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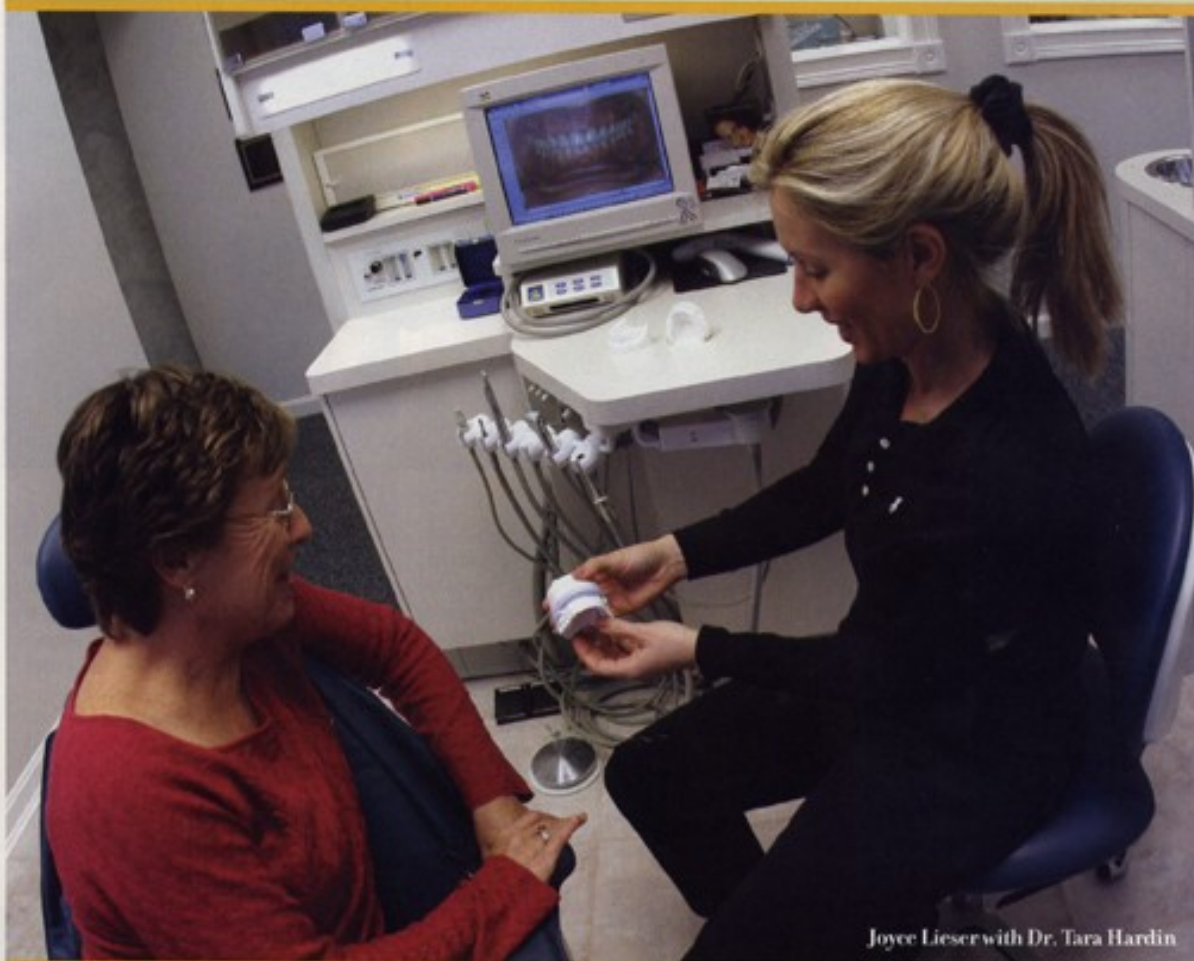
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# TRI-STATE EXTREME MAKEOVER



Joyce Lieser with Dr. Tara Hardin

## Stage Two: The Consultations

**I**n the six weeks since her Grand Reveal, Joyce Lieser of West Chester has been busy. Putting one's face and body into the hands of a virtual panel of professionals and listening to their candid assessments, she has discovered, is a time-consuming enterprise.

The lineup of experts is impressive: Dr. Mark Mandell-Brown of the Mandell-Brown Plastic Surgery Center, Dr. Robert Benza of Eyecare Associates of Greater Cincinnati, Drs. Gary and Tara Hardin of Hardin Dental Esthetic and Restorative Dentistry, Jim Riggs, founder of Power 3 Fitness,

Peachy Seiden of Cincinnati Nutrition Counseling for proper food choices, Rachel Clark, owner of Fetish for clothing, and Vivian Moore of Mitchell's Salon & Day Spa for hair styling and makeup.

"I told them they could basically start at my hairline and just move downward," Joyce laughs.

Since her selection garnered publicity in February, Joyce has also become an area celebrity. Now everybody knows her name—something which carries a few drawbacks. Like having all of one's friends, neighbors and business associates see how

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**Peachy Seiden, M.S., R.D.**  
is a registered dietitian with a  
master's degree in nutrition.

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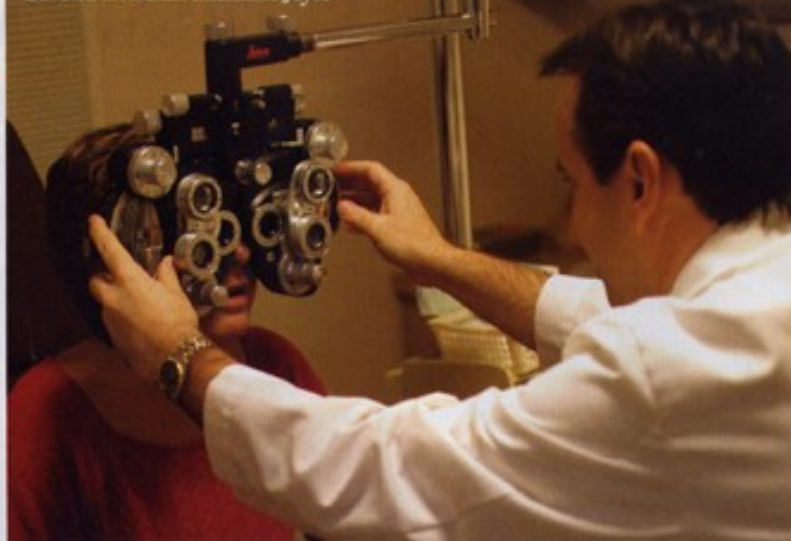


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Dr. Robert Benza examines Joyce



you look in workout wear.

When Joyce, who works as a book-keeper at Auer Kitchens in Finneytown, first saw "before" images published in *Cincinnati Magazine*, she hid the issue from co-workers.

"But what if we have an ad in there and need to look at it!" a manager whispered.

"I'll cut it out and send it to you."

Chosen as the Tri-State Extreme Makeover grand prize winner from a field of over 400 applicants back in December, Joyce's wit and self-deprecating sense of humor clearly had quite a bit to do with her selection.

"How can anyone look at these," she demands, tapping her photos, "and say, 'You look fine.' Do I need help, or what?"

Despite her solid-as-a-rock demeanor, Joyce clearly has a few body-image issues.

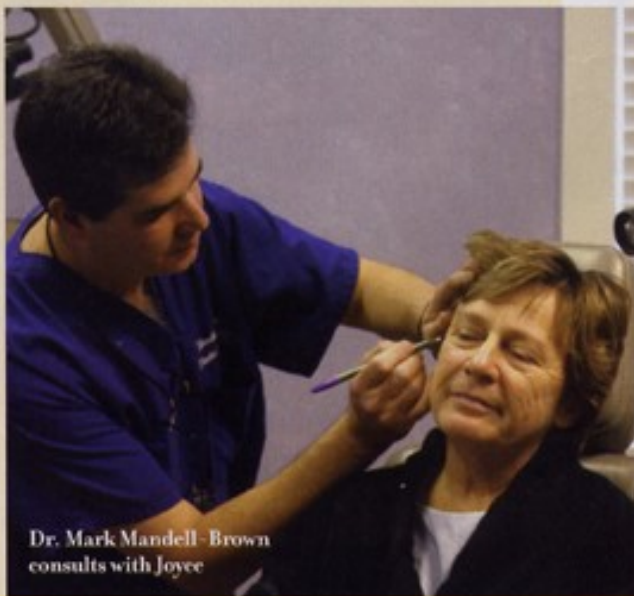
"Oh, I've got all sorts of issues," she responds. "I always thought I'd like to age gracefully. Now I realize there's nothing graceful about it. Now that it's a reality, I'm going into it kicking and screaming."

Her advantages:

Not only a terrific professional team, but plenty of family support from husband Ed, daughter Dawn (who accompanies her to some of her consultations) and son Ed Junior. Everyone, Joyce says, has been excited for her. Even her family physician, whom Dr. Mandell-Brown urged her to visit for a preliminary checkup.

"That is just so cool," he said when Joyce told him the good news. "You'll have to come back and see us when you're finished."

"I will," she agreed. "After all, I'm going to come out of this looking a whole lot better!" ■



Dr. Mark Mandell-Brown  
consults with Joyce

## Picture This



The worst part so far? Seeing her "before" shots. "Why," Joyce Lieser moans, "do they always have to take those photos when you're at your worst?" Because that's their job—to show people what you looked like "before." Otherwise, three months down the line, after the Extreme Makeover is completed, no one will remember. In fact, some subjects have been known to go into a deep depression afterward, feeling as if their real essences have been somehow erased.

"Okay," Joyce nods. "I've been warned. I'll get through it somehow." Then she grins.

But the very day that published pictures arrived in mailboxes, Joyce's daughter Dawn called to report that a friend had already phoned her, proclaiming excitedly, "There's an article in there about your mom!"

"Are there any pictures?" Joyce inquired.

"Oh, yeah," Dawn replied.

"What did she say about them?"

"Nothing."

"Nothing!?" What is this, 'If you can't say something nice, then don't say anything at all!'"

Days later, at Dr. Mark Mandell-Brown's office, Joyce sat once again for photos, this time for computer imaging purposes. Dr. Mandell-Brown began ticking off possibilities: a face-lift, fat removal from upper and lower eyelids, a touch of laser around the mouth.... Joyce kept nod-

# color makeover



before



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ding: "Yep. Okay. Uh-huh. Yes. Great." Then she turned to Dawn. "I also want him to do something about my eyes."

"Your eyes are fine."

"No. One is larger than the other."

All three peered together at the computer screen. Dawn recounted. "I see what you mean," she said.

Actually, Joyce's right eyelid doesn't open as widely as her left, a common problem called ptosis. It has bothered her ever since having seen her senior portrait back in high school. Mandell-Brown would first send her to an eye specialist for a consultation, then decide to fix the problem himself later. The new order of things: Face-lift and laser first, then LASIK, then eyelids.

At Hardin Dental, Joyce had her teeth cleaned and impressions made for porcelain crowns and veneers. Some of her existing "caps," she said, were nearly 20 years old. As a result of aging, they could eventually damage the healthy teeth underneath.

"There's that A-word again," Joyce grouched. "Was it Lauren Hutton who said, 'I'm not getting older, I'm getting better'? If I ever see that woman, I think I'll smack her."

On to Power 3 Fitness, where Angela Miller ("A little bit of thing; she couldn't have weighed more than 100 pounds!") did a body fat evaluation and then asked Joyce to lift some weights and walk a rapid mile on a treadmill. No sweat. Luckily, she was already accustomed to regular power-walks.

"But everything we're doing," she protested, "addresses my arms and legs. They aren't the problem. It's everything in between!"

"Well," Angela laughed, "we'll work on that too."

Next, Mitchell's Salon and Day Spa. Vivian Moore, Joyce's regular stylist, brought out some hairstyle books and magazines, and

together the two paged through them. "I have an idea," said Vivian. "How do you feel about going red?"

"How red? Are we talking Carrot-Top here?"

"No, no. Something more chocolaty."

"Well, my hair already has some red-gold in it. So let's try that."

Joyce's homework assignment now: Grow hair. Lots of hair.

At her first meeting with nutritionist Peachy Seiden the two discussed wise food choices. But first: "She'd asked me to keep a running list of whatever I eat—to bring in two days of weekend and two days of weekday diets. I replied that I probably couldn't remember what I did last Saturday, much less what I ate."

"I'm so aware of what I put in my body," Peachy responded, "that I could tell you exactly what I had on Saturday."

"Oh, wow," Joyce gulped.

Complicating things a bit were first, that she's a self-admitted chocoholic. And second, her husband Ed once berated her for buying "artificial" bread—you know, the stuff with all the little grains in it. Whatever happened to the "real" bread, he demanded, the soft, squishy, white kind? Joyce wasn't putting it in her cart anymore—and now, of course, she never will. She'll continue to eat as many vegetables as possible and keep her portions small.

So things are getting interesting. Joyce is thoroughly delighted with her entire Makeover team, eager to begin each transformation process and happily looking forward to her 40th high school reunion this summer. "It would be great," she muses, "if I went, and when I smiled, everyone there hated me."

At this point, though, just one minor request: "No more pictures, please! Not until we're well underway." ■



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When Joyce came in with her daughter Dawn, we utilized computer imaging to illustrate potential surgical goals. On a computer we can turn back the clock 10 or 15 years instantly and painlessly! Of course we don't guarantee the results, but that image gives a very clear visual.

Joyce will receive upper and lower eyelid surgery, some laser resurfacing around the mouth and upper eyes, and then we'll do what we call our natural-lift face-lift. Then, finally, we'll see what Mr. Riggs at Power 3 Fitness can accomplish before deciding on anything else!

Plastic surgery is always a delicate balancing act. Some people, no matter what you do, aren't going to see a very dramatic change. Others are pleased with keeping things subtle; they just want a little refresher. Some will go to a party six weeks post-surgery and come home disappointed when nobody notices anything different. Others are thrilled—for the very same reason. Joyce has made it clear that she wants to see a monumental change! —Dr. Mark Mandell-Brown



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When Joyce came in for her initial consultation, we did a thorough cleaning and checked her gums to make sure everything in her mouth was healthy. She's a regular flosser, so her gums looked good. It's obvious that she takes great care of her teeth.

Then we took some impressions. We saw a lot of metal crowns, so eventually we'll make all of the interiors metal-free and give her a broader smile. She'll receive a combination of veneers, which are just facings, and crowns, which will cover the entire teeth—all porcelain. Then, finally, we'll do a Zoom whitening.

Joyce will be terrific to work with. She's really enjoyable, such a pleasure.

—Dr. Gary Hardin & Dr. Tara Hardin

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