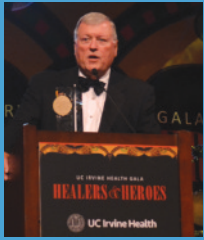


### PHILANTHROPY



Hayde at Healers & Heroes

page 13

### SPECIAL REPORT

## Tourism



Chino Holdings, page 13  
OC, all other 2014 Hotel Procs, page 17  
OC, all other 2014 Hotel Procs, page 17  
OC, all other 2014 Hotel Procs, page 17

page 15

### ADVERTISING

Gallery of Fine Homes  
PAGES A-23-A-33

Women in Business  
PAGES B-35-B-101

Investment Properties  
PAGES 104-105

Business Services.....108-112

MAIL TO:

## Pyott's Plan: Keep Calm and Counterpunch

### Allergan Boss Works Back Channels to Fend Off Valeant

By VITA REED

A team of specialists will continue **Allergan Inc.**'s battle for the minds and wallets of shareholders this week, when **Valeant Pharmaceuticals International Inc.** is expected to hike its \$47 billion hostile bid for the Irvine-based drug maker.

Allergan rejected Valeant's original bid two weeks ago, saying the offer undervalued the company.

Canada-based Valeant and backer **Bill Ackman**—whose **Pershing Square Capital Management LP** holds just less than 10% of Allergan's shares—plan to give details of the sweetened offer in a public webcast this week. The webcast will kick off a May 28 meeting Valeant will stage for its own shareholders and Allergan's in New York.

Expect a flurry of public relations counterpunches.

"You can be assured that the Allergan [board] and the small team of Allergan employees who are dedicated to dealing with Valeant and Pershing Square will be ready," Allergan Chairman and Chief Executive **David Pyott** said in an internal memo that was included in a Securities and Exchange Commission filing made public last week.

Pyott's strategy has gone beyond reacting to Valeant Chief Executive

► *Allergan 114*



## Irvine Company Tops 2 Charts on \$850 Million Buy

### REAL ESTATE: New benchmark for OC acquirers, Chicago sellers

By MARK MUELLER

Real estate watchers had been expecting the **Irvine Company** to go on an office-buying binge since last year, when Orange County's dominant real estate owner and landlord struck a financing deal to free up nearly \$875 million in cash for potential acquisitions.

The Newport Beach-based company delivered in a big way with a single deal last week when it agreed to buy 300 N. LaSalle, a Chicago skyscraper, for \$850 million.

The deal is believed to be the most expensive individual property purchase for Irvine Co., as well as the priciest office buy ever by an Orange County real estate company.

The acquisition of the 1.3-million-square-foot tower is expected to close in about a month and is

► *Irvine Company 116*



Bren: freed cash with financing deal last year on 4.8 million square feet

## Blizzard Scores With New Kind of Game



"Hearthstone: Heroes of Warcraft": players are able to unlock special features, such as the flying Hearthsteed, in new card game

### Already 10M Users of Blizzard's Hearthstone

By CHRIS CASACCHIA

**Blizzard Entertainment Inc.**'s free-to-play collectible card game has amassed more than 10 million users since its March release, setting the foundation for a potential new franchise and an emerging business model at one of the gaming industry's most successful and influential companies.

The early tallies for "Hearthstone: Heroes

of Warcraft" caught executives by surprise, considering the title represents several firsts for Irvine-based Blizzard, the largest software maker in OC.

"It's exceeded our expectations in terms of how many people have picked it up," said **Jason Chayes**, production director on **Hearthstone**, Blizzard's first free-to-play game and its first title released on the iPad.

► *Blizzard 108*



Empire Gateway: Chino development's construction managed by Irvine-based Sares-Regis

## Yokohama Tire Plans to Leave Fullerton

### REAL ESTATE: Plans to sell HQ here, shift to 658,000 SF in IE

By MARK MUELLER

**Yokohama Tire Corp.** plans to move its corporate headquarters from Fullerton to a newly built industrial facility in Chino later this year.

The North American manufacturing and marketing arm of **Yokohama Rubber Co.** in Tokyo is in the process of selling the headquarters in Fullerton, where it has been based since 1986.

The 400,000-square-foot building, at 601 S. Aca-  
► *Yokohama 12*



## Congratulations 2014 Nominees!

Read about these extraordinary business women in our special supplement on pages 35 - 101.

Reserve your table today at [www.ocbj.com/bizevents](http://www.ocbj.com/bizevents).



# Women in BUSINESS 20<sup>th</sup> ANNIVERSARY

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# Cosmetic Procedures That Really “Work”

by Monica Bonakdar, MD

In the business world, looking your best can be as important as feeling your best. It's difficult to dispute this view in our current society where youth and beauty are prized, and experience and wisdom are, well, sometimes overlooked.

This view can be particularly grating to the older set who possess experience and wisdom and still have a great deal to contribute in business. While it's sometimes frustrating for men, women can have an even more difficult time competing for attention in a marketplace brimming with youthful, zesty Millennials. Men can be viewed as distinguished, while few women receive that designation.

As a cosmetic physician, I see this frustration repeatedly. One woman recently summed it up very well. She expressed that she was beginning to feel “invisible.” A successful, bright and attractive business owner, now in her 60s, she noted that people respond to her differently compared to when she was younger. She said she has more professional knowledge than ever, but thinks many people don't even see her. She had little interest in a serious, surgical intervention (i.e., facelift), but wondered if newer, less-invasive technologies might get her “back into the game.”

Fortunately, technological advances today have given us several effective paths that do not involve cutting. I rarely recommend surgery, but occasionally I do for people with advanced aging issues. They need a surgeon who is qualified, precise and artistic and should be prepared to continue their anti-aging regimen with noninvasive techniques to continue their quest for a more youthful appearance.

More often, I encounter people with no interest in surgery – they just want to come back from that feeling of invisibility this woman expressed. They want to regain their confidence, knowing that when they look good, it goes a long way toward helping them feel good about themselves.



Monica Bonakdar, MD

Like it or not, our faces begin to age beginning at about age 30. And the aging is a three-dimensional process. We begin losing bone mass, soft tissue and skin thickness. Of course, genetics plays a role and good genes can soften the effects of time. But that only goes so far. For the rest of us, the dreaded aging process begins right on schedule.

The effects of aging can be minimized through a variety of noninvasive procedures (i.e., fillers and lasers), sidestepping surgical intervention in many cases. What's critical is a careful, customized analysis of just what is going on – both on the surface of the face and beneath the skin, all the way to the bone structure. Too many procedures are performed hastily, with minimal analysis and by less-experienced technicians. If you are exploring this avenue, look for a medical professional who can give you a 3-D

analysis and an ongoing plan. But don't expect one visit to cure years and years of aging. Noninvasive procedures can turn back the clock, but regular maintenance is needed.

Interestingly, sometimes a surgical facelift is the last thing needed. When the face becomes gaunt, as facial volume decreases, lifting and pulling the face back surgically is a poor option – yet we see people all the time who have chosen this unfortunate alternative.

For those wishing to just retain their sense of self, whether it's to look vibrant and relevant at work or continue to be attractive to their spouses, I always recommend starting with noninvasive options. Choosing facial fillers, collagen tighteners and/or laser rejuvenation can bring back the professional image without sacrificing the natural look most of us prefer.

### Monica Bonakdar, MD

Monica Bonakdar, MD is a Newport Beach cosmetic physician with more than 20 years of experience offering the latest advancements in noninvasive cosmetic fillers and high-tech laser treatments. Her practice is dedicated to personalized and professional patient care. For more information, call 949.721.6000 or visit [www.bonakdardmd.com](http://www.bonakdardmd.com). Follow Dr. Bonakdar on Facebook at [www.facebook.com/bonakdarinstitute](http://www.facebook.com/bonakdarinstitute).



## Success and Beauty: What Can I Do in My 30s and 40s to Prevent Aging?

As professional opportunities arise throughout our career, we sometimes may allow our appearance to take a backseat. But studies have shown that attractive people are usually hired sooner, get promotions more quickly and are paid more than less-attractive workers. So, do beauty and facial appearance play a role in the workplace? I think it's fair to say they do.

In the business world, we're often admired for our abilities and accomplishments. But equally important is the concept of maintaining your beauty – and facial appearance – as a factor that contributes to your success over time. Not all employers judge a candidate based on beauty, but it's no secret we're a culture consumed by image. We want to have it all: be productive and active as we age, while looking good and youthful along the way. So, what can you do to promote a healthy, youthful appearance?

My advice: invest in preventative care. The key to youthful skin is to start early. Be proactive when it comes to your face and skin maintenance. Use sunscreen regularly. I can't emphasize this enough – preventing continuous environmental skin damage mainly from ultraviolet rays is the most important factor that will contribute to healthy skin.

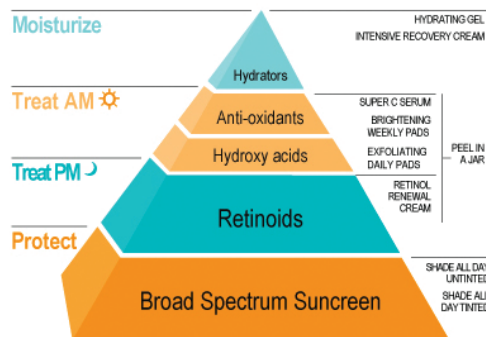
High-quality (medical grade) skincare products also are an integral part of this process. They are the second most important factor to achieving youthfulness. Establish a consistent skincare regimen that incorporates a combination of keystone ingredients that work – like hydrators, antioxidants, hydroxy acids, retinoids and broad spectrum sunscreen – into your daily skincare routine. These ingredients are some of the most studied chemicals by doctors and researchers and are proven to provide visible results that are still delicate and soothing to the skin.

As a cosmetic physician, my passion continues to be using safe science (i.e., the right balance of chemicals) to make the best recommendations for my patients, and help them achieve natural, youthful results. That's why simple, consistent enhancements throughout your life stages will help you feel good about looking good and positively affect your work, career and life.



MonBon Skin Care

### The Youthful Skin Pyramid



For any questions or to replenish by phone, please call 949.721.6000

Source: MonBon Skin Care by Monica Bonakdar, MD

# HATE SHOWING SIGNS OF AGING -- BUT AFRAID TO TAKE DRASTIC MEASURES? YOU ARE NOT ALONE!

## The Top 5 Reasons People Want (But Avoid) Anti-Aging Cosmetic Procedures:

1. Fear the results will look bad
2. Fear there won't be any results
3. Afraid it will be too painful
4. Concerned about too much down time resulting in lost work
5. Confused over what to do and how to pick the right doctor

Dr. Bonakdar is one of Orange County's most accomplished doctors focusing on noninvasive cosmetic medicine procedures – all designed to reverse or reduce the signs of aging WITHOUT TAKING DRASTIC MEASURES.

## The Top 5 Reasons To Visit Dr. Bonakdar:

**1. Experience-** Dr. Bonakdar performs 5 to 50 times more procedures than the average dermatologist or plastic surgeon, because she only does Botox, fillers and high tech laser treatments – not plastic surgery, not skin cancer, not general dermatology.

Compared to the average physician, Monica Bonakdar, MD performs:



Statistics from The American Society for Aesthetic Plastic Surgery

**2. Reputation-** She has more than 200 five out of five online reviews. And two thirds of her new clients are referrals from her existing clients.

<https://www.doctorbase.com/blog/bonakdar>



Dr. Bonakdar's reviews

**3. Results-** Her website and printed photo books display more than 250 before/after photos of her natural-looking work.

<http://www.bonakdarinstitute.com/photo-gallery>



Dr. Bonakdar's photos

**4. Individualized Care-** Your care is not delegated to a mid-level provider with minimal or no medical credentials. Dr. Bonakdar consults with each new client to recommend the ideal customized treatment program that she will then personally perform.



**5. Expert-** Dr. Bonakdar is well-respected in the medical community. She is a speaker and a physician trainer for BOTOX cosmetic, Juvederm and Artefill fillers as well as Ellman International and Lumenis Lasers.



Monica Bonakdar, MD

## MENU OF SERVICES

### Bonakdar Ten Years Younger Program

- Artefill® Long Lasting Filler
- Voluma XC- New!
- Juvederm® XC Ultra & Ultra Plus
- Perlane®
- Restylane®
- Sculptra® Aesthetic
- Botox® Cosmetic
- Dysport®

### High Tech Treatments & Lasers

- Ultherapy™ Tissue Lifting & Tightening
- Pelleve™ Skin Tightening
- UltraPulse FX CO2™ Laser Resurfacing
- Fraxel re:store Dual® Fractional Resurfacing
- Clear + Brilliant™ Fractional Resurfacing
- ResurFX® Fractional Resurfacing
- M22® Intense Pulse Light/IPL
- Light Sheer Duet Laser Hair Removal
- Vein Removal with Nd:Yag Laser, Electrosurgery & Sclerotherapy

### Non-invasive Body Contouring

- Liposonix® Fat Reduction
- Pellefirm® Body Contouring
- VASERShape® Cellulite treatment
- Medical Weight Loss

### Clinical Facials and Peels

- HydraFacial®- New!
- Dr. Bonakdar Signature Oxygen Facial
- Dermasweep® Clinical Microdermabrasion
- Superficial to Medium Depth Peels



## Bonakdar Look Good Feel Good Campaign

Every month Dr. Bonakdar partners with 2 local charities and donates a portion of what you spend to the local charity. So as you invest in yourself at Dr. Bonakdar's office, you are investing in your community.



Monica Bonakdar, MD

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