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Celebrity Dermatologist Brings Boutique Skincare to Palisades

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Reporter

The Palisades is home to a new skincare concept with the June 21 opening of prominent dermatologist **Dr. Ava Shamban's SkinxFive** clinical spa at 970 Monument St.

The first-of-its-kind treatment center actually seeks to operate somewhere between a clinic and a spa, like Drybar for your skin.

It will offer five basic 30-minute, same-day treatments customized to clients' skin type, condition and concern based on evaluation by a nurse practitioner.

Shamban has gained a reputation as one of the foremost dermatologists in Los Angeles, working with high-profile clients at medical offices in Santa Monica and Beverly Hills.

She also leads innovative clinical trials, has a line of skincare products known as AVAinfuse, lectures internationally and often appears on TV, even serving as a consultant on ABC's "Extreme Makeover."

The **Rustic Canyon** resident grew up in Pacific Palisades and attended **Marquez Elementary Charter School**, so opening SkinxFive's first location in the **Village** was second nature.

"I'm a local yokel," Shamban joked. "I've always had a 90272 after my address. Why not be able to get that Beverly Hills quality of service in Pacific Palisades?"



Dr. Ava Shamban in her newly opened SkinxFive store.

Rich Schmitt/Staff Photographer

She hatched the idea for SkinxFive five years ago after realizing how many clients sought quicker, simpler access to dermatology treatments.

Customers are evaluated by Shamban's medical staff who will advise them on a program of skin treatments aiming to beautify skin and alter the course of aging with the goal of "not looking like a different person but like the best version of yourself."

The center won't offer treatments like laser hair removal or liposuction but put special focus on the skin, Shamban said.

"There's nobody that's this comprehensive," she explained. "It's taken me really intensely like a year to figure out how to take all of cosmetic dermatology and distill it down. It just makes a lot of sense to me."



Palisadian Shamban hopes to expand access to cosmetic dermatological treatment. Rich Schmitt/Staff Photographer

SkinxFive's treatments are designed to address everything from mild issues to problems that arise as skin ages, and each has optional add-ons to further customize the service.

The first, "the refresher," will treat dull, sallow skin with a custom peel with LED light to refresh and revitalize skin.

However, it will still be gentle enough so clients can return to school or go out for dinner after.

Treatment two is a hydrafacial for those whose skin is sun damaged or dehydrated.

Shamban described the microdermabrasion process as "an aesthetician in a machine."

Treatment three, "the lineless," takes aim at movement-created lines like crow's feet, stress wrinkles and the dreaded "resting bitch face" with a device that works like a "mini-vacuum cleaner."

"So much of our communication is nonverbal, and there's a feedback loop that exists between frowning and your mood state," Shamban said. "When you treat the frown it actually helps with depression."

The fourth treatment involves treating fine lines and wrinkles with a low-energy, pulsed-light device known as a YAG laser, which acts as a posi-

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The salon's tagline is "protect, correct, love"—protect what you've got, correct what

tive-pressure antioxidant.

The final is a radio frequency treatment that Shamban said feels like a hot stone massage for lax skin that's hanging or threatening to hang.

"All these treatments are stuff that the actresses and actors have done because they're very safe and you just keep doing them," she said.

Treatment costs start at \$50 for light peel and \$150 for hydrafacial.

Shamban said a typical treatment regimen would begin with a peel, followed by laser treatment, then a hydrafacial.

"You would do that at about two week intervals and that really evens up the skin tone," she said. "For maintenance you would do five peels and five lasers, maybe some Botox once during the year. It's kind of like taking care of your teeth. If you've never done anything to your mouth and you show up, it's not going to be a single visit."

Alongside Shamban, the SkinxFive's four treatment rooms will be staffed with at least one aesthetician and nurse practitioner or physician's assistant.

The location will also stock her skincare line, AVAinfused.

While the Palisades will be her flagship store, the dermatologist plans to expand the doctor-curated skincare concept to Venice and New York.

you've lost and love yourself more, because "the most important thing is that when you look at yourself you like what you see, because then that changes your whole life," Shamban said.