

ZOOMER

CANADA

SMART
MONEY
2011

40s 50s 60s 70s 80s PLUS

BODY
WEIGHT CONTROL
MIND
STRESS RELIEF
SPIRIT
LAUGH OUT LOUD

86
Wishes

GIFTS, BOOKS, KNITS
THE MUST-SEE MOVIE

ESCAPE...
BEST WINTER
GETAWAYS

MOSES
ZOOMER
PHILOSOPHY
THE AGING
MIRACLE

CARP
WORKING FOR YOU!
MAJOR NEW BENEFITS, PAGE 98

HE'S ONE
**DEEPAK
CHOPRA**
EXCLUSIVE!
HIS LONGEVITY
PRESCRIPTION
PHOTOGRAPHY
BY BRYAN ADAMS

REINVENTION

MAKING A CHANGE FOR THE BETTER

AS THE DIRECTOR of National Pancreatic Cancer Canada Foundation, Elva Gough spends much of her time meeting with people to drum up support to further research and development. Her look needed enough flexibility to be office appropriate and social-calendar worthy.



beauty boost

Elva's features were enhanced by Toronto-based dermatologist Dr. Fred Weksberg with a non-surgical procedure known as Soft Lift, using a combination of injectables including Juvederm Ultra Plus XC, Voluma and Botox. We evened her skin tone with Giorgio Armani Face Fabric foundation, filled in her brows with Smashbox Browtech To Go and finished with L'Oréal Colour Rich Anti-Aging Serum lipstick in Peach Parfait. Elva's hair was modernized with a choppy cut.

fashion fix

Elva has to be careful not to overpower her petite frame. We chose a ruffled shirt and paired it with a long chain that helps to stylishly elongate her silhouette and add a personal style statement. For the key white shirt, try one with Lycra for easier fit. An updated eyeglass frame and universally flattering black pencil skirt, black opaque tights and black pumps finish the look.



ELVA GOUGH, 62
DIRECTOR OF A
NOT-FOR-PROFIT
FOUNDATION

Shirt, Flavio Castellani; skirt, Margaret M; tights, Secret; necklace, Lia Sophia; shoes, bcbg; eyewear, Elva's own.

