



Melanie Palm

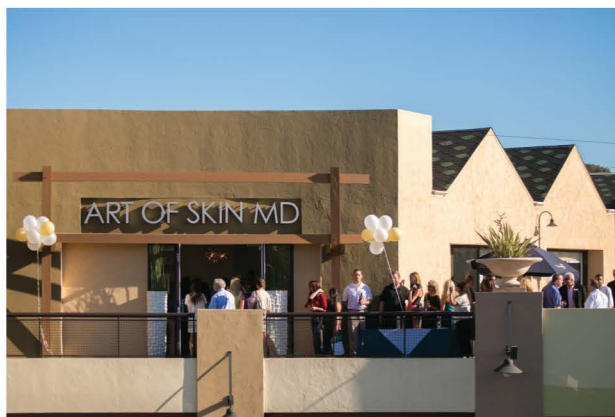
The Art Of Skin

Nationally award-winning dermatologist and cosmetic surgeon Melanie Palm, MD opened her first private practice this summer in Solana Beach's Beachwalk Center. Art of Skin MD offers patients "dermatology by design" — a customized approach that includes everything from simple skin care and maintenance to high-tech surgical cosmetic procedures. The state-of-the-art, clinical treatments performed at Art of Skin MD are offset by the sanctuary-style design of the space. Palm worked with SoCal design firm VIDP to create the interior architecture and interior design, which took inspiration from her spirited personality and polished style.

"I became a physician because I wanted to improve the quality of my patients' lives," explains Palm. "Dermatology is wonderful in that you can successfully manage patient concerns and establish a lifelong relationship with patients and their families."

Palm points out that combining and layering aesthetic procedures appropriately is one of her many strengths. "As a regular invited speaker at dermatologic and cosmetic national conferences, I think many of us at the forefront of the aesthetic field realize the importance of restraint and subtlety in cosmetic procedures. I enjoy that patients frequently give me feedback that family and friends say they look great, but can't put their finger on what was done. This is the true testament of cosmetic dermatology in the 21st century — subtle changes that translate to true beauty and rejuvenation."

Proving that true beauty is more than skin deep, throughout the year Palm partners with like-minded businesses to raise money for the Skin Cancer Foundation and to provide complimentary skin cancer screenings. (858/792-7546, www.artofskinmd.com) MIA STEFANKO



Master Stylist In The Ranch

Manhattan-trained master stylist Daniel Rosati has recently relocated from the East Coast to the heart of Rancho Santa Fe. In the hair salon industry for more than a quarter-century, Rosati has worked closely with top stylists in New York, including the renowned Frederic Fekkai and Stephen Knoll.

Inspired to get into the business by his father (still a barber at 70 years old), Rosati is very creative with all hair types, but is especially innovative with curly hair. "I specialize in managing cowlicks and curly hair, and I have developed a special cutting technique — I cut vertically — to give hair movement," he notes. "This is very important — you don't want hair to be static. It's aging." Cutting curly hair is a challenge, he adds, as hair can be more curly in some spots than others, and everyone is different. Rosati says, "I came up with a technique for a cut that requires little maintenance; it can just air dry."

Rosati also points out that after menopause, "Hair can change; it can lose melanin and elasticity, and may be thinner. It might get less curly or more curly. This is what makes my work so interesting. And, of course, you have to take the client's facial structure into consideration when you style the cut." He is happy to consult with clients, and enjoys conversation. "I like to get to know them, and I love helping women look beautiful. If a client looks better, she will feel better," Rosati notes, and nothing gives him more pleasure than to see a happy customer leave with a smile on her face. Rosati also styles men's hair. To see him in action, type in "Daniel Rosati haircutter" on YouTube. (858/900-8187, www.studiofelando.com)

MIA STEFANKO



Daniel Rosati