

## Accentuating the positive The 'Zsa-Zsa' look takes work



Lines and wrinkles call for Elastin collagen. It's the newest French treatment especially recommended for dry and dehydrated skin as well as skin that is losing elasticity. "French skin care experts report excellent results with this treatment," said Ms. Linder.

"Spa around the corner" — that's what Mira Linder calls her new beauty and conditioning salon in Applegate Square, Southfield.

Gleaming mirrors, all white interiors and friendly, beautiful countenances greet every client who steps through the magic door into a whole new world of pampering beauty treatments.

"There is no such thing as an ugly woman," declared Ms. Linder from behind her handsome walnut desk behind a door which heralds the occupant, "Mira Linder, President." Pausing to sniff a single long stem American beauty rose that is a fresh daily appointment on her desk, she reiterated, "There are no ugly women today — only lazy ones."

"The Zsa Zsa's of the world are not born, they are made."

"Striving to be beautiful is not a matter of vanity or a wish to be pampered — it is a necessity," said

Ms. Linder. "In every life role, appearance is the first impression and what you see is what you trust."

The spa owner believes that every woman can learn the art of camouflage in makeup application. "Cosmetics are so personal," she said. "They bring out the beauty and hide the things that are not so pretty."

A talk with Ms. Linder is the client's first step in the reconditioning regime.

"I call it reconditioning because a client is encouraged to rethink her fashion priorities as well as refine the quality of her skin and the outlines of her body."

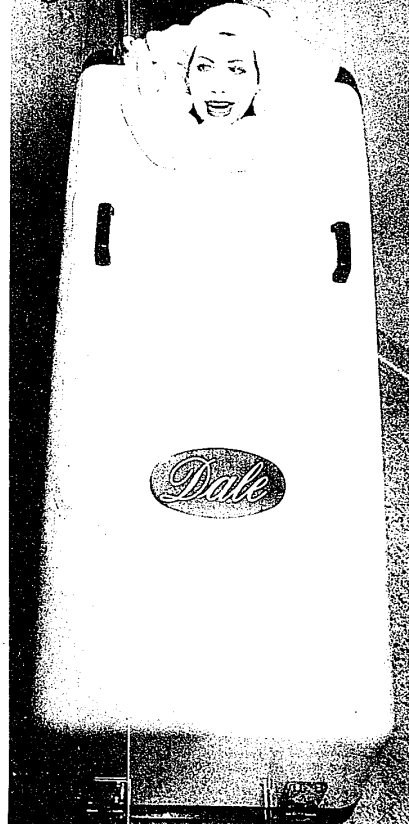
"I teach women not only how to care for their skin and body, but I help them to develop a sense of style," added Ms. Linder.

Complete beauty and body services are offered, including new European techniques for replacing facial skin elasticity and combating body cellulite.

"Some of our new techniques are offered nowhere else in the country," said Ms. Linder.

"Why should Detroiters travel great distances for similar or the same treatments?"

— Rustie Shand



Among the new treatments offered is the biosauna, an oxygenated, body steaming unit to rid the body of water retention while eliminating toxins from the pores of the skin. The treatment also soothes backaches, sore muscles and general tension.



Cold wrap cellulite treatment for thighs is one in a series of 12 treatments designed to eliminate the toxins trapped in the fatty tissue. "This treatment," explained Ms. Linder, "takes one inch off the thigh measurement immediately."

Photos by Steve Cantrell

Paint may still be drying, signs may not be up, fixtures may still be unfixed but, ready or not...

"I'll be ready when you are."

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