

SO SCOTTSDALE!

A FASHION & BEAUTY MAGAZINE FOR WOMEN

MAY 2012

CALIFORNIA COASTAL YOUR ULTIMATE GETAWAY GUIDE!

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WHAT TO SEE
WHICH BEACHES TO HIT

**ONE UNIQUE
NEW WAY TO
GET AROUND
OLD TOWN**

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NEWEST HOT SPOT

RADIANT SWIMWEAR

MOTHER'S DAY IN SCOTTSDALE

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MOM FOR BRUNCH

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THE LATEST MUST-HAVE
HOME ACCESSORIES

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SO LUXE

BY MERILEE KERN

BEAUTY TECH TREND: PALOVIA SKIN RENEWING LASER



Good news for those who like to put their best face forward—especially busy ladies who loathe crow's feet and other bothersome, all-too apparent wrinkles around the eyes. There's now an at-home, super-effective laser treatment just for you: PaloVia—the only FDA-cleared, at-home laser clinically proven to reduce fine lines and wrinkles around the eyes.

Now DIY beauty devotees can harness the power of this patented laser technology (once only available at the dermatologist office) for private use at home. Before the recent introduction of PaloVia to the consumer marketplace, such a powerful and effective skin rejuvenation treatment hadn't been available outside of a doctor's office.

HOW IT WORKS

Most important is the fact that rather than just appearing to make skin look younger like so many other wrinkle-treatment products end up doing, PaloVia actually renews the skin around the eyes by stimulating the body's natural production of new collagen and elastin—considered to be the building blocks of smooth, youthful skin. The result is dramatic, yet natural-looking results in just one month. Fast and easy to use, each session takes just three to four minutes on a daily basis for the very first month, followed by just two times per week thereafter to maintain the youthful results.

This skin renewing laser uses short pulses of micro-fine laser light to reach deeply into the skin's sub-layers, where wrinkles form. It then works on treating the aging support structure while the body's natural healing process removes the older,

TOYS



damaged tissue. In its place, the laser helps to stimulate fresh collagen and elastin.

A number of features have been included with the skin renewing laser package, which retails for \$499, to ensure proper usage and efficacy. The design contains "smart" sensors that work with the provided PaloVia Pre-Treatment Gel to verify skin contact, useful audio and visual cues, and an automatic shut-off to help prevent overuse.

This long-overdue device was developed and manufactured by Palomar Medical Technologies, Inc., a leading manufacturer and respected brand that has been at the forefront of producing cosmetic lasers for professional use by dermatologists and plastic surgeons. The company is considered to be a pioneer in the science of using lasers and light to improve personal appearance. Palomar scientists have successfully adapted their patented fractional laser technology for use at home with the PaloVia laser, which has been tested for safety on hundreds of clinical study participants. This testing included over 7,500 eye area treatments.

As part of these studies, which included a panel of certified dermatologists and plastic surgeons, some conclusive and compelling results were achieved. The study concluded that the PaloVia skin renewing laser was a safe and highly effective way to generate the return of youthful skin.

While individual results may vary, as always, the panel of professionals discovered that fully 92% of the participants had a noticeable reduction in the fine line and wrinkles around the eyes versus what they had prior to the one month of daily treatments.

Visit www.palovia.com to "eyeball" more information about the PaloVia Skin Renewing Laser.

The Luxe List executive editor Merilee Kern scours the luxury marketplace for exemplary travel experiences, extraordinary events, and notable products and services. Follow her on Twitter at <http://twitter.com/luxelisteditor> and Facebook at www.facebook.com/theluxelist.

Legal Notes

PUMP AND DUMP STOCK SCHEMES

Written By Ashley D. Adams

"Pump and dump" schemes are an increasingly common type of stock fraud. With the advent of the Internet, it is possible for scammers to target many more potential victims located all across the world. It estimated that pump and dump stock scams account for approximately 15% of all spam e-mail messages.

Pump and dump schemes generally involve "microcap" companies. These are companies with a market capitalization of under \$250 million. The majority of microcap stocks are called penny stocks, which trade at or below \$1 a share.

Stock fraud occurs when scammers attempt to artificially inflate the price of the stock by disseminating inaccurate or misleading information so that their own shares can be sold at a higher profit. When the people behind the scheme sell their shares and stop promoting the stock, the price plummets and other investors often suffer serious losses.

The pump and dump scam is often undetected because penny stocks are generally traded "over the counter" in such markets as the OTC Bulletin Board or the Pink Sheets, rather than major markets such as the NSDAQ or the New York Stock Exchange. OTCBB and Pink Sheet stocks have less regulations and oversight and it is easier to manipulate a stock when there is little or no independent information about the company.

Pump and dump market manipulation is a form of stock fraud that violates federal and state securities laws.

If you have further questions about this issue, please contact Ashley D. Adams, PLC 480.219.1366 or aadams@azwhitecollarcrime.com, www.azwhitecollarcrime.com. Ashley is a criminal defense attorney in Scottsdale and a former federal prosecutor.



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