

When Money Is Tight, Make Sure the Look Is Right!

The recession is over, we're told. But signs of hard times linger. Many people are upside down in their mortgages with little chance of selling their homes. Unemployment remains high and spending and savings lag.

It's enough to make you want to throw on sweats, pull a hat over uncombed hair and settle in front of the TV with a bag of full fat chips.

But here's the deal – if you're looking for a job, or trying to improve the one you've got, you simply can't afford to look down and out. In fact, you've got to look better than ever and certainly better than those you're competing with.

"Dr. Goldstein," you say, "Looking great is an expensive proposition, and money is tight." You're right, it can be. But it doesn't have to be. I've consulted several experts who generously share affordable ways to make the best of yourself in tough economic times.

MORE THAN A GOOD IDEA

Like motherhood and apple pie, attractiveness is something few people disagree with. But it's more than a good idea. Looking your best is also a strategic tool in the business world. Fox news reporter John Stossel addressed the topic at the 2011 Thomas P. Hinman dental meeting in Atlanta when he delivered the Dr. Marvin C. Goldstein Memorial Lecture (named for my uncle).

His reporting on hiring practices of Atlanta employers revealed that candidates were being discriminated against based on appearance. When employers were presented with a video replaying their interactions, they were surprised at the



subtle but notable discrimination.

Stossel cites research from Massachusetts General Hospital, Harvard University Medical School, and Massachusetts Institute of Technology. Researchers used magnetic resonance imaging (MRI) to watch the activity in men's brains when they were shown pictures of beautiful female faces.

The response, they found, was similar to that of a hungry person who sees food. Other research supports this subtle bias in favor of better-looking job candidates.

So what can you do to turn things around?

WHAT, ME? COSMETIC SURGERY?!

To many people, cosmetic surgery sounds indulgent and expensive. But that opinion is not shared by millions who seek plastic surgery, cosmetic dentistry and esthetic dermatology every year. In 2010 Americans spent more than \$50 billion on such enhancements.

The good news is the growing trend toward less invasive and less costly approaches. According to the American Society of Plastic Surgeons, about 11.6 million minimally invasive procedures were performed in 2010. That's a 110 percent increase from a decade earlier.

Many plastic surgeons have added these to their menu of services and the results are impressive. One of the strategies is what's known as a "liquid facelift." In contrast to a traditional surgical facelift (priced from \$7,000 and up), this involves a series of injections with fillers like Botox, Restylane and Juvaderm. The injections can do wonders for wrinkles around the nose and mouth and sagging skin on the face and neck.

One of the experts in the field is Harvey A. Zarem, M.D., professor and chairman emeritus of the Division of Plastic

Surgery, UCLA School of Medicine. After many years in Los Angeles, he recently returned to his hometown to practice at Savannah (Ga.) Plastic Surgery.

“Our one-hour *FreshLook Lift* has been enormously popular for young patients with a limited budget who are seeking facial rejuvenation,” says Dr. Zarem. The lift is performed under local anesthesia in an outpatient setting with only one assistant and no anesthesiologist.

As a result, he adds, “The cost is about half that of a traditional four-hour procedure in a certified operating room with two or three nurses.”

HAIR TODAY...JOB TOMORROW?!

If cosmetic surgery – even the low-impact variety – doesn’t appeal, you might want to consider a modest investment in your hair. Smartly styled and maintained, hair is one of the most affordable ways to perk up your appearance.

Richard Davis of the Michael Andrews Hair Salon in Marietta has seen this dynamic in action. He emphasizes that every head is unique and you have to take conventional wisdom with a grain of salt.

“For example, women for years have been told that shorter hair makes them look younger. In fact, length doesn’t matter. What matters is that your hair complements the eyes, face shape, skin tone, cheekbones, color and cut.”

He advises working with a professional stylist who understands this balance and can achieve it for you.

Aside from cut and style, Davis points to color as another affordable change agent. “As women age, a younger, lighter color may be what’s needed. I often recommend a one-step color with highlights or low lights to enhance the beauty of the hair,” he adds.

Unlike a haircut, hair color is a procedure that can be done at home to save on the budget. But should you? Davis says it’s fine to go it alone. “But,” he adds, “I recommend talking to a professional stylist first to make sure you’re choosing the right color.”

When in doubt, go one shade lighter than the color you see on the box that most closely matches your hair. If you’re not happy with the result you can always darken, Davis advises.

DON'T FORGET THAT SMILE

Nothing says confidence like a bright, beautiful smile. In dentistry, too, there are ways to make an impact without overspending.

The first is teeth bleaching. I never cease to be amazed at the public figures who seem to pay attention to their image in



many ways, but appear on screen or in print with discolored teeth.

While your best bet may be in-office treatment that can include polishing and micro-abrasion, some of the over-the-counter whitening products can also help. Another tip is to brush with a good tooth whitening toothpaste after every meal.

Cosmetic bonding is another affordable option for masking discolored teeth, getting back your younger looking smile, and making other cosmetic improvements. During the process, typically done in a single appointment, a composite resin material is applied to the existing tooth.

Finally, cosmetic contouring is a simple procedure in which the teeth are painlessly reshaped, buffed and polished to give your smile a more uniform, aligned look. Ask your dentist about these procedures; you may find they fit nicely into your budget.

YOUR RÉSUMÉ ISN'T THE ONLY THING THAT HAS TO SHINE

You’ve worked hard on your credentials. You’ve got excellent recommendations and your skills are top notch.

Now make sure you’ve got the professional, up-to-date appearance to match. Somebody’s going to get that great job. It might as well be you!



WITH A LIFELONG INTEREST IN BEAUTY, DR. RONALD GOLDSTEIN CONDUCTS ONGOING RESEARCH ON THE PHYSICAL ATTRACTIVENESS PHENOMENON AND ITS ROLE IN THE ACHIEVEMENT OF PERSONAL SUCCESS. HIS DENTAL PRACTICE WAS THE FIRST TO MOVE BEYOND THE SMILE AND FOCUS ON OVERALL FACIAL HARMONY. HE WRITES EXTENSIVELY FOR BOTH CONSUMERS AND THE DENTAL PROFESSION ON BEAUTY, ESTHETIC DENTISTRY AND RELATED TOPICS. DR. GOLDSTEIN IS THE AUTHOR OF THE 2-VOLUME TEXTBOOK, *ESTHETICS IN DENTISTRY AND CHANGE YOUR SMILE* (10 FOREIGN TRANSLATIONS), WHICH NOW IN ITS 4TH EDITION IS THE TOP-SELLING CONSUMER GUIDE TO COSMETIC DENTISTRY FOUND IN THOUSANDS OF DENTISTS’ RECEPTION ROOMS AROUND THE WORLD. HE IS ON THE ADVISORY BOARD OF *NEW BEAUTY* MAGAZINE AND WRITES FOR IT AS WELL. HE IS THE FOUNDER OF TOMORROW’S SMILES, A NATIONAL NON-PROFIT FUND THAT HELPS DESERVING ADOLESCENTS RECEIVE LIFE-CHANGING SMILES THROUGH COSMETIC DENTISTRY. HIS MULTIDISCIPLINARY PRACTICE IS IN ATLANTA, GEORGIA.