

Business Buzz

Putting a Personal Face on Local Business

Valerie Hotz



To send items for consideration, email Hotz at v.hotz@att.net.

Med EstheticsRx Opens Orinda Studio

Step inside the new Med EstheticsRx studio at 50 Vashell Way, Suite 230, and you will receive excellent and soothing treatment at the hands of certified medical esthetician Elizabeth Buddington. The reception area features handsome handmade furniture by Buddington's husband, Doyle, a furniture maker by trade who specializes in custom upholstered furniture. Abundant natural light floods the reception through floor to ceiling windows in this comfortable space.

Med EstheticsRx is results driven and focuses on addressing clients' needs. The supervising physician for Med EstheticsRx is Dr. Lauren Eskanzi. "I ask clients about

their goals, and we work on the identified goals together as a team. They need to follow up with a skin care regime at home after receiving a treatment. I offer four different treatment packages that include Peels, Skin Care 101 (which is designed for young adults), Express Cleansing Treatment, and Healthy Glow. Additional treatments focus on specific areas of the body such as the Back Micro-Peel, Spot-on-Body Glow Treatments, and the Blushing Bride Series, which is a special package of three Health Glow treatments prior to a client's wedding day," explains Buddington. A variety of skin care products are available here including elta MD, AFA Skin Care and Skinceuticals

Utilizing ultrasound to hydrate the skin, Buddington points out this treatment is healing to skin. "Ultrasound sends impulses

of sound waves, and I use it to effectively penetrate products into the epidermis. I use this method to apply high strength Vitamin C, which is a great antioxidant for skin. Hyaluronic acid penetrates and locks in moisture," she adds. The Healthy Glow treatment is customized to fit a client's specific needs and includes microdermabrasion, derma-planing, extractions if necessary, as well as eyelash tint, and brow arch. Buddington employs the Clarisonic



CONTRIBUTED PHOTO

Elizabeth Buddington recently opened the skin care spa Med EstheticsRx.

brush to gently and thoroughly cleanse the face. Made by the creators of the Sonicare toothbrush, Clarisonic's soft gentle brush oscillates more than 300 times per second resulting in smaller pores and soft, radiant skin.

"My continuing education in skin care really makes all the difference. I recently attended the Skin Disease Education Foundation conference in Las Vegas, and I am a member of the Society of Dermatology Skin Care Specialist and National Coalition of Estheticians, Manufacturers/Distributors and Associations," says Buddington. "This industry is ever changing, and I love learn-

ing the latest and greatest treatment for skin care. I enjoy improving skin conditions and helping people prevent premature aging," says Buddington.

A native Californian, Buddington and her husband Doyle have a daughter, Miranda, who is a sophomore at the University of California, San Diego. For more information about Med EstheticsRx, visit the website at www.Med-EstheticsRx.com. To schedule an appointment, call 258-0055 or email ebuddington@earthlink.net.

Orinda Rehabilitation and Convalescent Hospital-Respecting the Individual

John and Selma Cronin established this family-owned business in 1967. John was a Registered Nurse and Selma, a public health nurse, both obtained an administrator's license in order to build a skilled nursing hospital that would provide a superior standard of care for residents. Today the hospital continues to be independently owned and operated by their son, David Cronin.

Located at 11 Altarinda Road, the Orinda Rehabilitation and Convalescent Hospital is licensed for 49 patients and features in-house physical therapists serving patients' needs featuring an interdisciplinary approach, with rehabilitation methods and goals individualized for each patient. The program includes services of Restorative



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David Cronin keeps Orinda Convalescent Hospital a family business.

Nurse's Aides six days per week helping with intermediate and maintenance levels of daily physical therapy needs.

Cronin began working here in 1968. He started out as an orderly, helped with janitorial and physical therapy activities and has really done just about every job.

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