

SOUTHERN CALIFORNIA LIFE



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DATE: 7-15-08 TUESDAY

TIME: 5:30 – 6:00 P.M. MONDAY THROUGH FRIDAY

TIME: 6:00 – 6:30 A.M. SATURDAY AND SUNDAY

TOPICS COVERED BUT NOT LIMITED TO:

PERTENANT ISSUES AND PROGRAMMING:

OVERVIEW:

A NEW PERSPECTIVE ON THE LOCAL NEWS...

Southland deputies cited more than a dozen people for illegal off-roading over the weekend.

The new crackdown is needed because a reported 555 people died from ATV accidents in 2006. The Consumer Product Safety Commission cited accidents involving ATV's as being the cause of more than 2,753 fatalities since 2000. The goal is to reduce illegal use of vehicles off roads and increase safety.

A few years ago there was a TV soap opera by the name of 'Sunset Beach'; but it couldn't be much farther from the reality of that quaint Northern Orange County town.

Driving along P-C-H between Warner Avenue and Seal Beach Boulevard you barely notice ... and that's all right with the folks who call Sunset Beach home.

From its earliest population boom at the turn of the 20th century, sunset was lauded as a hidden paradise for leisure, and nothing's changed ... it's waves were popular then for surfers, and while the nearby jetty and shifting beach breaks don't always allow for the cleanest of waves, locals have no problem sharing a largely overlooked series of breaks ...

... and when the wind picks up – the newest craze blows in to the sunset beach area ... wind surfing and kite surfing are extremely popular here – and the surfers admit that sharing the waves is a sign of the times in sunset beach ...

Social networking website MySpace announces a highly integrated new MySpace Mobile experience customized and available via the Apple App Store. The free MySpace mobile application for the iPhone empowers users to seamlessly traverse their MySpace global network on-the-go and boasts key features including instant photo uploading from the iPhone to a MySpace profile. The new MySpace Mobile application is specially designed for the portable screen of the iPhone. Available video includes a demonstration of the Myspace Mobile application for the Apple iPhone.

Baby boomers are now entering their sixties. It's no wonder, then, that so many are concerned about keeping a

youthful look. A few years ago... their options would have been limited.

Wrinkles are an obvious by-product of the aging process. A by-product more people are looking to avoid.

We've watched the trend building for some time now. Fifteen years ago, the only alternative to looking older was a facelift. But now the tide is turning. Plastic surgery and the airbrushed look that says face job now is very five minutes ago. After all, bad skin that is pulled back is still bad skin.

Doctor Foxx says that the aging process is better understood now than ever before. Which means procedures to fight off aging skin is also better understood.

We need to be clear on what happens when we age. The epidermis becomes thin and almost transparent. The collagen matrix is broken down by environmental damage. And then there is a loss of volume as the subcutaneous fat and connective tissue are no longer held in place.

Doctor Foxx says these factors combine to create wrinkles and that jowl-y look. That's why it's necessary to use a variety of treatments to get the look you want.

It's something like a cosmetic buffet with each treatment yielding a different effect. We encourage our patients to focus on three or four of the things that will have the most

effect. We don't strive for unnatural perfection but we seek a more natural look.

One of the most popular cosmetic treatments is BOTOX® with almost three million patients seeking treatment last year with this product. BOTOX® is the single most popular medical esthetic treatment in the world today. And there are others.

Dermal fillers such as Restylane® and RADIESSE™ are a close second and are very effective in erasing frown lines and building lost lip volume. And now we have TITAN™, the most effective skin-tightening system in the world. Used in the right mix, these treatments can really yield meaningful results.

COMMUNITY

My next guest decided to use her passion for art and architecture to create some of the world's most elaborate play structures for children. With features that include secret hiding places, escape doors and climbing opportunities, it's no surprise that Barbara Butler's San Francisco-based company has built imaginative play houses for celebrity clients like Will and Jada Pinkett-Smith, Robert Redford and Kevin Cline.

CELEBRITY BIRTHDAYS... Brian Austin Green (35), Forest Whitaker (47), Jesse Ventura (57), Linda Ronstadt (62)

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We are only weeks away from this year's Olympic Games. For the first time in history, the International Olympic Committee (IOC) decided to include BMX in the 2008 Olympic Games in Beijing, China. As you'll see in this next report, BMX started in the late 1960s RIGHT HERE in California:

Edited footage with narration on the debut of BMX in the 2008 Olympic Games.

Los Angeles Clippers fans have a new Los Angeles native to root for. 29-year old point guard Baron Davis, who grew up in Compton and attended Santa Monica's Crossroads High School before playing at UCLA, signed a 5-year, 65 million dollar contract with the team last week. By playing in his hometown, Davis said that he hopes to inspire local kids with the same NBA dreams that he had as a youngster, and regarding the Clippers, said quote, "This is the start of a new generation."

Snowboarding in San Diego? By the beach? It actually happened! Maybe not the way you think but OUR VERY OWN MARK KINNEY caught up with Sean Callahan from So Cal Beaches Magazine to find out how they got snow in San Diego.

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