist who specializes in makeup, but not of the type that might be expected. Newdom, who calls her business Facecrafters, gives men and women a look that stays with them at all times. She is a permanent makeup artist.

"It's all basically the same process (as tattooing)," Newdom said. "(It's) the country club (sect) of tattooing."

Newdom practices the Newelle technique, a technique, she said, used only by about 40 artists worldwide. The technique, unlike normal tattoo procedures, requires a person trained in art. The artist must have an advanced understanding of art color theory. With the Newelle technique, Newdom said, the lifelike appearance comes from the use of multiple colors in the correct proportions.

Newdom said she often puts on the finishing touches for plastic surgeons. She can deftly camouflage scars and give reconstructed breasts on cancer patients a natural color and appearance. That service she does for free to honor her mother, who died from breast cancer.

But the stories about Newdom's average patients are perhaps most intriguing. One woman has a disease in which she tugs out her hair, including eyebrows. Another has not one follicle on her entire body. Men and women both have lost eyebrows, while another woman has a reconstructed lip after an accident. Then there are the patients who no longer can see without glasses to put on makeup, or those who suffer from sagging and difficult to cover eyelids.

"Esteem is so tightly involved," Newdom said. "(The process) gives my clients back their self-esteem."

Newdom said the motivation for her procedure is simple. Many of her clients have jobs that require a good first impression. The desire, she said, is to look good, and, as a consequence, be more confident.

"The basic motivation is the same for a breast cancer patient," Newdom said. "The difference is in feeling whole again, the completion of the process to get back to normal."

And, Newdom said, cosmetic improvement helps combat depression.

"It's a boost to be able to look in the mirror and look good," she said.

## Desire for Cosmetic Improvement

Barbie Osterling is a breast cancer survivor. Working as a flight attendant, she felt her appearance was vitally important. She was able to have plastic surgery to repair her breast along with the surgery to remove her cancer.

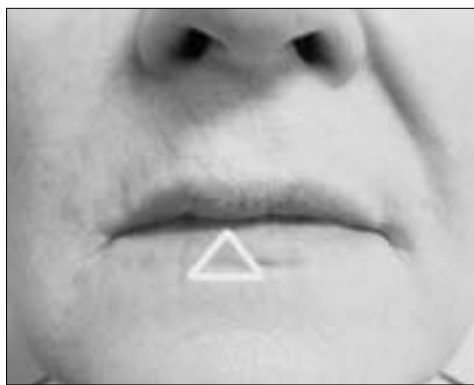
"When I woke up, I didn't have to mourn the loss of a body part," Osterling said.

Osterling said she knows women who choose to improve their appearance. She said it's often important for employment, and for self-esteem.

"There's definitely a body/mind connection," Osterling said. "They see themselves differently."



Photo by Michael Eng  
Judy Newdom uses the Newelle technique to add permanent makeup to her clients' faces. She also can help mask scarring and other blemishes with her tattoos.



Newdom says her tattoos are designed to disguise scars from as close as a few feet away.

Maybe it seems easy to dismiss plastic surgery, to think of individuals wanting a procedure to be somehow unnaturally uncomfortable with themselves. But, said Osterling's mother, Nannine Stufkosky, that desire is common. Most people, she said, spend money on dental work, improving their cosmetic appearance.

"Now it's a way of life just to have braces," Stufkosky said.

Osterling said a first impression is a motivator. She said for people who look permanently tired because of sagging eyelids, it's wonderful that there is a choice.

"Your confidence comes in the first impression," Osterling said.

## The Extreme Makeover Effect

Dr. Robert Hillstrom lectures about what he calls the Extreme Makeover phenomenon.

Hillstrom and other surgeons worry about the way plastic surgery is portrayed in settings such as ABC's hit makeover show. The program chronicles individuals through surgical improvements, condensing months of work into an hour of television.

"(Extreme makeover claims to) transform a person into somebody different," Hillstrom said. "I think that is in fact a fallacy. I am seeing more and more of these patients whose



Photo by Michael Eng  
Cosmetologist Lynn Hay is a volunteer with Look Good ... Feel Better.

## PRESCRIPTION FOR BEAUTY

*The Look Good ... Feel Better program uses makeup and beauty tips to boost self-esteem for women undergoing cancer treatment.*

By **MICHAEL ENG**  
Managing Editor

As a cosmetologist based in west Bradenton, Lynn Hay knows a little makeup can go a long way.

But as a volunteer with the local Look Good ... Feel Better program, she also knows it can save lives.

A free service class for women with cancer, Look Good ... Feel Better teaches patients to utilize makeup, wigs and beautifying tips to mask appearance-related side effects of chemotherapy and radiation.

However, although Look Good ... Feel Better's success is evident in its before-and-after photos, the most important changes patients receive through the program occur beneath the skin.

"The women are very vulnerable during these treatments," she says. "They feel invisible; they've lost their identity. When you have cancer, the treatment becomes your life. (But) with this program, the women have something to pamper themselves with. It's something just for them."

Furthermore, Hay says, the class helps boost self-esteem, develop camaraderie with women facing similar situations and ultimately bolster a positive outlook and mindset.

The class meets once per month in both Manatee and Sarasota counties. Attendees receive boxes with cosmetics designed for her specific skin tone as well as wigs, scarves and hats — all for free. During the class, Hay and other volunteers teach the women how to use the makeup, wigs and clothing to cover up hair loss and skin changes.

Hay, who has battled breast cancer twice, has been a volunteer with the program for two years.

"It's the best two hours per month I spend," she says. "My part is to teach them about skincare during the treatments. I help them use cosmetics to hide lost eyebrows, eyelashes and changes in skin color."

Ed Kavanaugh, president of the Cosmetic, Toiletry and Fragrance Association, helped launch Look Good ... Feel Better after providing a makeover for a young woman undergoing cancer treatments. The treatment

## Evening & Weekend Dentistry

### Dr. Foroughi & Dr. Jarquin

Cosmetic Dentistry - Bridges - Root Canals  
Crowns - Tooth Whitening - Dentures  
Extractions - Cleanings

Most Insurance Plans Accepted

New Patients Welcome



Your Neighborhood  
Family Dentist



**345-1100** SAME DAY EMERGENCIES  
9090 58th Drive E. Bradenton



Committed to Excellence  
with a Compassionate Approach

## CENTER FOR Foot & Ankle Disorders

- Sports Medicine & Orthopedic Treatment of the Foot and Ankle
- Custom Prescription Orthotics
- Walking/Running Pain
- Tennis, Golf, Soccer, Basketball Injuries
- Pediatric & Adolescent Foot Conditions
- Elective & Reconstructive Foot & Ankle Surgery
- Diabetic Foot Care, Ingrown Nails

Dr. Brian C. Rell

Associate, American College of Foot & Ankle Surgeons

Lakewood Ranch Medical Center  
8340 Lakewood Ranch Blvd., Suite 320

941-907-2676

Don't Ignore Your  
Foot or Ankle Pain...  
Call for an Appointment!



Dr. Jaih Jackson

## American Family Dental

"Straighter, Stronger Smiles"

## Comprehensive Dental Treatment

Accepting Most Insurances:

Evening and Saturday Hours  
Available to fit your busy lifestyle

Conveniently located next to  
Publix In Lakewood Ranch Plaza

(941) 907-9790

8358 Market Street Bradenton, Fl. 34202



With the help of makeup, wigs and scarves, the Look Good ... Feel Better program teaches women how to combat the appearance-related effects of cancer treatments.

## Look Good

CONTINUED FROM PAGE 5D

sparked a marked change in the patient's self-esteem and outlook on life.

Following the makeover, Kavanaugh, The American Cancer Society and the National Cosmetology Association partnered to form the program in 1989. Today, the program hosts classes in every state in the country as well as in Australia, Argentina, Canada, Denmark, France, Germany, Ireland, Israel, the Netherlands, New Zealand, Norway, Puerto Rico, Singapore, South Africa, Sweden and the United Kingdom. Look Good ... Feel Better also has launched similar programs for men and teenagers who also are battling cancer.

Lakewood Ranch resident Karen Hubbard began volunteering with the Bradenton and Sarasota programs in January.

"It's a very heartfelt situation," she says of the classes. "It's uplifting to see the women trying on different wigs and having fun. It's very helpful."

Since becoming involved with the program, Hubbard has helped organize donation drives for scarves and hats through her women's group in Weston as well as at her church, Woodland Baptist.

"At first, the women are quiet, but after they receive their boxes, they start chatting about what's in them," she says. "It takes awhile, but then they start talking about their own individual treatments and situations. They realize these other women are going through the same thing."

Hay agrees.

"It's kind of like a pajama party," she says, laughing. "They leave smiling and with their heads up. That's the best part; it really is."

The local Look Good ... Feel Better class meets on the third Monday of every month. The next class is scheduled for 10 a.m., May 16, at the American Cancer Society, 600 U.S. 301 Blvd. W., Suite 136.

For more information about Look Good ... Feel Better, call 1-800-395-LOOK. To donate hats and scarves or to volunteer with the program, call the American Cancer Society at 745-1214.

## Perception

CONTINUED FROM PAGE 5D

reality is more from what is seen in the entertainment industry."

The misconceptions, said surgeon Joshua Kreithen, are many. He says surgeries are often as much reconstructive as they are aesthetic.

He uses liposuction as an example. Many people consider liposuction a relatively easy procedure where fat is siphoned from the body. It's not necessarily that simple, Kreithen said. In many instances, the skin, no longer stretched by fat, must be removed as well. Also, he said, patients need to be aware that, as with any surgery situations, there are risks and recovery times.

"It's important for me to convey to a patient realistic expectations of what can and can't be done," Kreithen said.

Hillstrom said the job of a modern plastic surgeon is somewhat more difficult than in the past. With the portrayal of surgery in the entertainment industry, business has quickened, but patient pre-planning may have slacked. He said he is careful to educate patients.

"If I can't get them to understand there are real risks ... then they're not a candidate for surgery in my mind," he said.

Hillstrom said he follows the medical creed: "First, do no harm." He said patients often are seeking perfection. Hillstrom said he gives those patients a talk, explaining that perfection through surgery is an unattainable goal.

"We cannot expect perfection in life or in surgery," Hillstrom said. "I am a perfectionist ... but to expect perfection is unrealistic."

Hillstrom said the entertainment industry portrays plastic surgery as more life changing than it actually is. He said plastic surgery may improve appearance but does not go further than that.

"If I make that thing that bothers them better, I've done my job," Hillstrom said. "If I cannot in my mind do that to that patient, I should decline."

Hillstrom said an ideal surgical candidate would have researched surgeons and procedures. Plastic surgery is common and available, and as a result, he said, the consumer must be conscious of options and seek out several opinions before making a decision. For surgeons, he said, it's important to accept patients who are in tune with their decision.

"Ultimately, (I want a patient) that comes into my office and says, 'Dr. Hillstrom, I understand what's involved, and I'm not trying to be someone else. I understand the risks, and I'm willing to proceed,'" he said.