

Michela King

Medical Aesthetician @ River Region Facial Plastics

GTKY: Tell us a little about yourself...

Michela: I was born and raised in Montgomery. I share my hometown with my husband, Dr. Zeb King, a veterinarian at Taylor Crossing Animal Hospital. I have two children, Ragan (7) and Waylon (5).

GTKY: Why did you choose skin care as a profession?

Michela: I chose this area of skin care as a profession because of personal acne issues when I was a young girl. I was going through all those normal hormonal changes that caused acne, which also caused me to have low self-esteem. I love helping people look good, which in turn also makes them feel good. It's happiness for all!

GTKY: What area of skin care are you most passionate about?

Michela: I love to do more advanced treatments, which give immediate results - such as Intense Pulsed Light (IPL), lasers, chemical peels, and DermaPen® (micro needling). It's also important to coach your clients through a routine at home with a good, high quality, physician grade skin care line to maintain the results achieved with our in-office treatments.

GTKY: What new ideas and treatments have you brought to RRFP?

Michela: It's been fun to implement new trichloroacetic acid peels. These deeper peels are for resilient skin suffering from acne scars, dramatic wrinkles, stubborn melisma and poor skin texture. We have another new peel to treat rosacea

patients with sensitive skin. These peels are amazing and give phenomenal results. We also have started treating thicker blue veins on the body with the Cynosure laser. Our advanced laser hair removal setting is achieving results with fewer treatments.

GTKY: Skin care is reaching an 11 billion dollar a year market; how do you differentiate SkinMedica® versus other brands to your clients?

Michela: As we age, collagen production diminishes, skin becomes thinner, and elasticity decreases which causes facial sagging, fine lines, and wrinkles. SkinMedica® products are scientifically formulated and clinically tested to rekindle your skin's youthful appearance. Our products go to work as soon as they are applied. SkinMedica® chooses proven ingredients such as growth factors,

antioxidants and retinoids. Antioxidants enhance the natural appearance of your skin by helping prevent free radical damage.

GTKY: According to a recent GCI Magazine Poll: Only about one-third (35%) of the respondents aged over-60 said they used anti-aging products in the prior three months. What advice



can you give a client who is switching to physician grade skin care versus over-the-counter brands?

Michela: Over-the-counter skin care lines aren't nearly as strong, and therefore, cannot provide satisfactory results. Most of us are looking to smooth skin texture; remove hyperpigmentation, brown spots (sun damage), acne scars and the most dramatic...wrinkling of the skin. Many consumers do not understand that over-the-counter products are not required to have clinical studies performed. Only "medical grade" products available at a doctor's office or physician directed medical spa. SkinMedica® products must go through an extensive testing and approval process to ensure effectiveness, and oftentimes, they are priced the same as name brand lines found in department stores.

GTKY: What is your skin care motto?

Michela: "Break Up with Your Make Up" I act my age sometimes...but look my age - never!!

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