

TRUEcalling

True MediSpa is Toronto's hottest new medspa. With two female doctors who know exactly what women want, it's no surprise.

BY CHANTEL SIMMONS



From left: Inside True MediSpa; the True product line; Dr. Romy Saibil and Dr. Francine Gerstein.



THE BACKGROUND STORY

Dr. Romy Saibil had thought about opening a medspa long before she went into family practice back in 2000. "I had been approached several times to be the medical director of a medspa," she says, "but most medspas are run by business people, and it just never felt right. I wanted to run it the way I thought a medspa should be run, with doctors on staff, all the time, to perform the treatments and answer patients' questions." Then, last year, she bumped into Dr. Francine Gerstein, a childhood friend, also from Toronto, at the New You Show. They were now both doctors in family practice, leading parallel lives without knowing it. When Dr. Saibil sat down with Dr. Gerstein and shared her vision for a luxe medspa, Dr. Gerstein was immediately excited. "My husband went out to play hockey. When he came back, I was opening a medspa," she says with a laugh.

THE SETTING

"We wanted to make it boutiquey," says Dr. Saibil of their medspa, which opened this summer. Each of the four treatment rooms features dark wood vanities, marble counter tops

and classic chandeliers. Original oil-on-canvas paintings by Jill Segal, a Toronto-based artist, adorn the walls.

THE STAFF

Dr. Saibil and Dr. Gerstein divide their time at True MediSpa and one of them is always available on-site. Dr. Saibil's father, Dr. Eric Saibil, performs Endovenous Laser Therapy (EVLT) for varicose veins on a part-time basis. Three estheticians round out the staff, providing facials, hot stone therapy and reflexology.

THE PRODUCTS

To compliment its extensive range of procedures, True MediSpa has its own skin-care line, True, with products ranging from Reparative Moisture Crème, which contains ultrasomes to repair DNA damage and promotes the growth of healthy cells, to Advanced Lightening Crème, a hydroquinone-based product that contains licorice extract and mulberry root to reduce hyperpigmentation, sun and age spots.

THE TREATMENTS

"My focus has always been on sun damage," says Dr. Gerstein, whose own skin is pale and flawless. She says she

loves using the photofacial machine and Cosmelan products on clients to help them eliminate their own sun damage. The medspa is also one of the few in Toronto to carry the Sciton laser, the latest hair-removal laser that *really* works – regardless of your skin colour. "The machine contains concurrent cooling," explains Dr. Saibil, "so it's less painful, too."

Both doctors are certified Botox injectors. "When we do Botox and fillers, we understand what people want to achieve," says Dr. Gerstein. "We're not looking to give people Melanie Griffith's lips or a frozen look. We want it to be natural – and to enhance their natural beauty." **e**



True products from left: Pore Refining Toner, AquaCreme, Maximum Renewal Gel, Skin Vitality Cleanser, Oxygenating Cleanser.

TRUE MEDISPA
1942 Avenue Rd.
Toronto, Ont., M5M 4A1
416-780-1100, truemedispa.com