

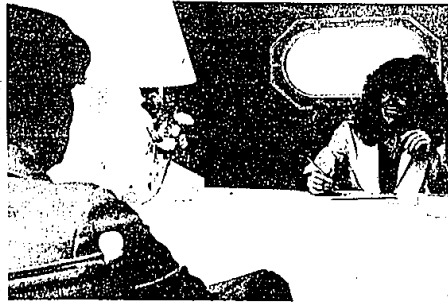
# Suburban Life

Loraine McCallah editor/477-5450



Monday, November 7, 1983 O&E

(F)58



Sharon Reed tells a prospective client what she can expect, whether the problem is frown lines, sagging jowls, crows feet, wrinkles or bags under the eyes. She also offers a new introductory fee for the 11 visits that is routinely recommended.

## Jury still out on facial renewals

By Marge Stern-Kretsky  
special writer

**Editor's note:** In the following story free-lance writer Marge Stern-Kretsky gives a first-hand account of an electronic process which allegedly tightens facial muscles and makes a subject look younger. At present the technique is being investigated by the Food and Drug Administration to check on claims being made by the inventor of the process. A 12-session treatment costs \$590 at the Bloomfield Facial Renewal Clinic in Farmington Hills. To read more about the investigation turn to page 1A.

The clinic is a new idea for Michigan and believed in very strongly by owners Sharon Reed and James McCachren.

But after speaking with several physicians and plastic surgeons in the area, none would lend any credibility to the work of the electronic facelift.

On a recent visit to the clinic I was met by Ann Hunter, director of client services, a makeup specialist who ushered me into Reed's office.

The procedure is entirely painless, she explained. The important thing to do during the procedure is to relax, she added.

After a tour of the facility and some questions about my nutrition and drinking habits, I was taken into a small room that looked like an examining room in a doctor's office.

I reclined on the table and closed my eyes.

**THE PROCEDURE** is performed with two long rods that look like big cotton swabs which give off electronic pulses throughout the treatment. During the experience my mouth constantly had a metal taste.

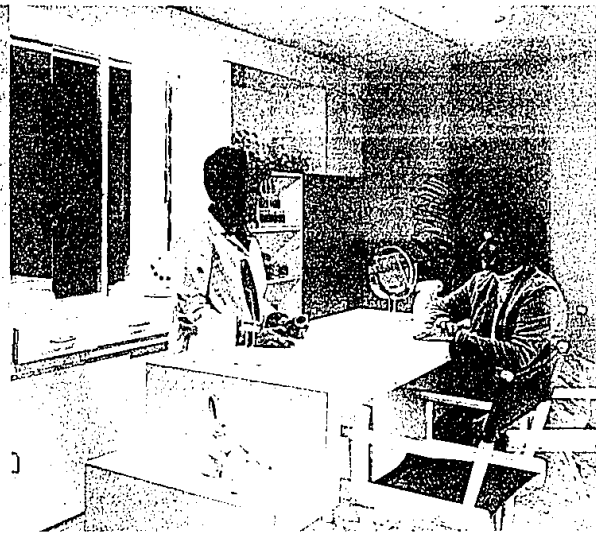
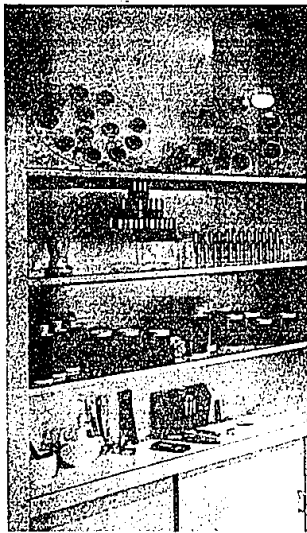
That was a normal condition for almost everyone, said the facelift. She ran the swabs over my face twice — first with hard pressure.

Before the second application, moisturizers were applied. The treatment was similar to having a face massage. It was very relaxing.

After completing one side of my face, the facelift took a Polaroid picture to see if I could see any difference. Truthfully I couldn't see any. But then, I'm not in the category to consider a facelift yet.

Most of the clients are in their 40s and 50s and come three times a week in the beginning. During the final nine weeks, the treatment is applied once a week.

"The effectiveness is different on everyone. Generally the treatments last one or two or three years before a



RANDY BORST/staff photographer

Phyllis Brown (above right) calls herself a "very satisfied customer," as she chats with Ann Hunter in Bloomfield Facial Renewal Clinic's gray and white salon. Hunter is director of client services who helps clients with skin care advice and make-up choices after their treatments. At right James McCachren confers with men interested in learning about the procedure. They make up about 20 percent of the clinic's clientele.



booster treatment is needed," said Reed.

Reed became interested in youth treatments when she was in her mid-thirties, when she began to notice signs of premature aging that she attributed to heredity and job stress. Before opening this business, she was the director of clinic operations for D.O.C. clinics.

Business partner McCachren is an attorney and private investigator.

## Israeli fashions on parade

Linda Dresner, owner of the fashion specialty shop in Troy that bears her name, will produce an accessories for the 1983 State of Israel Bond Fashion Show, scheduled for Friday, Nov. 18, in Adat Shalom Synagogue. Doreen Hermelin is Metro Detroit Israel Bond Women's Division chairwoman and Linda Bloch is fashion show chairwoman.

The presentation of new Israeli designer fashions is an annual offering of the Israeli fashion industry, available exclusively to the Israel Bond Organization through its National Women's Division. The collection will travel to more than 60 major cities in the United States and Canada.

On view will be haute couture designs by Raquel, Biba, Lisa Baker, Odie Gera and Gideon Oberson. Ready-to-wear collections are by Beged-Or, Biba, Diva, Götter, Honigman, Gabi Model, Niba, Gideon Oberson, Papco, Scharf, Sixteen Plus and Tazman.

The local show will be preceded by a 10 a.m. brunch. Participation at the event is through a 1983 Israel Bond purchase of \$500 or more.

**FASHION** is a major revenue producer for Israel. Now celebrating its 35th year of existence, Israel created its fashion industry with design talent and craftsmanship that flowed to the country with immigrants from more than 70 lands. Its development came with the help of Israel Bond investment funds, channeled through Israel's Development Budget.

Sensationally modern and elegantly designed, the '83 styles depict a whole way of dressing for leisure, work, for weekends, for day and for night. The fashions flow and move for enormous impact and freedom.

For fashion show reservations, call Israel Bonds, 557-2900.



Two of the pieces in Israel Bond Fashion Show coming from Tadmor are shown above. At left leather is shaped into a black suede tunic whipstitched in white leather with white leather pants. At right, a soft red leather jacket and pants suit.

## 'The Women Alcoholic' is Nov. 15 lecture topic

Dr. Susan B. Anthony, author, lecturer, theologian and recovered alcoholic, will lecture in Madonna College at 7 p.m. Tuesday, Nov. 15. Her topic will be "The Women Alcoholic: Obstacles to Accepting Treatment."

A great-niece of the famous advocate for women's rights and temperance, the late Susan B. Anthony, her

visit to Madonna is sponsored by the social work and sociology departments in cooperation with Woodside Women's Recovery Program in Pontiac.

The lecture at Madonna will be in room 150, the Science Lecture Hall, and is open to the public without charge. The college is at 36600 Schoolcraft, Livonia.

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