

## TOPNOTCH RESORT AND SPA DOES MEDI SPA TO THE MAX WITH AESTHETICA @ TOPNOTCH

-- *New partnership with Aesthetica Laser and Skin offers latest in dermatological services and cutting-edge techniques in luxurious, relaxing surroundings –*

**September 2007 (Stowe, VT) – Topnotch Resort and Spa** in Stowe, Vermont announces **Aesthetica @ Topnotch**, a new Medi Spa offering the latest in dermatological services. Through a partnership with Aesthetica Laser and Skin Care, a professional dermatological concern with offices in New York State, Vermont and Quebec, Topnotch now provides clients with a range of innovative and effective techniques to provide positive results for their skin, including Max LED Therapy, BOTOX® Cosmetic, Restylane and more. Located within the award-winning Spa at Topnotch and surrounded by the year-round beauty of Vermont's Green Mountain wilderness, Aesthetica @ Topnotch represents a fresh take on Medi Spa services. Led by Dr. Randy Stoloff, a Board Certified Endocrinologist and Managing Partner of Aesthetica Laser and Skin Care, Aesthetica @ Topnotch will offer on-site and on-call dermatological offerings paired with traditional eastern origin disciplines such as Acupuncture, Shiatsu and Reflexology, to bring a unique experience and unparalleled quality of Medi Spa services to Topnotch guests. The medical professionals of Aesthetica have been trained by world-renowned Cosmetic Dermatologist Mark B. Taylor MD, a leader in the field who pioneered techniques such as BOTOX, Restylane and laser treatments for the skin. **What is in store for your skin at Topnotch Resort's new Medi Spa?**

**The Ultimate Facial:** This ALL-NEW signature treatment from Aesthetica @ Topnotch incorporates Max LED Therapy and a V.I.P Peel. A proprietary blend of acids, vitamins and minerals with LED light returns your face to its natural glow and youthfulness. The peel is easy to apply, virtually painless and applicable for all skin types. There is NO DOWN TIME required following the treatment and makeup may be applied immediately afterwards. Expect remarkable results that even out skin tone and leave the flesh feeling tighter and looking refreshed. Max LED phototherapy takes this extraordinary peel to the max by encouraging cellular rejuvenation and setting off a frenzy of cellular activity to produce softer, clearer, more youthful looking skin. This synergy of blended acids and LED light is the ultimate in exfoliation and anti-ageing. **\$400**

**Max LED Therapy:** Developed by NASA in the 1980s to improve the healing of wounds and tissue growth in space, light emitting diode (LED) technology was later discovered to produce cellular reactions in the skin. The Max LED system allows for monochromatic or polychromatic light therapies tailored to each client's areas of concern. Its benefits include promoting collagen and elastin protein production while slowing the enzyme that causes collagen to break down. Max LED therapy also improves the tone and texture of the skin and reduces pore size. Clients will see an improvement in the appearance of their skin even after one treatment, with improvements continuing over a 12-month period with maximum benefits of the treatment visible at that point. *\$125 per treatment or a series of 8 Treatments for \$800.*

**BOTOX® Cosmetic:** The beauty of a BOTOX® Cosmetic treatment is that it's a simple, 10-minute, non-surgical process. A few tiny injections, and within days there can be a noticeable improvement in moderate to severe frown lines between the brows that can last up to 4 months. (Results may vary.) And there is no recovery time. BOTOX® Cosmetic is a non-surgical, physician-administered cosmetic treatment that can temporarily reduce the moderate to severe frown lines between your brows for up to 4 months. *\$17 per unit/ \$51 per 0.1 cc*

**Restylane and Aesthetica Luscious Lips:** Aesthetica Luscious Lips is a cosmetic, artistic process in which Restylane is injected into the lips for natural fullness and increased definition, which can be lost during the aging process. Deep laugh lines and deep creases elsewhere on your face can practically be erased with Restylane, which is usually injected conservatively, sometimes over several sessions in an effort to be cautious and achieve the best result possible. An evaluation by an Aesthetica medical professional will be required in order to determine how much Restylane will be required to achieve desired results. *\$600/ 1.0 cc or \$350 / 0.5 cc*

**Lumalite Teeth Whitening System:** A bright healthy smile can make you look younger and feel more confident. The Lumalite teeth whitening system can reverse discoloration caused by age, tobacco, certain medications, and staining foods and beverages such as coffee, tea and red wine. Lumalite uses a peroxide gel solution that is activated by a patented whitening light, a process involving neither heat nor drills nor needles. Following the procedure, the gel is removed to reveal a bright, healthy smile. Safe and effective, Lumalite can be performed in less than one hour and dramatically increase the brilliance of your smile without harming tooth enamel or any previous dental work. No prior consultation is required. *\$399*

**And coming soon to Aesthetica @ Topnotch:** Micro Laser Peels, Spider & Varicose Vein Treatments, Scar & Stretch Mark Treatments, Laser Hair Removal, Laser Face Lifts, Lippo Dissolve and Tattoo Removal.

**For more information or to make reservations at Aesthetica @ Topnotch at Topnotch Resort and Spa, please call (800) 451-8686, or visit [www.topnotchresort.com](http://www.topnotchresort.com)**

### **About Topnotch Resort and Spa**

A model of sophisticated rusticity in the rolling mountains of Vermont, Topnotch Resort & Spa is a premier New England destination retreat offering endless recreational pursuits in a thoroughly luxurious atmosphere. An AAA Four Diamond property perched on 120 acres near the village of Stowe, the resort offers 68 guest rooms and suites dressed up in European Country Manor style, with contemporary amenities, most with exceptional views of the lush Green Mountains. Topnotch also has a selection of 40 luxurious one-, two- and three-bedroom resort homes – the last ranging over 2,500 square feet – each with its own personality and full resort privileges. Acclaimed as one of the Top 10 Resort Spas in America by *Spa Finder*, the recently renovated Topnotch Spa covers 35,000 square feet, including 30 treatment rooms in which to experience more than 120 exotic and rejuvenating treatments and services. For sports and leisure, the resort features a Tennis Center with indoor and outdoor courts, cross-country and downhill skiing, a wealth of fitness pursuits at a state-of-the-art Fitness Center, an indoor pool with a cascading massage waterfall, a new whirlpool/Jacuzzi, and two new outdoor pools – one of which will be heated year-round. Also new as of June 2006, Norma's Restaurant entices with eclectic cuisine in a casual setting, with an inviting open kitchen. Pets are also welcome in select guest rooms and suites. Topnotch was honored as the highest rated ski resort in New England in 2007 by *Conde Nast Traveler*, the #1 tennis resort in the Northeast in 2006 by *Tennis Magazine*, and it earned an Award of Excellence from *Wine Spectator* in 2005. Topnotch Resort and Spa is a member of Preferred Hotels & Resorts and Associated Luxury Hotels.

[www.topnotchresort.com](http://www.topnotchresort.com)