

PHENOMENON

The Magazine of the World Intelligence Network

Issue 34



Edited by Graham Powell and Krystal Volney

TABLE OF CONTENTS

*Cover Photo- Miss World 1986,
The Honourable Mrs Giselle Laronde-West*

<i>Introduction by Graham Powell</i>	<i>Pg 1</i>
<i>Artwork by Anja Jaenicke</i>	<i>Pgs 2-4</i>
<i>Interview of Miss World 1986, by Scott Douglas Jacobsen</i>	<i>Pgs 5-10</i>
<i>Poetry about Composers, by Graham Powell</i>	<i>Pgs 11-13</i>
<i>How can you keep your skin healthy?</i>	
<i>Interview by Scott Douglas Jacobsen</i>	<i>Pgs 14-18</i>
<i>The Tom Cruise Wordoku</i>	<i>Pg 19</i>
<i>More skin advice.</i>	
<i>Interview by Scott Douglas Jacobsen</i>	<i>Pgs 20-26</i>
<i>The Tom Cruise Wordoku Answer Grid</i>	<i>Pg 27</i>

INTRODUCTION

Beauty and health predominate in this issue of *Phenomenon*, both exemplified by the joyous interview with the woman who won the Miss World title in 1986, Giselle Laronde-West. Her enthusiasm and dedication to improving the lives of her family, colleagues and clients, is invigorating to read. In April 2026, Mrs. Laronde-West also launched her jewellery collection, which is a rewarding venture to initiate.

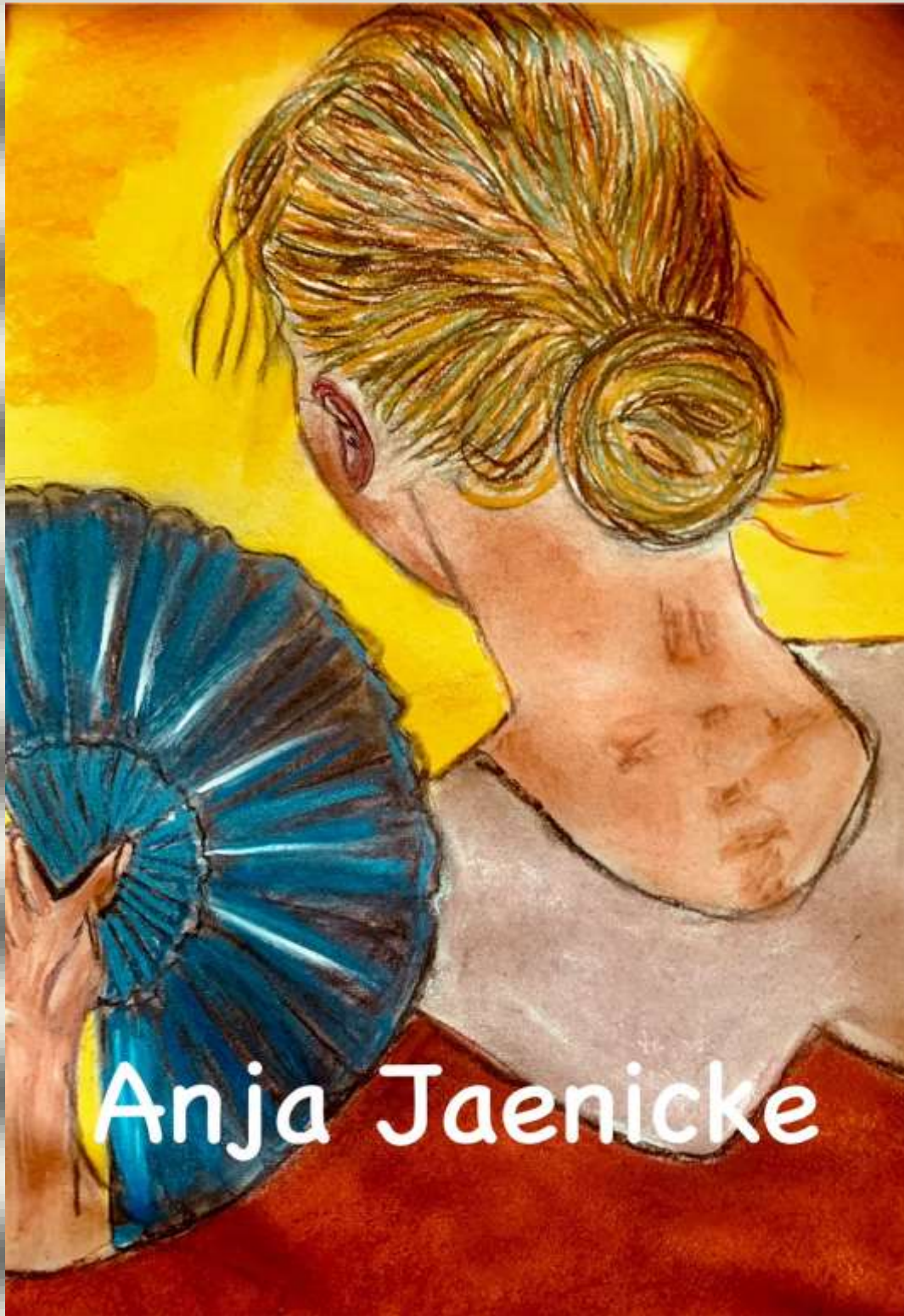
We have a magazine that is resplendent due to the art of the wonderful Anja Jaenicke, and many of the composers' lives captured in poetry and interpretive imagery, something I hope you enjoy. Art is important in life and may be one of the last bastions of human existence as the notion of intelligence and capacity changes in everyday life. More on that in the next edition!

A Tom Cruise Wordoku completes your reading and cogitative exploration of the pages here. I hope you will take time to complete the puzzle - and not just turn to the final page for the answer grid.

Take care and be the best you can be until the next edition,

Graham Powell
Co-editor,
Phenomenon Magazine

Artwork by Anja Jaenicke



Heatwave (pastel on paper) 297 x 420 mm July 2026



Anja Jaenicke

Modigliani Sucks? (pastel on paper) 297 x 420 mm, Aug.'26



The Elephant in the Bookstore (pastel on paper) Aug.'26

INTERVIEW of MISS WORLD 1986
THE HONOURABLE MRS. GISELLE LARONDE-WEST
with SCOTT DOUGLAS JACOBSEN

Scott Douglas Jacobsen: You grew up in several parts of Trinidad, particularly in the South. How did those early communities shape your identity, values, and enduring love for the country?

Mrs. Giselle Laronde-West: Yes I did; Diego Martin in the north until I was 10, then Marabella in the south until I was 23. I was born in the POS general hospital and grew up in Diego Martin where my formative years were fun and I was able to spend a lot of time with family of both my mother and father as they lived in that area as well as Paramin, and in the east. I went to St. Theresa's primary school so my early life was like that of most people who lived in the west. When my father started working as an engineer with Texaco in Pointe a Pierre, the family moved to Marabella. I spent a year in St. Madeline primary school and then went into St. Peter's school in Pointe a Pierre, where I spent the rest of my primary and secondary school life. I graduated from there and did my 'A' levels at St. Francois girls in Belmont, thus spending the weeks with relatives in the north and back home in south on weekends. My growing up therefore, was very diverse and interesting as I met all kinds of people from the different schools and made friends from all walks of life. My years at St. Peter's were wonderful as the school was in beautiful surroundings and I grew up quite the 'tom boy', taking part in and excelling in every sport that I could at the time. Experiencing living in both the north and south of the island, I was able to gain an appreciation for different communities and people's way of living. I made friends who lived in Debe, Forest Reserve, Princes Town, and other parts of the southland, especially as my dad's friends, colleagues came from all over the place. We went on many escapades with different families, visiting various parts of the country on road trips which gave me a great appreciation of the country and of different communities and their lifestyles, generally. A very humbling experience in some cases. I developed an early

appreciation for my country and its diverse people, communities and landscapes. On vacations we visited places like Los Eros, Penal, Monkey Town, Siparia, La Brea, Cedros, Icacos, Manzanilla and Mayaro, Lopinot, Paramin, Mt. Lambert and San Juan, Tobago, to name a few, so I got to experience many parts of the island by the time I was in my 20s.

Scott Douglas Jacobsen: Before entering the Miss Trinidad and Tobago competition, you were working at the TECU Credit Union. How did that grounded beginning influence the approach to winning Miss World at age 23?

Mrs.Giselle Laronde-West: I was working to save money to go to UWI when I was at the Credit Union. It gave me the opportunity to interact with all kinds of people and to show my personality, become confident and develop customer service skills, all of which augured well for my journey to Miss World.

Scott Douglas Jacobsen: Your Miss World reign took you to more than 30 countries. Which encounters had the greatest personal impact on you?

Mrs.Giselle Laronde-West: The countries which impacted me most were - El Salvador and Poland. Two very diverse countries which gave me two different perspectives on life but in which showed me that no matter how big the country, there are always similar issues being faced. I went to both countries to help raise money for children. One for children in hospitals and orphanages and the other for children on the spectrum who were in a home that needed assistance.

In El Salvador, a small and under developed place at the time, I spoke at an orphanage with almost 500 children between the ages of 2 - 15. When I gave my speech and met some of the children, a

little girl clung on to me and would not let me go until they dragged her off. She simply wanted to leave with me, she saw hope and felt that I could get her out of her situation. She cried and cried until I left, constantly trying to grab onto me....of course I cried as well and bawled when I got into the car to leave. I felt helpless, despite the fact that I was indirectly doing so much for the children just by being there and donating and raising money for them. I will never forget that moment.

In Poland there were two things that impacted me. Again, a child in the children's home, who just wanted me to hold a and hug her all the time. Somehow, she felt calm and happy when attached to me so of course, to give her back and then leave her there, was also heart wrenching for both of us. I also learnt in Poland that there were many people there who were so poor, living in substandard accommodation, but not ever showing their suffering or pain, just living simply and appreciating all that they had, despite in what would seem to be good working positions - teachers, managers, accountants etc. all living in small humble homes with limited supplies. That was a big surprise for me as I thought of Poland as a first world country with privileges for its people like England. I guess I was very naive at the time. It was also the country that for some reason, really liked me and the people were excited to see me and meet me. I am not sure if it was because I was so very different to them. I was invited to the opening of one of their artists exhibitions and so many people came to the event that it was over crowded and people fell into the river trying to get a look at me and get into the building..I eventually had to make an escape through the back door in Hollywood style, with people running after the car that I was escaping in to get a photo of me and begging for an autograph. I was so shocked but amused at the same time, indeed feeling quite special.

Scott Douglas Jacobsen: You used the Miss World prize money to study sociology and communication at Goldsmiths, University of London. How did that education help you move?

Mrs. Giselle Laronde-West: Yes I did use the money I won to pay for my education which was great. Remember I had been saving in Trinidad to go to University so winning gave me the opportunity to spread my wings further than Trinidad to do that. It was exciting, I loved the independence now that I was older. I got into Goldsmith's College, University of London, in 1989. After my reign, I spent two years in Trinidad and going to other parts of the Caribbean as people wanted me to do some publicity for them. I graduated with my double major degree in Sociology and Communications in 1992. I thoroughly enjoyed the experience and made my best friends there. This gave me the confidence I wanted as I was not sure what the future would be like after my reign. I certainly did not want to be employed simply because I was Miss World, so I made sure I had my education behind my name and that made me feel confident when I got back home. However, I had been poached by Hilton International before I even got back and was able to get some experience working with several Hiltons in England including the Grand Langham Hotel in London. William Aguiton (deceased), who was the general manager at the Trinidad Hilton at the time, hired me as the Public Relations and Corporate Sales Manager when I got back, thus starting my career in the hospitality industry. From there, Angostura Limited took me on to start their Corporate Communications department and I stayed there for 17 years as a Senior manager, handling that department which included managing the communication and hospitality teams and handling corporate social responsibility, the museum and the extensive art collection. I ended my career in 2023 at Caribbean Airlines, from where I retired after 5 years as executive manager customer experience.

I have a wealth of experience in the above disciplines as well as training and experience in networking, business etiquette, customer service, event management and presentation skills. I have presented workshops and seminars in the subjects for various organisations as well as lectured at the Arthur Lok Jack Global School of Business at various times, in event management, public relations and business etiquette.

I am one of the founding members and past Presidents of the International Association of Business Communicators (IABCTT), and has been on the board of the Clico Credit Union for the past 15

years, as well as chairman of the education committee. I was the brand ambassador for the organization Conflict Women, who gives domestically abused women, opportunities to be independent and become sustainable and I continue to support them to this day. I am also on the board of the Foundation for the Enhancement and Enrichment of life (FEEL).

Scott Douglas Jacobsen: Your corporate career included communications, hospitality, public relations, customer experience, and leadership roles in Hilton International, Angostura Limited, Scotiabank, and Caribbean Airlines. Which professional achievement gave a great sense of fulfilment beyond achievement?

Mrs. Giselle Laronde-West: Angostura Ltd, because I spent most of my career there and was in charge of various elements that allowed me interaction with many organisations and communities across the country.

Scott Douglas Jacobsen: You began Shotokan karate as an adult, earned a third-degree black belt, represented Trinidad and Tobago. What did martial arts teach you about discipline and courage?

Mrs. Giselle Laronde-West: Martial arts is a great avenue for expression and and yes definitely discipline and courage. I started karate while at college and it certainly helped me with my studies and then when I got back home I continued and got very competitive. I enjoyed doing this and as my children were born, I made a point of starting them at age 5 and they are both first degree black belts now. One went more professional with football (Kye West now 32) and the other with Waterpolo (Kristof West now 27), both representing Trinidad and Tobago in each discipline.

Scott Douglas Jacobsen: You spoke about happiness received from a strong family life and seeing your sons excel. How have marriage and motherhood influenced ambitions, leadership style, and understanding of personal success?

Mrs. Giselle Laronde-West: Marriage certainly puts life in perspective. No longer is it all about me like when i was at school or even during Miss World. When married, I gained a spouse to think about in all that I do, as I started having children, it became all about them. My whole life was centered around my family which I loved. As the kids got older, my husband and I got to do more things together again and now that they are grown up and us retired, a new life has sprung and we are now travelling and enjoying life together. Having a family of course spurred me on to excel at all that I did, to be able to maintain my job and make a good living for our survival. Having children always helps one to develop more patience and understanding and that certainly helped me in my positions as a manager where I worked. Having a family also does give you a sense of accomplishment and It is fulfilling to have done all that i did at school, at Miss World and then have a family to look after and also be successful in the workplace. Life has certainly been great for me and I count my blessings every day and thank God for them. I have been truly blessed throughout my life.

Scott Douglas Jacobsen: You expressed an interest in travel, developing young people, supporting women through pageantry. At this stage of your life, what legacy would you most like to leave?

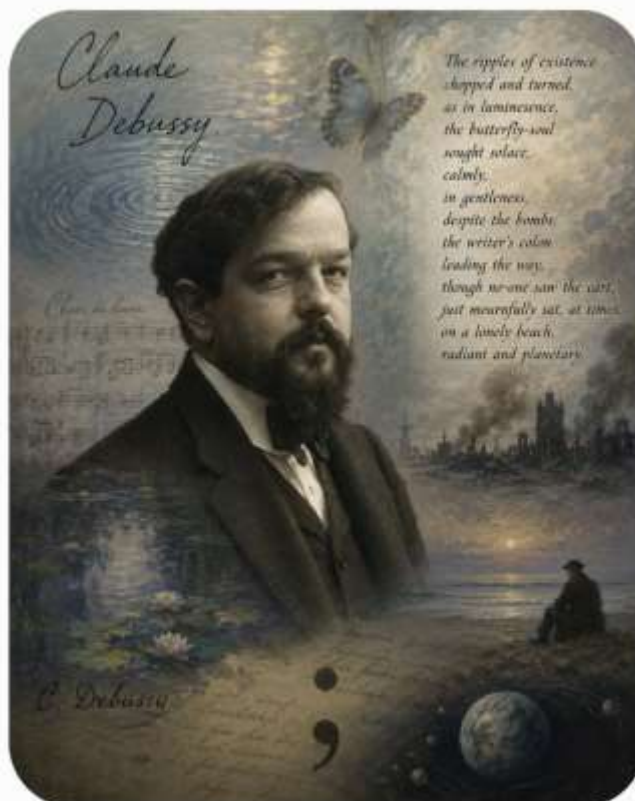
Mrs. Giselle Laronde-West: All of the above. I have been able to bring my travel experiences to my children and even gave them the opportunity to travel themselves, which they will cherish long after am gone. I continue to support women and young people through pageantry and through other avenues like the Conflict women organisation and other teaching opportunities. I would like to be remembered as the woman who represented her country in pagentry and sport and who continued to support women and young people throughout the country until the day I leave this earth. I also want to be remembered as a strong woman who built a career and nurtured a happy family, bringing wonderful young men into this world with the help of a good, dedicated spouse. I hope they will go on to also help people and create a good life for themselves long after we are gone. I am so proud of both of them already.

POETRY ABOUT THE LIVES OF COMPOSERS

BY GRAHAM POWELL



*A little dark music,
a lot of light,
early-age charms
as voices in chords,
confounding a royal,
in a sumptuous court
across Vienna, then Rome;
his evolving sonatas
astounding cantatas
making him feel at home;
but his thirties were fraught,
as few remained loyal,
his duplicitous favours,
as tonics, as harms
ony final night,
as cadenza in sick.*



*The ripples of existence
chopped and turned,
as in laminescence,
the butterfly-soul
sought solace,
calmly,
in gentleness,
despite the bombs,
the writer's colon
leading the way,
though no-one saw the cart,
just meanfully sat, at times,
on a lonely beach,
radiant and planetary.*

A Song to Chopin

I play a part where breath is weak and brief,
a fragile beat, through each trembling day,
alone, I hum in sostenuto grief,
to notes that fade in pale decay.

Diminuendo stirs my hours, the light plays soft,
to the solemn keys beneath my slender hand;
with a nocturne, an étude, mildly sent aloft,
as my soul might speak what lungs withstand.

And if sickness be the price of art,
I pay it with what breath remains;
for in the hush of each new start,
I trade my flesh for everlasting strains.

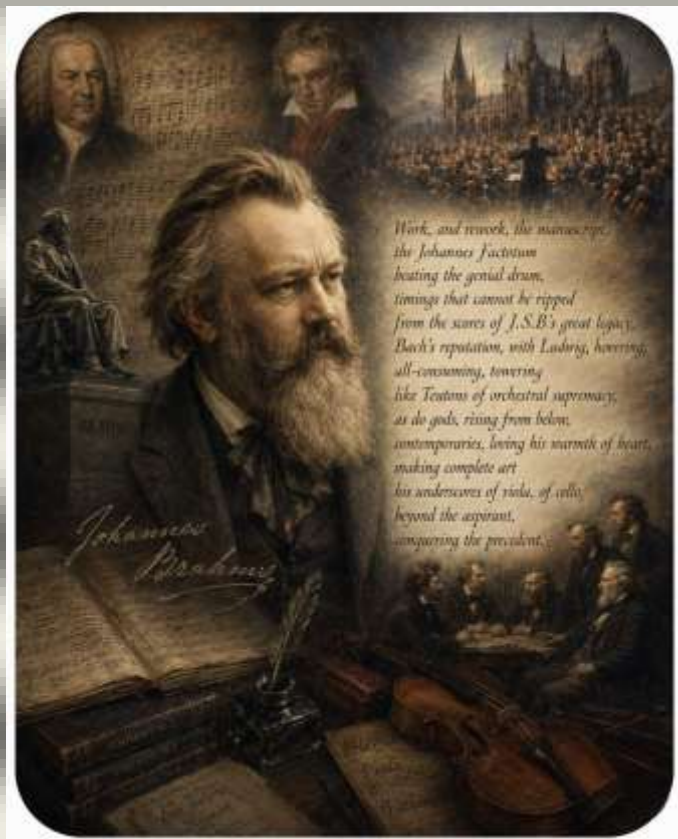
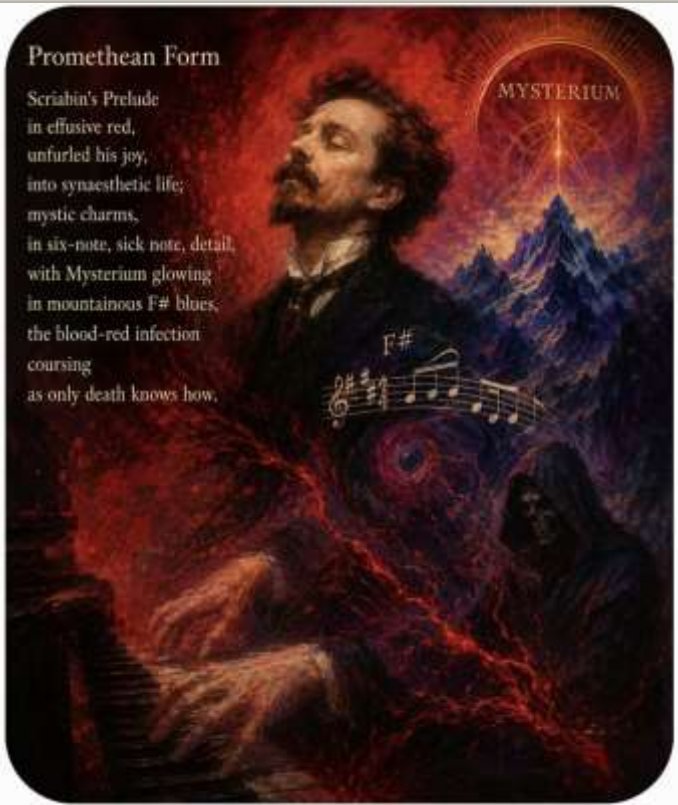
So grant my work be not forgotten;
death cleanse my body, as this song is born.



Erik
The Velvet Gentleman
brushed the walls
with a furniture of sound,
his plan, isolated and
unbrilliant in multiple, unbridled tones
no bars for him, nor scripture,
just delivery,
as if,
at the table,
both infinite
and sentient.

Promethean Form

Scriabin's Prelude
in effusive red,
unfurled his joy,
into synaesthetic life;
mystic charms,
in six-note, sick note, detail,
with *Mysterium* glowing
in mountainous F# blues,
the blood-red infection
coursing
as only death knows how.



Work, and rework, the manuscript,
the Johannes factum
beating the genial drum,
timings that cannot be ripped
from the scores of J.S.B.'s great legacy.
Bach's reputation, with Ludwig, hovering,
all-consuming, towering
like Tentons of orchestral supremacy,
as do gods, rising from below,
contemporaries, loving his warmth of heart,
making complete art
his undersees of viola, of alto,
beyond the aspirant,
conquering the prevalent.

HOW CAN YOU KEEP YOUR SKIN HEALTY?

INTERVIEWER: SCOTT DOUGLAS JACOBSEN



Dr. Viktoriya Kazlouskaya, MD, PhD, is a dermatologist with 20 years of skincare, cosmetic procedures, and dermatological research expertise. She specializes in evidence-based treatments, including sunscreen, retinol, and antioxidants, while addressing conditions like acne, rosacea, and aging skin. Passionate about patient education, she emphasizes the importance of lifestyle, diet, and personalized care. Dr. Kazlouskaya is also experienced in advanced therapies like exosomes, microneedling, and lasers, making her a trusted authority in modern dermatology. Kazlouskaya discussed effective skincare, focusing on essentials like sunscreen, retinol, and vitamin C while cautioning against overusing active ingredients or following unproven trends like beef tallow or period blood in skincare. Kazlouskaya highlighted the role of diet and lifestyle in skin health, including the impact of insulin resistance and treatments like Ozempic. In this 2-part interview, she explained

different patient demographics, from cost-insensitive individuals seeking comprehensive treatments to those resistant to interventions like injections. They concluded by planning future discussions on hair, nails, and advanced skincare procedures.

Scott Douglas Jacobsen: Today, we're here with Dr. Viktoryia Kazlouskaya, MD, PhD. We will discuss dermatology, in which she has 20 years of expertise. Let's start on a positive note by focusing on effective techniques and technologies that are not.

So, what are people doing right regarding skin health and skincare?

Dr. Viktoryia Kazlouskaya: Before we begin, may I ask a quick question? Are we focusing on home skincare or discussing skincare and procedures in general?

Jacobsen: Let's focus on home skincare first. We can move on to specialties once we've established that as a foundation.

Kazlouskaya: The number one mistake people make is using too many products. Skincare is a multi-billion-dollar industry, and it is ubiquitous. It's on social media and the internet; every dermatologist seems to be developing their products. This encourages people to overuse, overpurchase, and overconsume. Unfortunately, this is harmful, as it can lead to serious consequences.

A small study published in dermatology literature showed that overusing too many active ingredients can make the skin more sensitive and more prone to conditions like acne and rosacea. This overuse can worsen these issues, damage the skin barrier, and make the skin more vulnerable overall.

So that's the first point. The second issue related to the first is that very young people unnecessarily use too many active ingredients. For example, if someone does not have acne, there is no need to start using retinol during their teenage years. Doing so can damage the skin barrier and lead to dryness.

The same goes for exfoliation, particularly with acids. Overuse of exfoliating acids is completely unnecessary and can harm the skin.

The third point is that people don't always need to spend much on skincare. Affordable options often work just as well as expensive ones. Of course, this isn't always true—there are pricier products with unique formulations that can be more effective—but it is not universally the case.

Typically, over-the-counter products from well-known brands are not particularly helpful and are often overpriced. Many of these products contain excessive fragrances and botanical extracts, which can be irritating. On the other hand, some medical-grade products can be excellent, albeit more expensive.

Overall, however, there is usually no need to overspend. Studies have shown that some inexpensive moisturizers are less irritating because they contain fewer ingredients, reducing the risk of irritation. This information is backed by peer-reviewed research. If needed, I can provide links to these studies for reference.

Jacobsen: Regarding the cost differences between name-brand products and more affordable options with fewer fragrances and additives, are there any name-brand products that stand out as genuinely better—not simply because of their branding, but due to the higher quality of their ingredients?

Kazlouskaya: Yeah, there are many brands right now, and many are doing a decent job selecting ingredients. A couple of brands have been known for decades, and we, as dermatologists, often recommend them. Smaller brands are also trying to select safe ingredients and find effective combinations.

So, do you need some names?

Jacobsen: Should we give them free advertising? What if we rank products based on efficacy, from high-end to low-end? Without focusing on particular name brands, what do we know helps people with their skin? And conversely, what do we know doesn't help at all?

Kazlouskaya: Okay, first, we must clarify what we're discussing—anti-aging, general skincare, or specific concerns.

Let's start with sunscreen. This is the number one helpful product because collagen is degraded by UV exposure if you're not using sunblock or protecting your skin. This also exacerbates many conditions.

Sunscreen is essential not just for maintenance but also for conditions like rosacea. Scientific studies have shown that sunscreen can improve rosacea by up to 15%, even without medication. Similarly, sunscreen can help with acne-related post-inflammatory hyperpigmentation, which can be more distressing than the acne itself.

There's no easy cure for hyperpigmentation, and while cosmetic treatments exist, wearing sunscreen during acne treatment can prevent these problems altogether.

There are two types of sunscreens: synthetic and natural. Natural ingredients include zinc oxide or titanium dioxide. Both types are

effective. Some people fear synthetic ingredients, thinking they're toxic chemicals, but there is no scientific evidence supporting this concern. However, natural sunscreens containing zinc may be preferable for sensitive skin due to a lower risk of reactions or interactions with other skincare products.

So, sunscreen is the number one product everyone should use. All other products are optional, even retinol for anti-aging.

Retinol, a modified vitamin A molecule, is the second most effective ingredient. It promotes skin regeneration, stimulates collagen production, and has extensive research supporting its effectiveness in maintaining skin health. Suppose you start using retinol in your 20s and continue consistently. In that case, you have an excellent chance of keeping your skin youthful throughout your life.

Another essential category is antioxidants, which protect the skin from free radicals, UV damage, and environmental stress. Vitamin C is the most notable antioxidant. It plays a significant role in collagen synthesis, skin protection, pigmentation, and texture enhancement.

The top three scientifically supported skincare ingredients are sunscreen, retinol, and vitamin C. Using just these three will ensure your skin looks healthy and radiant.

After these essentials, the focus shifts to addressing specific concerns. For example, if you have acne, there are proven treatments. Similarly, targeted molecules can help with oiliness or other issues.

Guide me towards more specific areas, and I can elaborate further.

THE TOM CRUISE WORDOKU

Simply fill the grid as you would a Sudoku that has numbers, not, as here, letters. Astute players will notice patterns.



The answer grid is on the final page of this edition.

HOW CAN YOU KEEP SKIN DRYNESS, ACNE, AND PIGMENTATION, AT BAY?

INTERVIEWER: SCOTT DOUGLAS JACOBSEN

Scott Douglas Jacobsen: Let's discuss skin dryness, acne, pigmentation, or any skin malfunctions that develop over time, such as sunspots, moles, etc.

Dr. Viktoryia Kazlouskaya: If you have dry and sensitive skin, focusing on moisturizing is essential. Everyone is fond of hyaluronic acid, but pure hyaluronic acid isn't effective unless it's layered with more occlusive ingredients. Using a hyaluronic acid serum can evaporate from your skin, making it feel drier. It's most effective when combined with other molecules in a cream, and nearly every cream on the market today contains hyaluronic acid. Alternatively, you can use it as a serum for targeted areas or your entire face. Still, you must follow it with an occlusive product to prevent evaporation.

Glycerin, petrolatum, panthenol for healing, and ceramides, which mimic our natural fats, are the best moisturizer components. These ingredients help restore the skin's normal barrier.

For oily skin or skin with sebaceous filaments (those tiny black dots often mistaken for blackheads), we recommend using acids such as salicylic acid to dissolve oil buildup, as well as alpha-hydroxy acids (AHAs) and beta-hydroxy acids (BHAs). However, it's crucial not to overuse these acids, as they can dry out the skin, worsen acne, and even trigger new breakouts.

In the anti-aging category, we now have interesting molecules studied less than retinol, vitamin C, and sunscreen, but they are still promising. One example is bakuchiol, which is less potent than retinol but safe for use during pregnancy and breastfeeding. It increases skin turnover, thickens the epidermis, and improves skin texture, offering a plumper look.

We're also entering a new era with ingredients like growth factors, peptides, and exosomes. These are trending right now and are highly sought after. They work because they're small molecules that participate in skin regeneration. However, choosing products from reputable brands with clinically proven formulations is important, as not all molecules penetrate the skin effectively. These products are often priced in the higher range, costing several hundred dollars for a quality formula.

Another emerging trend is addressing mature skin, particularly for women in their 50s experiencing estrogen deficiency. Products targeting estrogen-depleted skin are still limited, but some companies are developing compounded estrogen molecules or estrogen-like ingredients that mimic estrogen's activity on the skin. This is a growing field and represents a new direction in skincare.

Jacobsen: What about products or treatments that are widely used but lack evidence or don't work?

Kazlouskaya: Many at-home treatments don't have sufficient evidence to support their effectiveness. I'm also cautious about oils in skincare. They've become trendy, but they aren't always helpful. While some evidence supports certain oils, they can clog pores, provoke acne, and cause allergic reactions, especially for sensitive skin. Oils often contain fragrances, which can be irritating.

Another questionable trend is using beef tallow in skincare. For those unfamiliar with beef tallow, it is fat derived from animals. While it's gaining popularity in some circles, I'm unaware of strong evidence supporting its benefits for the skin, and it may not be suitable for everyone.

Animals have fat inside, stored between their organs, and if it's from beef, it's called beef tallow. It's a huge trend right now. I was interviewed about it at least three times last month, and one news magazine has already published an article about it.

But it's everywhere—on TikTok and Instagram—so it's a hot topic. Essentially, it involves putting animal fat on your face.

Will it work? Who knows? There's some indication that fat might have anti-inflammatory properties, but we don't have sufficient data to support its effectiveness.

Another trend I've noticed is castor oil. It's becoming very popular here in the U.S. What trends are you seeing in Canada?

Jacobsen: Oh, I don't even know. This is a new topic for me, so I don't know if people in Canada follow similar trends to those in the United States but in a less extreme way.

People do things that might work to some degree but are exaggerated for appearance's sake, such as surgical procedures like facelifts or other cosmetic surgeries. Those are trendy, but they're also very expensive.

Kazlouskaya: In skincare, I feel that home remedies or DIY treatments, like putting unusual substances on your face, don't work. For example, some people are now putting period blood on their faces.

Some studies suggest that period blood might contain exosomes, which can have regenerative properties. However, period blood is also full of bacteria and can become a breeding ground for harmful pathogens. Even though it's being promoted as a trend, it's risky and not evidence-based.

This is just one example of how much advertising is driven by untrained individuals—not specialists—looking to gain likes, shares, or income from social media. This kind of misinformation can be very dangerous. It's not just ineffective in some cases but outright harmful.

Jacobsen: What's being proposed now, that's new and experimental and shows promise but isn't sufficiently supported by evidence yet?

Kazlouskaya: Exosomes are a big development right now. These small vesicles facilitate cell communication, carrying growth factors and molecules that promote healing, reduce inflammation, and support various cellular processes. Essentially, they act as signalling agents between cells.

Exosomes are very trendy because of their potential benefits. They are even being studied as intravenous treatments for neurodegenerative conditions, but this research is still in its early stages. In skincare, a few companies produce exosome-based products derived from human fibroblasts.

However, it's crucial to ensure that the source of these fibroblasts is safe. They must come from clean donors—individuals free of diseases or cancers. These fibroblasts can come from sources like skin cells or umbilical cords. Properly sourced and purified exosomes have the potential to be very helpful.

A few companies produce high-quality exosome products that work well, but this area is still developing. These products are not FDA-approved, and while some people attempt to inject them as treatments, this is 100% unregulated and not FDA-approved.

On the other hand, using exosome products topically in the form of creams or serums is not prohibited. This makes it a bit of a "Wild West" situation, as some people take risks by using or promoting them beyond their intended purposes.

We also use exosomes after procedures like microneedling, but more regulation and research are needed. Many products come from outside the United States, and we don't fully understand their potential long-term effects or risks.

Jacobsen: Who are the main demographics that are more likely to come to your office?

Kazlouskaya: There are two primary demographics. One group is young, working professionals with medium to high incomes who want everything done to maintain a polished look. The other group comprises women in their 40s and 50s seeking skin maintenance and rejuvenation treatments.

Jacobsen: So, it's about professionalizing their appearance and maintaining skin health.

Kazlouskaya: Interestingly, younger populations are increasingly seeking these treatments. They are very knowledgeable about cosmetic procedures. For example, I got my first Botox treatment in my 30s, and at that time, it didn't feel very safe. But now, people in their early 20s are already getting procedures like microneedling, fillers, and Botox.

Today, these treatments are so normalized that they're almost like ordering coffee at Starbucks—just a casual part of life.

Jacobsen: One related area I'd like to touch on is diet. An old North American phrase is, "You are what you eat." What about the relationship between diet and skin health?

Kazlouskaya: Diet is worth discussing, as it plays a significant role in skin health. Let's explore that further.

Diet is a significant factor, and I see its effects often. Insulin resistance and prediabetes can lead to noticeable changes in the skin, such as increased pigmentation, roughness, and other issues. These conditions are often challenging to address with just creams and procedures. Lifestyle changes, including diet, play a crucial role.

A healthy diet rich in fruits, vegetables, and proteins is essential because our skin and hair predominantly comprise protein. If you're protein-deficient, your skin won't look its best. For example, one in seven women in the United States has polycystic ovary syndrome (PCOS), which is now a leading cause of infertility. PCOS has specific skin-related symptoms like hair thinning, acne (especially in

the lower face and later stages of life), darkened skin patches, stretch marks, and other signs.

PCOS is often linked to insulin resistance. Lifestyle changes like exercising more, eating healthier, and getting better sleep can significantly improve skin health. Even reducing salt intake can help minimize facial swelling.

I've had clients who underwent multiple cosmetic procedures but only saw temporary results. However, after adopting a healthier lifestyle—going to the gym and eating well—their skin transformed within six months. These changes occurred even though I knew they weren't consistent with their skincare routines. Simply changing their lifestyle made a noticeable difference.

Another emerging factor is the rise of obesity treatments like Ozempic. This is creating a new wave of challenges in the skin industry. Fat is a tissue that stores and produces hormones and other compounds. When people lose fat rapidly, as they often do with Ozempic, it can disturb hormones on a micro-level. This can lead to changes in skin quality, including hair loss, which is particularly difficult to address.

Many of these individuals seek help for skin care and treatments, and I expect this trend to grow as more people use Ozempic. In places like New York, it's almost as common as taking vitamins—everyone seems to be on it.

Jacobsen: When consulting with people—how do motivations factor into the conversation? Can you differentiate between good and bad motivations for seeking advice or help? How does the medical code of ethics come into play?

Kazlouskaya: As a business owner and physician, balancing the business side with the ethical duty to benefit patients can sometimes be challenging. Of course, you want patients to pursue treatments. Still, at the same time, you must recognize that some treatments may not be beneficial for everyone.

I maintain this balance by prioritizing the patient's best interests. I never recommend or perform treatments that won't benefit me.

There are different types of people who come in for treatments. Some want everything done. They'll say, "I don't care about the cost; I want to address this wrinkle or pigmentation issue. What treatments do you have?" The cost is not a concern for these individuals, so we can provide the most advanced treatments and develop a comprehensive plan to address their concerns.

Then, some people are entirely against injections. Even when you know that injections are necessary for significant improvement—like when aging is already advanced—you still need to respect their wishes. You have to explain that injections or surgery might provide the best results. Still, if they are unwilling, you can offer alternatives with the caveat that the results may be less effective.

Another group includes people who have done nothing for their skin throughout their lives and come in their sixties saying, "I just have a little bit of laxity." These patients often have never even used a cream. When you examine them, you see sagging skin that requires significant intervention. It's difficult to make them understand that, at this stage, achieving significant results is challenging, and even surgery might not fully resolve their concerns.

Everyone is unique, and you must navigate their beliefs and expectations. In the past, dermatologists were very assertive in their recommendations, but now, it's more about working with the patient's preferences.

The younger population is very different. They want to participate actively in their treatment plans. They rarely jump into any suggestions without researching, reading reviews, and seeking feedback. It's a very collaborative process with them.

Jacobsen: Thank you for the opportunity and your time, Viktoryia.

THE TOM CRUISE WORDOKU

ANSWER GRID

C	M	T	O	U	R	E	I	S
O	S	I	E	M	T	C	U	R
U	R	E	I	S	C	O	M	T
T	O	M	C	R	U	I	S	E
S	E	C	T	O	I	M	R	U
I	U	R	S	E	M	T	O	C
M	T	O	R	C	S	U	E	I
E	I	S	U	T	O	R	C	M
R	C	U	M	I	E	S	T	O

The editors hope you enjoyed the magazine.

All content rights remain with the contributors to this magazine.