

# CLARITY™

MIAMI-DADE GAY & LESBIAN CHAMBER OF COMMERCE BUSINESS MAGAZINE



{ JUL - SEPT 2014 }

## The Reward Yourself Issue

### President's Message

As the summer continues its sweltering influence on our daily Miami lives, we natives look to the indoor activities that bring a smile (and a bit of relaxation) to our otherwise hectic schedules. This edition of *Clarity Magazine* reflects on the seasonal rewards that our members provide to help you beat the heat. And, not all the options are indoors, as our cover poolside photo shoot at the Kimpton Epic Hotel reflects.

As is customary after each of our Gala Awards Celebrations, the center photo spread in this issue is a nice reflection of the wonderful evening we had on June 21<sup>st</sup>. Thank you to all our sponsors, table hosts, gift bag item providers, and attendees that helped make The Emerald Gala a record setting event. **Save the date for next year – June 13<sup>th</sup> – for THE SAPPHIRE GALA.**

Have a great summer everyone!

With PRIDE,  
**Steve Adkins**



A More Youthful You { PAGE 3 }

Perceived Value/Reward { PAGE 4 }

Marketing Tips { PAGE 6 }

Coregasm! { PAGE 6 }

Sail Away { PAGE 7 }

American Airlines { PAGE 7 }

The Emerald Gala - Pics { PAGE 8 }

b2 Miami Downtown { PAGE 11 }

R.E.W.A.R.D. { PAGE 11 }

PolaroidChic { PAGE 12 }

Cocktail of the Season { PAGE 12 }

Damian Pardo { PAGE 13 }

Upcoming Events { PAGE 14 }

# Turn Back the Clock

Reward Yourself with a Refreshed and More Youthful Look

In today's world, looking and feeling our best has never been more important. Fortunately, modern advances in medicine, fitness, nutrition and technology continue to facilitate our never-ending quest to attain these goals. Although certain aspects of health and fitness that affect our appearance depend on our own motivation, others are simply beyond our control. Sometimes, no matter how disciplined we are in maintaining a healthy lifestyle, when we look in the mirror, who we see does not reflect the youthful and vigorous person of our self-image.



Our facial appearance does not always match our self-perception. We look older than we feel, or even worse, even older than we are. We feel dynamic and energetic, yet we appear weary and fatigued. Fortunately, modern aesthetic medicine offers many effective, non-surgical solutions for those who may not be interested in or yet in need of a surgical approach. These injectable treatments include neuromodulators (botulinum toxins) and dermal/soft tissue fillers.

Neuromodulators, including Botox, Dysport and Xeomin are all botulinum toxins that block signals between motor nerve endings and the small muscles of facial animation. These injectable agents are indicated for treatment of the upper face, to reduce fixed

wrinkles and animation lines of the forehead and brow and around the eyes. Although the direct effects of these products are to reduce wrinkles, it is their indirect effect of lifting and shaping the eyebrows and opening up the eyes that is most desirable to many patients. Despite the common concerns and misperceptions of many, overtreatment or unnatural results are uncommon with these products. On the contrary, the effects are usually fairly subtle yet clearly noticeable, producing a more youthful and refreshed appearance that will last for 3 to 4 months or longer.



**Max Polo, M.D.**  
Miami Plastic Surgery  
305.595.2969  
[www.miamiplasticsurgery.com](http://www.miamiplasticsurgery.com)  
CHAMBER CORPORATE MEMBER

Complementary to the neuromodulators are the dermal and soft tissue fillers, including Restylane, Juvederm and Radiesse. Although they may be used to fill wrinkles of the forehead, brow and lateral orbits, these injectable materials are indicated more for filling wrinkles and restoring volume in the cheeks and lips and around the mouth. Common effects of facial aging include sagging as well as loss of soft tissue volume beneath the eyes, in the temples, cheeks and lips, and around the mouth. Ironically, sometimes our successful efforts with diet, nutrition and fitness may result in weight loss and low body fat that may mimic or exacerbate these features of a more aged face. Treatment with fillers can correct these changes and restore a natural and more youthful appearance that can last from several months up to 1 to 2 years.

In the hands of a qualified, experienced and skilled injector, these treatments may allow you to again look as well as you feel.



## HOTBOX Member Testimonial

"In 2005, I started Benefits Design Resources, Inc. which is an independent insurance agency located on Miami Beach that specializes in healthcare, life, disability, vision and dental insurances for businesses and individuals. Soon after launching my business I was introduced to Steve Adkins and the MDGLCC. I was impressed with this chamber and became a member immediately, which I have maintained a membership since originally joining.

The MDGLCC has been a valuable resource for the success of my business and aiding me in developing relationships with other Chamber members and community leaders. I've found that this chamber and its members make concerted efforts to do business with other chamber members."

» **Bill Warren**  
Benefits Design  
Resources, Inc.  
[bwarren@bdrinsurances.com](mailto:bwarren@bdrinsurances.com)  
MDGLCC BUSINESS MEMBER

## Member Testimonial

HOTBOX