

cure LIFE

Below the Neck is the New Frontier

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THE PRE-SUMMER PLAYBOOK

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Candice Georgiadis

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There's a moment every spring where you realize: summer isn't that far away. The coats come off, the calendar fills up, and suddenly you're thinking about skin, shoulders, and swimsuits. That moment?

It's now.

April is when we trade hibernation for preparation. And at CURE, we're here to help you play it smart.

The Pre-Summer Playbook isn't about crash treatments or chasing trends—it's about tightening the game plan. Smoothing here, refining there, dialing in your routine so you're not scrambling come June. This is the month to laser, lift, exfoliate, hydrate, and prep. Because good results take time—and strategy. Whether it's resurfacing winter-worn skin, fine-tuning your injectable plan, or tackling that body area you've been ignoring under sweaters, we've got the tools (and the truth) to help you get ahead.

We're also rolling out fresh features, including Skinvive™ body hydration, diamond-tipped facials, and no-fluff product pairings to help you stay in maintenance—not damage control.

So, consider this your spring wake-up call. The work you put in now shows up later—in your skin, your selfies, and the way you walk into summer like you already own it.

Let's get you ready to show up, not cover up.

Welcome to your Pre-Summer Playbook.



Candice Georgiadis

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LET'S TALK TOX: BOTOX IS JUST THE BEGINNING

There's more than one neurotoxin in the game —and knowing the difference matters.







You've probably heard someone say, "I just got Botox," but here's the industry secret: they might not mean Botox at all.

Botox is a brand name—like Kleenex or ChapStick. It's the OG, yes, but it's not the only option. Right now, there are five FDA-approved neurotoxins available in the U.S., and each one comes with its own strengths, subtleties, and vibe.

At CURE, we're fluent in 4 out of five:

- **Botox® (Allergan)**
- **Dysport® (Galderma)**
- **Xeomin® (Merz)**
- **Daxxify™ (Revance)**

All of them work by doing the same core thing: relaxing targeted facial muscles to smooth dynamic wrinkles. Think frown lines, crow's feet, forehead creases, gummy smiles, and jaw tension. But not all units are created equal. One unit of Botox does not equal one unit of Dysport—and the onset time, spread, and longevity can vary.

So how do you know which one's right for you?

Your goals, muscle strength, facial anatomy, and past experience all play into which neurotoxin will perform best for you. Want something with a softer onset and a more natural movement? We might reach for Dysport. Looking for longer-lasting results? Daxxify could be your match. Prefer something stripped down with fewer additives? Xeomin is the cleanest formula on the market.

It's not about the logo on the vial—it's about the plan. And the injector.
At CURE, we don't sell units. We customize results.
And no matter which brand you choose, what matters most is technique, placement, and listening to your goals —not pushing a one-size-fits-all solution.

So yes, we say "Botox," but what we really mean is: the right neurotoxin for your face, your goals, and your timeline.

Because smart tox isn't just about smoothing. It's about strategy


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Below the Neck is the New Frontier

THE TRUTH ABOUT CHEST LINES, LAXITY, AND HOW TO TREAT THEM BEFORE SUMMER SNEAKS UP.

Your skincare doesn't stop at your jawline—and neither should your treatment plan. Fine lines, crepey skin, and sun damage across the chest (aka the décolleté) are some of the most common concerns we hear about at Cure. And yet, most people wait until it's visibly damaged before doing something about it.
Let's change that.

The skin across the chest is thinner, more delicate, and often more exposed than we give it credit for. Add in side-sleeping, UV damage, and collagen loss, and suddenly that plunging neckline doesn't feel so carefree. But here's the good news: we have tools to fix it—and even better ones to prevent it.

Sculptra is a standout for chest rejuvenation. It's not a filler—it's a bio-stimulator that helps your body rebuild its own collagen gradually and naturally. Think smoother, firmer, more elastic skin over time, with results that actually improve month to month.
Pair it with fractional laser treatments (like the Lutronic ECO2) to target surface texture, sun spots, and crepey lines from above. Lasers resurface the top layers while stimulating deeper collagen production—perfect for skin that's lost its snap.

The best approach? Combination therapy. A little collagen induction from the inside, a little resurfacing from the outside—and the right SPF and skincare to maintain it.

And don't wait until summer is knocking. These treatments need time to work with your body's natural processes. Book now, and by June, you'll forget those fine lines were ever there.

You've done the face. Now let's do the rest.




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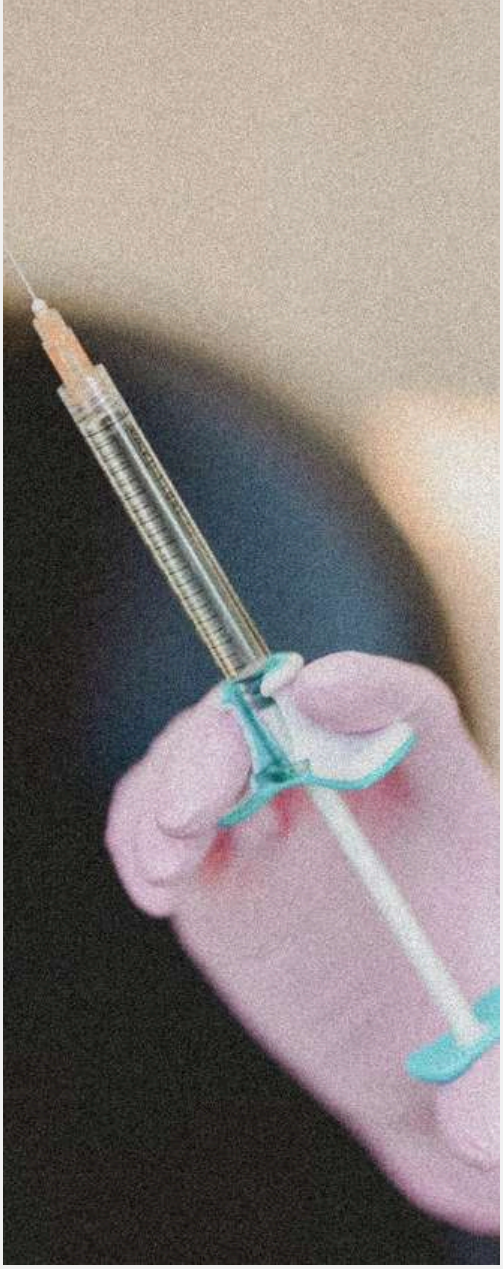

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THE INJECTABLE GLASS SKIN EFFECT

No, it's not a serum. It's Skinvive™.



Everyone's chasing "glass skin"—that smooth, poreless, light-reflecting look that used to belong to K-beauty serums and Photoshop. But here's the plot twist: the real secret? It's injectable.

Skinvive™ by Juvéderm is the first and only FDA-approved micro-droplet hyaluronic acid treatment designed not to volumize, but to deeply hydrate and improve skin quality from the inside out. It's not filler—it's finesse.

Unlike traditional HA fillers, **Skinvive** doesn't add shape or structure. Instead, it delivers micro-hydration directly into the dermis, improving smoothness, elasticity, and that elusive, dewy (but not greasy) finish. You'll look like you've had eight hours of sleep, a personal facialist, and a full skincare team—even if you haven't.

So, who is it for?

Anyone who wants to look fresh, rested, and naturally refined—without looking "done." It's ideal for the face, but we're also loving it for chest and neck rejuvenation when paired with laser or Sculptra.

Expect results to last up to six months with minimal downtime and zero drama.

Pair it with **DiamondGlow™** for serious skin synergy, or use it as your secret weapon for wedding season, photoshoots, or anytime you want your skin to show up for you.

Because sometimes the best filter is the one you don't need.



Diamond Dew $799



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Recommendation Guide

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02 **ANTI-AGING**
(1-2 vials)

03 **BOOTY PLUMP**
(10-15 vials)

04 **CONTOUR** *(CHEEKS, JAWLINE, & CHIN)*
(10-15 vials)

05 **HIP DIPS**
(3-10 vials)

01 **CELLULITE/DIMPLE TREATMENT**
(1-2 vials)

These are average amounts. Each case will depend on age, the condition of skin and volume at the time, skincare routine (including sunscreen) and genetics.

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- AGE SPOTS
- SAGGING SKIN
- ACTINIC KERATOSIS.

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THE EMSCULPTNEO® CHEAT CODE

NO SWEAT. NO REPS. JUST REAL RESULTS.

Let's be honest—fitness isn't one-size-fits-all. And sometimes, no matter how clean you eat or how often you show up at the gym, your body holds onto certain zones like a grudge. That's where EmsculptNEO® comes in.

It's not a replacement for hard work—it's the cheat code that amplifies it.

EmsculptNEO® is the first and only treatment to combine HIFEM (high-intensity focused electromagnetic energy)with radiofrequency (RF) heat. What does that mean for you? While HIFEM causes your muscles to contract up to 20,000 times in a single 30-minute session, the RF component raises the muscle temperature quickly—making contractions more effective and reducing fat by up to 30% in treated areas.

And yes, this is clinically backed. EmsculptNEO® has been cleared by the FDA to treat the abdomen, buttocks, thighs, arms, and even calves. It's a full-body solution that works well on its own—or as part of a larger body contouring strategy.

It's not about chasing perfection. It's about feeling strong, capable, and confident in your skin. Whether you're postpartum, perimenopausal, or just trying to get ahead of summer, this treatment meets you where you are—and helps you level up.

The experience itself? Comfortable, no downtime, and quick. You'll feel the work happening, but most clients walk out ready to continue their day.

Results build gradually over several weeks, with optimal changes showing around the three-month mark. Maintenance is optional but recommended—especially if you're pairing it with a lifestyle that supports your goals.

EmsculptNEO® is proof that body confidence doesn't have to come from burnout. It can come from smart tools, tailored plans, and a team that actually gets it.
You bring the body. We'll bring the boost.




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SALTFACIAL: THE YEAR-ROUND *Skin* RESET

Most facials either feel good but do nothing—or they're too harsh, leaving your skin angry and overworked. The SaltFacial changes that. It's a three-step, zero-downtime treatment that actually delivers.

Step one: medical-grade sea salt exfoliation. This isn't your typical scrub. It uses a fine, pressurized salt stream to resurface the skin, remove buildup, refine texture, and restore balance—all without irritation.

Step two: ultrasound technology. After exfoliation, your skin is primed to absorb high-performance serums. We tailor the infusion based on what your skin needs—hydration, clarity, brightness, or repair.

Step three: LED light therapy. Red for collagen and healing. Blue for acne. Amber to calm redness. It's not just a light show—it's targeted skin therapy that enhances results and reduces inflammation.

What makes the SaltFacial special is its versatility. It treats:

- **Fine lines and dullness**
- **Acne and clogged pores**
- **Redness and rosacea**
- **Hyperpigmentation and sun damage**
- **Sensitive skin**
- **Body areas like the chest, back, and arms**

And unlike many skin treatments, it's safe year-round, even in summer. No peeling, flaking, or hiding from the sun. Just healthy, balanced, radiant skin—every time.

It also plays well with others. Use it to prep skin before lasers or injectables, or in between more intensive treatments to maintain results.

All skin tones. All genders. All ages. SaltFacial works because it respects the skin barrier—and still gets results.

This is the reset your skin actually needs. Not fluff. Not downtime. Just better skin, every time.


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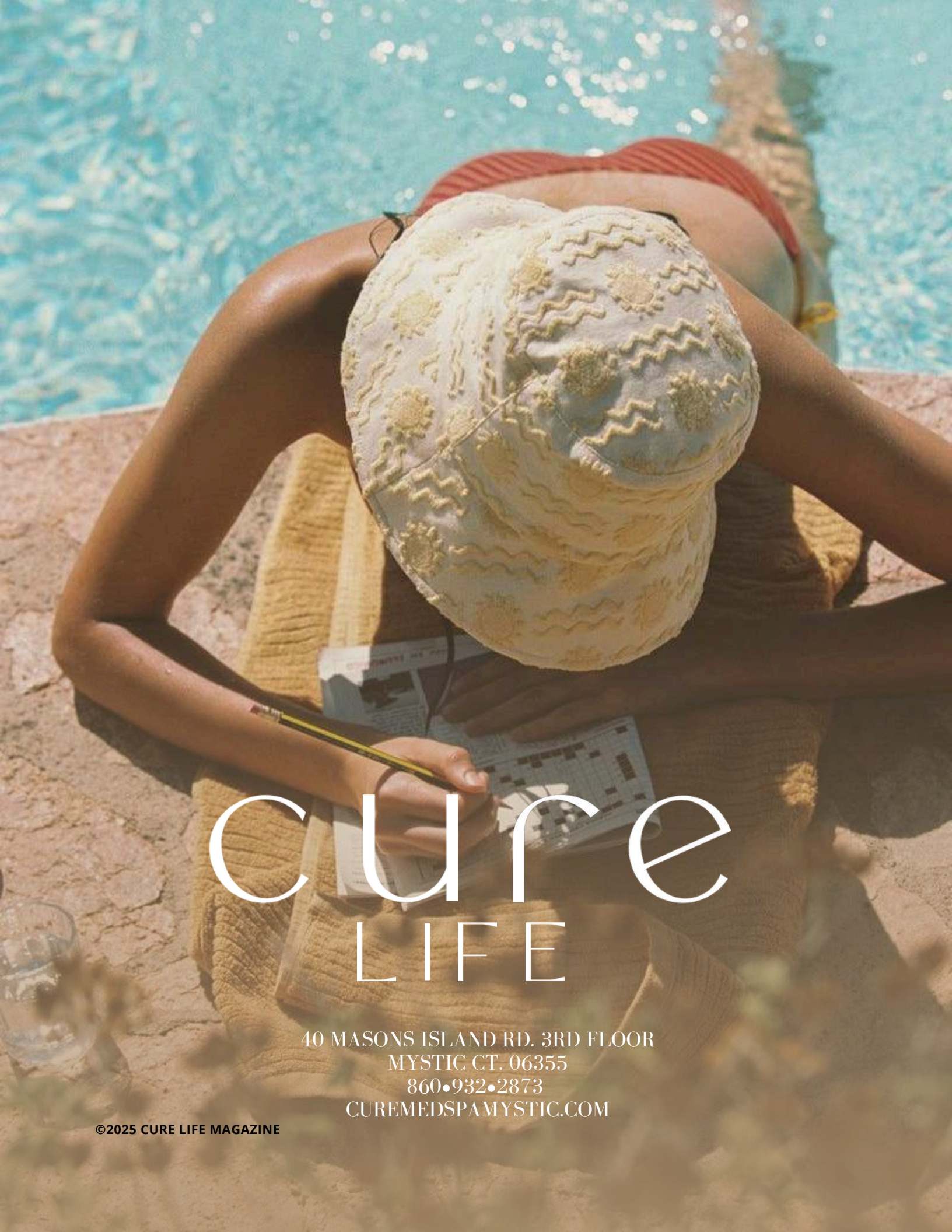
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