



Dr. James Lyons  
MedAesthetics & Plastic Surgery Center  
board certified, plastic surgeon



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**For Immediate Release**

### Bellava MedAesthetics & Spa Wins Westchester Magazine’s Editorial Pick for Best Spa

**Bedford Hills–July, 10 2012:** Bellava MedAesthetics & Spa, located at 182 Route 117 Bypass Road in Bedford Hills, is honored to announce that it has received **Westchester Magazine’s Best of Westchester Editorial Pick for Best Spa**. To celebrate this exciting win, Bellava—which opened its doors less than a year ago in the fall of 2011—will be offering an array of specials in its tranquil and luxurious setting, which was highly lauded in *Westchester Magazine’s* “Best of” write up:

“This gorgeous new spa combines medical services with decadent spa pampering in an uber-cool space filled with furnishings by Jonathon Adler, Eames, and Phillippe Starck. The medi-side, led by board-certified plastic surgeon James R. Lyons, MD, offers injections, laser liposuction, hair removal and skin resurfacing. Luxurious spa services are the soothing counter part.”

Bellava’s owner, Erica Breining, a 32-year-old entrepreneur who also owns HG Bags, a highly successful online luxury handbag business, was thrilled to receive such accolades. “It’s such an honor, especially since we’ve really just gotten out of the starting gate. This award reinforces our commitment to helping our clients reinforce their essence of beauty.”

#### The Very Best In Cosmetic Medicine

In addition to SlimLipo laser liposuction and facial aesthetic procedures such as Botox and dermal fillers, board-certified Dr. James Lyons is now offering **mini tummy tucks, facelifts** and **blepharoplastys (eye lifts)**, all of which can be performed under local anesthesia in Bellava’s medical suite. “We are very excited the addition of these cosmetic surgical procedures,” said Ms. Breining. “There are very few doctors in the region with the same level of expertise as Dr. Lyons performing these surgeries in a comfortable setting at a third of the typical hospital-stay price point.” Dr. Lyons is also now offering clients **Advive Fat Transfer**, considered one of the most effective fat transfer techniques available today, particularly when it comes to creating long-lasting results for a more youthful-looking face.

#### Best of Westchester Winners Unite

182 Rte. 117 Bypass Rd.  
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In keeping with her mandate to continually bring clients the best services in the county, Breining is also enthusiastic about the addition of eyebrow artist Gail Marie Delbalzo to the Bellava Team. Voted Best Eyebrow Artist in Westchester Weddings 2011 and Best Eyebrow Artist in Westchester Magazine 2008, Gail Marie is highly regarded for her customized brow design. She has been a staple in Westchester County's beauty community for over 20 years and has garnered a wide following of clients including men, women and teens. Gail Marie is also an expert in brow and eyelash tinting.

At the annual **Best of Westchester Party**, to take place at the Glen Island Harbour Club on July 18<sup>th</sup>, the Bellava team will be onsite offering complimentary makeup application (Edward Bess, YSL, and Christian Dior) and complimentary brow design. In addition, the following **Best of Westchester Celebration Specials** will be offered at Bellava now through the end of July:

- \$95 Laser Hair Removal For Lip Or Chin (80% off)
- 50% Off All Summer Spa Passes
- Buy 2 sites of Botox, Get Third Site FREE
- \$100 off Dermal Fillers (Juvederm, Radiesse, Restylane, Perlane, etc.)
- \$200 off Laser Stretch Mark Treatments
- Fractional Skin Resurfacing Packages/Full Face For Only \$1995
- FREE Eyebrow tinting with purchase of Eyebrow Design (with award-winning eyebrow artist Gail Marie)

#### **Bellava MedAesthetics & Spa**

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