

THE BEAUTY DOCTOR IS IN

Dr. Jason
Riehs

Dr. Lynley
McAnalley

Dr. Vinita
Schroeder

Good skin care and good genes can only take you so far. That's where aesthetic medicine comes in. "We're not derms, and we're not plastics. It's really a brand-new field," says **Lynley McAnalley**, whose practice near Preston Center gets a steady stream of shop owners, hairstylists and (yes) fashion editors.

Board-certified in family medicine with 10 years' ER experience, McAnalley now focuses strictly on aesthetics, with a micro-specialty in injectibles. The field's tipping point, she says, was when Botox Cosmetic received FDA approval in 2001, followed by a wave of non-animal-based dermal fillers — Restylane, Radiesse, Sculptra et. al. — for restoring volume and smoothing creases and folds.

McAnalley isn't the only hot doc to switch gears from traditional to aesthetic medicine, or whose name comes up among the chic who don't mind sharing.

Vinita Schroeder, board-certified in pediatrics and allergy and immunology, still sees allergy patients in her Park Cities clinic on Tuesdays and Thursdays, but devotes Mondays and Wednesdays to treatments such as IPL photofacials and mesolift skin rejuvenations.

Jason Riehs gave up internal medicine to open Le Beau Visage in Frisco, overseeing a staff of three aestheticians and attracting clients ranging from chic suburbanites to heart-of-Dallas A-gays. Riehs administers all injectibles himself and proudly notes: "We're 'platinum status' in both Botox and Restylane, which means we do a *lot* of it."

The fact that all three docs are themselves gorgeous doesn't hurt. Says one male McAnalley devotee, "I always tell her, 'Do whatever you want, just make me look exactly like you.' "

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