

# MORGAN HIGHTOWER

## CREATIVE PORTFOLIO





# HI, I'M MORGAN!

I'm a brand and content specialist with 8+ years creating visual identities and multi-channel marketing content.

From brand guidelines to email campaigns to social content, I balance creative design with strategic thinking to help businesses build recognition and grow. I'm big on beautiful work that also delivers results.

This portfolio showcases my work in brand identity, email and newsletter design, social media content, blog writing, and web assets—all the visual and written content that brings brands to life.

If you're looking for someone who can bring your brand to life across all channels, I'd love to connect.

If you like what you see, send me an [email](#)! I'd love to chat!





# EMAIL CAMPAIGNS

CLIENT: Seattle Sailing Club

PROJECT: Weekly email blasts using  
Constant Contact



The FUN place to sail and learn since 1968!

## Sailfest 2024 Starts This Week!



Join us for three months of Casual Racing hosted by STYC, CYC, and SSC! This relaxed racing series is perfect for cruisers, racers, liveboards, and dinghies. Skippers will take their own finish time and submit it online for scoring.

### Course & Start:

- One start at 6:30 PM
- Course: NMBN or NBMN (Start, Meadow Point, Ballard Salls Buoy, Finish - always starting upwind)
- Cut-off Time: 8:00 PM

### Time Submission:

- Skippers can record their own finish time and submit it to the website for scoring.

### Sailing Rules:

- All boats must maintain a safe distance of at least one boat length from other boats to avoid collision. This rule ensures the safety of all participants and emphasizes the importance of responsible boating.
- This event encourages a positive and respectful environment and prohibits protesting or yelling. This rule fosters sportsmanship and encourages participants to focus on the enjoyment of sailing rather than competitive disputes.

Location:  
CYC Club House 7755 Seaview Ave NW

### Dates:

- June 7, 14, 21, 28 - Hosted by Corinthian Yacht Club
- July 5, 12, 19, 26 - Hosted by Sloop Tavern Yacht Club
- August 2, 9, 16, 23 - Hosted by Seattle Sailing Club

Let's enjoy a summer of sailing fun and camaraderie on the water!

[Learn More](#)

[Register Here](#)

## Shore-side Event

### New in 2024!

Shore-side event will be held in the same location all summer long - June, July & August!

**When:** 8:00pm Start

**Where:** Corinthian Yacht Club - Club House - 7755 Seaview Ave NW (V-X Dock)



## New for 2024 - Sailfest Gear!

We've got loads of Sailfest gear like shirts, sweatshirts, hats, and more!

*Note: The store will be opened 3-4 weeks prior to each club hosting and close 1 week before for production & delivery. The first round closed on May 22.*

*All gear from that order will be available for pickup at the clubhouse after sailing this Friday, June 7th!*

*The next round will be available for purchase June 7th - June 19th and will be ready for pickup Friday, July 5th at the clubhouse.*

## Seeking AUGUST Volunteers!

To make this event a resounding success, we are seeking enthusiastic volunteers to help run the event! We have a variety of roles available that will suit your interests and skills: Race Committee, BBQing hot dogs, tending to the food table, or helping with clean-up.

Remember, Sailfest is not just about sailing—it's about fostering connections, having fun, and making a difference.

Join us as a volunteer, and let's set sail for an incredible event together!

[Volunteer Here](#)





# EMAIL CAMPAIGNS

CLIENT: Seattle Sailing Club

PROJECT: Weekly email blasts using Constant Contact



Club News & Updates | June 11th, 2024



## At a glance...

[Youth Summer Sailing Camp at CYC](#)

[Groupon Deal Ends June 30th](#)

[Last Chance to Sail the San Juans](#)

[Freefly Shade Hoodies are BACK!](#)

[Community News](#)



Photo Courtesy of Mark Brown

## CYC Youth Summer Sailing Camp

	<p>Ages 6 to 16 - Full day 9am - 4pm - All skill levels welcome - All instructors are US Sailing Level 1 Small Boat certified</p>	
	<p><b>LEARN TO SAIL</b> <i>Summer</i> <b>CAMP</b></p>	<p>Club Members <b>\$50 OFF</b> USE CODE: SSC2024</p>
	<p> Register here: <a href="https://cyccommunitysailing.org">https://cyccommunitysailing.org</a></p>	

Thanks to our partnership with the CYC Community Sailing Center, Seattle Sailing Club members get \$50 off registration fees for youth summer camps!

**CYC Community Sailing Center** is at the north end of Shilshole marina in the Corinthian Yacht Club. Their week-long summer camps are a great introduction to sailing, with a focus on fun and building a solid foundation of skills on boats including Optis, Lasers, RS Fevas, Flying Juniors (FJs) and Vanguard V15s. Many CYC summer sailors develop a lifelong love for the sport, going on to join CYC's youth race teams, sailing in college and beyond, and even setting the record for the **youngest team to complete the Race to Alaska**.

More details:  
- Ages 6 to 16  
- Full day 9am - 4pm  
- All skill levels welcome  
- All instructors are US Sailing Level 1 Small Boat certified.

[Learn More](#)

Use coupon code **SSC2024** at checkout to get the SSC discount.

## Groupon Deal Ends June 30th!

Get ready to embark on a sailing adventure without breaking the bank!

Take advantage of this amazing offer and save \$190 on our ASA 101 Keelboat 1 Sailing Lesson! Originally priced at \$725, now only \$535!

Whether you're a beginner or looking to improve your sailing skills, this 15-hour course on Puget Sound is the perfect opportunity. Learn everything from sailing terminology to navigation and safety in small, supportive groups.

Secure your spot now before this deal sails away!

[Book Here](#)



\*Please note: This deal is for ASA 101 lessons only. ASA certification is available for an additional fee.\*

## Cruise N Learn in the San Juans



Last chance to learn to sail in the San Juan Islands in 2024!

Join our ASA 103/104 Cruise N Learn Lesson in the stunning San Juan Islands from Saturday, July 6, to Wednesday, July 10. Enhance your sailing skills and enjoy a memorable adventure!

[Book Here](#)

## Freefly Shade Hoodies Are Back in Stock!

Show your support for SSC and shield your skin from harmful UVA and UVB rays with Free Fly's Bamboo Shade Hoody, proudly displaying the Seattle Sailing Club logo! Available for purchase online or in-store.



[Shop Here](#)

## Summer Sale EXTENDED!

June 8-22  
All Pro Shop items are 15% off  
Use Code **SUMMERSAIL24**

[Shop Here](#)

## From the Community



Photo by Wendi Donaldson Laird

## Swiftsure Recap

[Read More](#)

The 2024 Swiftsure International Yacht Race presented a variety of challenges, from strong winds to dead calm. The demanding course tested sailors' strategies across four distinct legs, proving that the race is never over until the finish line.

# EMAIL CAMPAIGNS

CLIENT: Seattle Sailing Club

PROJECT: Weekly email blasts using  
Constant Contact



The FUN place to sail and learn since 1968!

## **\*NOW AVAILABLE\*** **ASA 114 Cruising Catamaran Course**



**Limited Spots are now available!**

Our New **ASA 114 Cruising Catamaran Course!** Set sail in style with our newest offering! This class covers everything from catamaran structure, systems, and features, performance under sail and power, and seamanship and safety, ensuring you're ready for any adventure on the water.

Experience unparalleled comfort, stability, and performance in this 2-day/1-night course. Book now, spots are limited!

**Reserve Your Spot Today!**

### **ASA 114 Cruising Catamaran Course Overview**

Experience the thrill and versatility of cruising catamarans with our ASA 114 Cruising Catamaran course. Master the skills necessary to skipper a catamaran 30' – 45' during a comprehensive 2-day/1-night liveaboard cruise upon inland waters.



This course covers knowledge of catamaran structure, components and features, performance under sail and power, boat systems, seamanship and safety, heavy weather operation, and emergency response.

Topics Include:

- Catamaran terminology and components
- Differences between catamarans and monohulls
- Heavy weather sailing and safety
- Reefing systems
- Docking and maneuvering under power
- Seamanship
- Emergency procedures
- Sail trim and handling
- Anchoring and mooring
- Boat systems

**Hurry, Limited Spots are Available!**

## **Hands-on Sailing Practice**



**Ready to take your skills to the next level?  
Join our Hands-on Sailing Practice clinics!**

Perfect for newly certified sailors or those needing a refresher, our 4-hour on-the-water clinics are designed to boost your foundational sailing skills and build your confidence. These dynamic sessions reinforce basic sailing maneuvers, safety procedures, and boat handling, preparing you for more complex sailing conditions and techniques.

Whether you've taken lessons with ASA, U.S. Sailing, RYA, IYT, Sail Canada, or others, our clinics offer the perfect opportunity to gain the necessary on-the-water experience. Join us to make the transition to advanced sailing education smoother and more successful!

**Learn more  
here**



info@seattlesailing.com  
206-782-5100  
shop.seattlesailing.com

Seattle Sailing Club  
7001 Seaview Ave NW, Suite  
130  
Seattle, WA 98117



# EMAIL CAMPAIGNS

CLIENT: The Law Office of BDS

PROJECT: Weekly email blasts using MailChimp



## Estate Planning Documents Every College Student Needs...and Why



One of the more important steps—albeit a rarely talked about step—for our adult children who are heading off to college is estate planning.

Our kids will always be children to us. Throughout their lives, we've had financial and medical decision-making power over them. As soon as they turn 18, however, that responsibility is taken

out of our hands, and we lose the power to help them when needed.

This is why as soon as our children turn 18, it's imperative that we prepare certain estate planning documents for them. These documents include a Medical Power of Attorney, HIPAA (Health Insurance and Portability and Accountability Act) Release, and a Durable Financial Power of Attorney. While we hope we never need to use these documents, we'll be glad they're in place should tragedy strike. Imagine your child is admitted to the emergency room, and you are denied access to any information about their well-being because you are not named in a legally binding HIPAA authorization document?

[Tell Me More »](#)



**Attorney Blanche D. Smith**

*"Prior planning saves money and preserves families."*

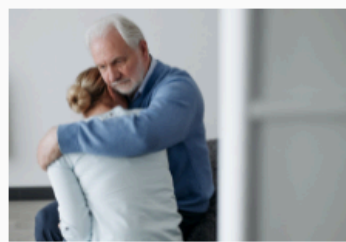
T: (936) 301-0111  
info@bdsmith-law.com

[Write a Review »](#)

Instagram Facebook Website LinkedIn



## Estate Administration: 3 Steps to Take After a Loved One Dies



Losing a loved one is a terrible experience, and it is natural that—in the immediate aftermath—**estate administration is the last thing on your mind**. Grief requires space, after all, and yet time is of the essence when a death occurs. The funeral must be organized, dependents and pets must be cared for, final bills need to be paid, and financial accounts must be closed. It can be overwhelming when you are the person tasked with these

responsibilities, so, to help ease the burden, we have prepared the following guide of essential steps you need to take after a loved one dies.

### Three Steps to Navigating a Loved One's Passing

The first thing you need to know if you have been named the executor of your loved one's Will—or if you are stepping in to help whoever was named the executor—is that you cannot go it alone. An estate planning attorney and certified public accountant (CPA) can advise you on legal and financial matters, and family and friends should help with all kinds of tasks, big and small. While many "to-dos" require immediate attention, others demand patience and resolve. Settling a deceased loved one's affairs is a lengthy (and sometimes trying) process, so in addition to identifying people to whom you can delegate responsibilities, it is also important to consider those who you can lean on for support.

[Tell Me More »](#)



**Attorney Blanche D. Smith**

*"Prior planning saves money and preserves families."*

T: (936) 301-0111  
info@bdsmith-law.com

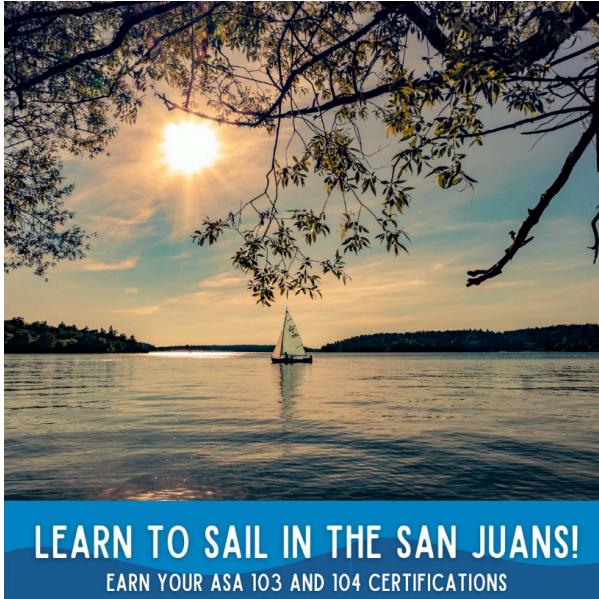
[Write a Review »](#)

Instagram Facebook Website LinkedIn

# SOCIAL MEDIA

CLIENT: Seattle Sailing Club

PROJECT: Monthly social media posts, including graphics, copy + shopping



Learn to Sail in the San Juan Islands – Summer 2025!

🌟 Spots are OPEN for June & July 2025! 🌟

Set sail on an unforgettable adventure with our ASA 104: Bareboat Charter and ASA 103 + 104: Cruise N Learn courses!

- Sail through the breathtaking San Juan Islands
- Hands-on training in navigation, anchoring, sail trim & more
- Earn ASA certifications & qualify for international charters
- Liveaboard experience with stunning coastlines & abundant wildlife

Perfect for those looking to charter their own boat or prepare for extended sailing adventures!

📅 Reserve your spot now! ➡ Visit the link in our BIO to learn more!

New night, new quizmasters, same great atmosphere! 🎉

It's TRIVIA NIGHT, and [@geekswhodrink](#) has come up with some devious(ly fun!) questions to tease your team's trivia minds (while you enjoy aSail into Savings!

Taking the plunge into the sailing world? We get it—it can feel more like a cannonball than a graceful dive. But at Seattle Sailing Club, we make learning the ropes fun, stress-free, and totally worth it. 🚤

Now through the end of February, all ASA sailing lessons are \$100 OFF! That's right—expert instruction, hands-on experience, and the confidence to captain your own adventure, all at a sweet discount.

Our instructors go at your pace, so you'll soak up every minute on the Puget Sound and walk away with the skills (and ASA certification!) to set sail.

Don't miss the boat—book your lesson today!

\*Use Code: BOATSHOW25 for the discount\*

🧠 The brain-bending begins at 7 pm. See you tonight!





# SOCIAL MEDIA

CLIENT: City Orchard

PROJECT: Monthly social media posts, including graphics, copy + shopping



Happy Sunday! It's the last day to take advantage of our great Labor Day Weekend deals!

Save \$2 on carafes and \$1 on draft pours if you're coming to the Taproom or Cider Garden today! 🍏

Save 30% on all to-go cider, beer, and wine for your festivities tomorrow! 🍏

Remember, we're closed Mondays, so plan your beverage-buying accordingly! 🗓️

Gobbling up a feast this week? 🍂

What are you going to drink with it? 🤔

'Cause it's time to stock up and we've got delicious (and discounted!) options just for you! 😊

Tomorrow's not only our regular Wine Wednesday (with 30% off to-go bottles!), but we're having a Gobble Cider Sale too, with all to-go options discounted by 15%! Available all day. Don't miss out! 🍷🍏



New night, new quizmasters, same great atmosphere! 🎉

It's TRIVIA NIGHT, and @geekswhodrink has come up with some devious(ly fun!) questions to tease your team's trivia minds (while you enjoy a cider or three)!

🧠 The brain-bending begins at 7 pm. See you tonight!

📸: @beerandbitesclub



# SOCIAL MEDIA

CLIENT: Advanced Esthetics LVC

PROJECT: Monthly social media posts, including graphics, copy + shopping



Are you ready to achieve smoother, sleeker, and sexier skin without shaving?!

The Facial & Body Waxing Services we offer are a great alternative to shaving, with fast and effective methods that will have you hair-free and fabulous in no time!

Schedule your appointment today!  
Link is in our BIO!

It's not too late to grab one of our special holiday packages!

You can be sure to make your loved one's holiday extra merry and bright by purchasing one of our AMAZING holiday packages!

Available for purchase in-store or online - Link is in our BIO!

Hurry, Christmas is right around the corner!



Have you tried one of our customized, signature facials or peels?!

At Advanced Esthetics LVC, we make sure that your skin is taken care of, offering the best possible results, tailored to fit your unique skin concerns.

Head over to our website to schedule your appointment today!

# SOCIAL MEDIA

CLIENT: Wellness Center of Plymouth

PROJECT: Monthly social media posts, including graphics + copy



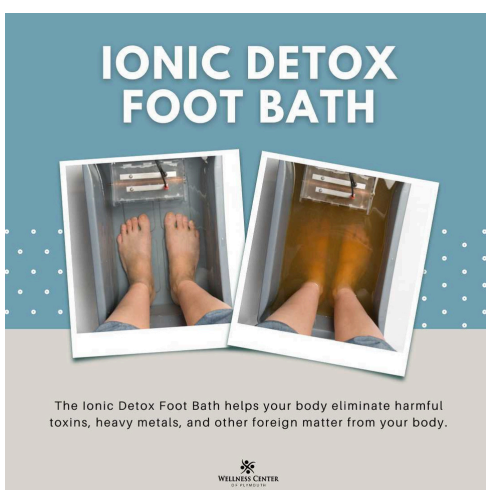
If you're thinking about detoxing, you probably have a specific reason in mind to do so.

Whether you want to adjust your eating habits or simply want to start living a healthier lifestyle, detoxing can help you recharge and reboot.

Check out our latest blog post to learn 6 ways you can detox naturally - link is in our BIO!

Hearing from our clients always makes our days brighter!

"Very good staff, good at teaching and fixing the problems you may have."  
Stray M.



If you haven't tried it yet, you NEED to experience our Ionic Foot Bath!

This treatment is one of the safest and most relaxing ways to remove toxins from the body!

This non-invasive treatment begins by immersing your feet in the foot tub with natural salts to improve conductivity, then we place an array into the tub, which generates a series of timed positive and negative ions. This process functions to activate the body's natural ionic flow by mobilizing toxins, residues, and wastes stored within the body.

Benefits of our Ionic Foot bath include:

- ◆ Improves the body's lymph circulation
- ◆ Helps reduce and relieve migraines and headaches
- ◆ Can help improve and clear up skin conditions
- ◆ Increases natural energy levels
- ◆ Helps improve quality of sleep and relaxation
- ◆ Helps boost immune system and helps fight off viruses
- ◆ Relieves muscle and joint pain and swelling

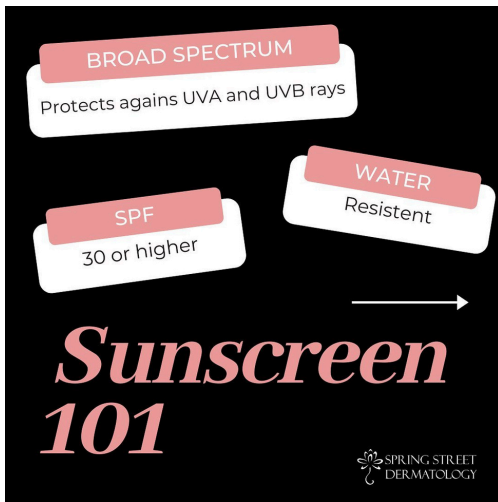
We recommend having a series of sessions so you can really see and feel your results!

★Right now, our Ionic Detox Foot Baths are \$5 off! ★  
Visit our Specials/Shop page on our website to learn more!

# SOCIAL MEDIA

CLIENT: Spring Street Dermatology

PROJECT: Monthly social media posts,  
including graphics + copy



Did you know that there are 2 main types of sunscreens: mineral (also referred to as physical) and chemical?

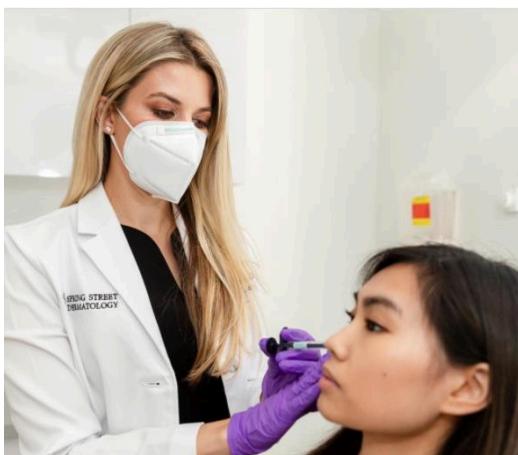
Both types are effective at protecting your skin from the sun's harmful rays, but they do so in different ways, with different active ingredients.

Below list the key differences:

- Chemical sunscreens work like a sponge, absorbing the sun's rays.
- These sunscreens will contain one or more of the following active ingredients: oxybenzone, avobenzone, octisalate, octocrylene, homosalate, and octinoxate.
- Chemical sunscreen tends to be easier to rub into the skin without leaving a white residue.
- Physical sunscreens work like a shield, sitting on the surface of your skin and deflecting the sun's rays.
- This type of sunscreen will contain zinc oxide, titanium dioxide, or both.
- It is recommended to choose this sunscreen if you have sensitive skin.

Regardless of whether you choose a chemical or mineral sunscreen, be sure to choose one that has broad-spectrum (UVA and UVB) protection, an SPF of 30 or higher, and is water-resistant.

If you need help choosing the right sunscreen for your skin, check out our online skincare store to browse our doctors' favorite and most-recommended sunscreens - link in bio.



Did you know dermal fillers are made with hyaluronic acid? Hyaluronic acid is a natural substance found in your body, with high concentrations being found in soft connective tissues and in your skin! It is also extracted and reformulated to become one of the most popular kinds of injectable fillers. Hyaluronic acid fillers can be used to improve the skin's contour and reduce depressions in the skin due to scars, injury or lines.

Other areas of improvement HA fillers can treat include:

- Acne scars
- Cheek depressions
- Crow's feet at the corner of your eyes
- Deep smile lines that run from the side of the nose to corners of the mouth (also known as nasolabial folds)
- Frown lines between the eyebrows
- Marionette lines at the corners of the mouth
- Redefining lip border
- Scars including burns, acne and those caused by wounds
- Smoker's lines (vertical lines on the mouth)
- Some facial scars
- Worry lines that run across your forehead

At Spring Street Dermatology, our expert team is here for you to discuss your concerns and create a personalized treatment plan to keep you looking and feeling your absolute best while achieving the look you desire.

Please visit our website or call our office to schedule a consultation.

# SOCIAL MEDIA

CLIENT: The Accounting Collective

PROJECT: Monthly social media posts,  
including graphics + copy



Payroll taxes are 15.3% no matter which way you look at it.

The major difference here is that, when you're an employee, you only pay YOUR half, the employee half. This way, you pay the employee piece and your employer pays their half. So instead of paying 15.3% you pay 7.65%.

If you're self-employed you get to pay the whole 15.3%. This can add up quickly! If you make \$100,000 as an employee that's \$7,650 in payroll taxes but if you're a sole proprietor or own an LLC that's \$15,300 in self-employment tax. Yikes!

This is why we often recommend that our small business clients make an S-corporation election. This saves you from the 15.3% self-employment tax.

DM us to speak to someone on our team about exactly how this can help your business.

News flash! If you're an influencer, you have a small business!

In fact, we work with many influencers to help them establish legitimate business entities so they don't have to pay more taxes than they are legally required to.

This goes beyond setting up an LLC and deducting the cost of your ring light people! We have a strategy specifically for influencers (social media influencers, YouTubers, Only Fans) to get you legally set up and saving tax.

Ask us how!



## Should I use cash?



Cash is great, but when you're running a business it's very hard to keep track of cash transactions.

We always encourage clients to use debit or credit cards as much as possible so that they can easily track income and expenses.

If you use accounting software like QuickBooks Online, all your debit and credit card transactions are linked directly to the system so you or your bookkeeper can categorize them.



# BLOG POSTS

CLIENT: Advanced Esthetics LVC

PROJECT: Blog posts utilizing  
SEO-driven keywords, published  
via WordPress, promoted online.

## Common Skin Problems Caused By Stress

◀ PREV



As the body's largest organ, the skin often reflects what's happening inside your body. Stress can cause increased inflammation, slow down wound healing, and negatively impact skin conditions.

Acne is the most common skin problem caused by stress. It's thought to be brought on by the hormone cortisol, which is released in response to stress. Cortisol increases the production of sebum, which can block pores and lead to inflammation.

Other common skin problems caused by stress include psoriasis, eczema, dermatitis, and rosacea. Stress can also exacerbate existing skin conditions. If you're struggling with stress-related skin problems, it's important to see a dermatologist or other skincare professionals, like a licensed esthetician, who can help you manage the condition and find the best treatment options.

### Acne

As previously mentioned, acne is one of the most common skin problems caused by stress. Stress can trigger hormonal changes that increase the production of sebum, an oily substance that protects the skin. When too much sebum is produced, it can clog pores and lead to inflammation, resulting in pimples and other breakouts. Additionally, acne can be worsened by poor hygiene, lack of sleep, and unhealthy eating habits.

In order to keep acne at bay during times of stress, it's important to practice good skincare habits and use products specifically formulated for acne-prone skin. Gentle cleansers, non-comedogenic moisturizers, and oil-free sunscreen can all be beneficial. Additionally, it's important to try to reduce stress levels as much as possible. Stress management techniques like meditation and exercise can help reduce stress hormones and alleviate breakouts.

### Rosacea

Rosacea is a skin condition characterized by redness and inflammation of the face. Although its exact cause is unknown, it's believed to be caused by a combination of genetics and environmental factors. Stress is thought to be a major trigger for rosacea, as it can cause temporary redness.

Gentle cleansers, moisturizers, and sunscreens can help keep skin hydrated and protected, which can help with rosacea flare-ups. Additionally, it's important to identify and avoid your personal triggers, such as spicy foods and caffeine.

### Eczema

Eczema is an inflammatory skin condition that results in itching, redness, and dry, scaly patches. Stress is known to worsen eczema symptoms, as it can trigger an immune system response that causes inflammation.

Managing eczema can be challenging, but it's important to take steps to protect the skin from irritation. Gentle skincare products, such as those designed for sensitive skin, can help reduce symptoms. Emollients, moisturizers, and anti-itch cream can also be beneficial. If necessary, antihistamines can help relieve itching and reduce inflammation.

### Psoriasis

Psoriasis is a skin condition characterized by red, scaly patches on the skin. It's believed to be caused by an overactive immune system response, and stress is known to worsen symptoms. Stress hormones can increase inflammation, which can make the condition more difficult to manage.

In order to reduce psoriasis flare-ups, it's important to practice good skincare habits. Gentle, non-irritating cleansers and moisturizers can help reduce symptoms. In addition, managing stress levels can be beneficial. Taking time out of the day to relax, meditate, or exercise can reduce stress hormones and help to keep psoriasis under control.

### Dermatitis

Dermatitis is a skin condition that can be caused or worsened by stress. It typically results in itchy, red, and inflamed skin. It can also cause scales or blisters. Gentle, non-irritating cleansers and moisturizers can help reduce symptoms. In addition, stress management techniques such as meditation and exercise can reduce stress hormones and help to keep symptoms at bay.

### Taking care of your skin during times of stress is important.

In addition to managing stress levels and practicing good skincare habits, it's important to seek help if you're struggling with any of the skin problems caused by stress. At Advanced Esthetics LVC, we can help you assess your skin condition, develop a treatment plan, and find the best products to help reduce symptoms. Recognizing stress-induced skin problems and taking steps to manage them can help you feel more confident and in control.

Learn more about our services on our [website](#) and [blog](#), or simply contact us to [schedule an appointment](#) today.

## 10 Skincare Tips for Winter

◀ PREV



NEXT ▶



Want to know our best skincare tips for winter? Keep reading to find out how to combat the skin issues you may face during these cold winter months!

One thing most people don't realize is that it's not just the cold air outside, it's also a combination of factors, including low humidity levels and dry indoor heat, that can lead to dry winter skin.

The following winter skincare tips should help keep your skin looking healthy, even when temperatures dip and there's no escape from winter's dry, cold air.

### Winter Skincare Tips:

#### 1. Adjust your shower temperature, frequency, and length

A long, hot shower feels great when it's chilly outside — but, unfortunately, it's not great if you have dry skin. Limit your showers to 5-10 minutes, and if possible, shower every other day. A hot shower or bath at the end of a cold winter's day can feel especially soothing. But, to keep your skin nourished, you may want to keep the water temperature closer to lukewarm.

#### 2. Limit the use of exfoliants and scrubs

In winter, try to not over-exfoliate. If your skin is dry or flaky, try using a chemical exfoliate rather than a physical scrub. These types of scrubs usually contain larger particles which can irritate your dry skin.

#### 3. Look for fragrance-free products

The winter air can cause your skin to become extra sensitive, so opt for fragrance-free products to help avoid further irritation. Choose a mild facial cleanser and body wash that are fragrance-free and alcohol-free.

#### 4. Moisturize right after washing

When you wash your face, hands, and body, you immediately strip your skin of its natural oils. We recommend that you moisturize your skin immediately after washing, especially during the winter months. Using a cream or ointment rather than a lotion will help lock in moisture on your skin.

#### 5. Don't skip the sunscreen

Even though the days are shorter in the winter, don't forget to apply sunscreen daily. UV rays can still wreck damage to your skin, so continue to apply sunscreen each morning after applying your moisturizer. What SPF should you use? The [American Academy of Dermatology Association](#) recommends using a sunscreen with at least SPF 30.

#### 6. Choose fragrance-free detergent

In addition to opting to use fragrance-free cleansers, opting for fragrance-free laundry detergent can also help keep dry winter skin at bay. If fragrance-free is not your preference, choose a detergent meant for sensitive skin, which can also help ease your skin from further irritation.

#### 7. Use a humidifier

According to [Harvard Health Publishing](#), a humidifier setting of 60 percent in winter can replenish moisture in the top layer of your skin! Since humidifiers add moisture back into the air, they can counteract the dryness of the air that is caused by using indoor heating systems, which dries the air out. If you don't have a humidifier yet, get one today!

#### 8. Stay hydrated

Staying hydrated by drinking plenty of water throughout the day will also help combat winter skin! Not staying hydrated can affect the appearance of your skin while making it more prone to drying out.

#### 9. Protect your hands

In the winter months, your hands can become especially dry. A few ways to keep your hands healthy during these months is to limit hand washing, use a gentle soap with warm water, and apply fragrance-free hand cream regularly (and after washing).

If you didn't know already, gloves are the best protection for your hands, protecting them from environmental factors that can dry them out. We suggest wearing warm gloves when going out into the cold and using a pair of silicone gloves when washing dishes.

#### 10. Cover Up

In addition to protecting your hands from the cold winter air, make sure you wear scarves and hats when stepping outside as well. These items not only help keep you warm, they protect your skin from the harsh winter elements.

If your skin becomes extremely dry and irritated, consult with your dermatologist or local healthcare provider. At [Advanced Aesthetics](#), we offer a wide selection of skincare products that can help keep your skin protected and hydrated during these cold months. Visit our [online store](#) or [schedule an appointment](#) with us today!

# BLOG POSTS

CLIENT: Ketamine Greater Boston

PROJECT: Blog posts utilizing  
SEO-driven keywords, published  
via WordPress, promoted online.

## IN CASE THERE WAS ANY QUESTION ABOUT THE EFFICACY OF KETAMINE FOR DEPRESSION

by Ketamine Greater Boston | Feb 1, 2022 | KETAMINE FOR DEPRESSION, Mental Health | 0 comments



Although Ketamine has primarily been used as a general anesthetic for medical procedures, recent research studies support the use of Ketamine for the treatment of depression.

Ketamine therapy is one of the fastest-growing treatments for depression...and for good reason. Since its rise in popularity beginning in the late 1990s, ketamine therapy has proven effective for up to 70% of patients—a major improvement over the 40-50% efficacy rate of traditional antidepressant medications. Furthermore, where antidepressants require 4-6 weeks of use before a patient will know whether they are effective, ketamine works immediately. Some patients experience relief within hours of their first infusion, but most will know whether the infusions are effective after their second or third dose.

Due to the unarguable—and truly miraculous—results of ketamine for depression, ketamine research has been underway for decades. Study after study continues to support the drug's efficacy for a wide variety of psychiatric disorders, including treatment-resistant depression (TRD), major depressive disorder, anxiety, post-traumatic stress disorder (PTSD), bipolar disorder, and more. But in case you had any doubts about the ability of ketamine therapy to alleviate the symptoms of depression...

### Does Ketamine Therapy Work?

Studies supporting the use of ketamine for depression treatment were recently evaluated by researchers at the University of Exeter (UK) and the University of British Columbia. This team of researchers analyzed 83 separate ketamine research studies, confirming that ketamine therapy can provide fast-acting, short-term relief from depression and, to some degree, thoughts of suicide and other affective disorders.

The strongest effect documented in the ketamine research is that of intravenous (IV) ketamine therapy for the treatment of unipolar depression. One session of IV ketamine therapy reduced the severity of the depression after only 1-24 hours after the time of treatment—with long-lasting effects! The benefits of the session were noticeable for 1-2 weeks after treatment. For bipolar depression, the effects were noticeable as soon as 4 hours after and, at the longest, within 24 hours. The full effect of the ketamine therapy lasted three days, with some benefits still present after seven days.

### Is Ketamine Safe?

Like with many useful drugs, ketamine therapy should not be administered without the supervision of qualified clinical professionals. In a clinical environment, ketamine therapy is very safe.

People receiving ketamine for depression are monitored closely during their treatment. They are given preparation and psychological support during and after the ketamine therapy session, minimizing any adverse psychological reactions.

At Ketamine Greater Boston, we have been providing ketamine therapy to patients in the greater Boston area for years, and have administered thousands of infusions. We are experts in ketamine administration and would love to answer your questions about ketamine therapy and help determine if it could work for you or a loved one.



## CONTACT KETAMINE GREATER BOSTON

If you have already tried talk therapy, antidepressants, or other depression treatments, but nothing has worked, then ketamine infusions could be an effective solution for you. If you have questions, or want to learn more about how ketamine infusions alleviate depression—quickly—in up to 70% of patients, contact Ketamine Greater Boston using the brief form below.

Fields marked with an \* are required

## RESEARCH CONFIRMS KETAMINE THERAPY IS EFFECTIVE AT TREATING DEPRESSION

by Ketamine Greater Boston | Feb 16, 2022 | KETAMINE FOR DEPRESSION, Mental Health | 0 comments



This may very well be the year for ketamine therapy. A recent study—conducted by Osmind researchers and physician-scientists at Stanford University School of Medicine—was published in the *Journal of Affective Disorders* in January 2022. This is the largest published analysis of intravenous ketamine infusions outcomes to date, with key findings demonstrating that ketamine therapy is a rapid and robust treatment for depression.

### Key Findings:

In a subset of 537 individuals receiving ketamine therapy across 178 clinics, there was a 54% response rate, and only a 30% remission rate.

The study went on to confirm that the response to ketamine therapy is also relatively durable, even in the absence of maintenance treatments, with approximately 80% of individuals retaining response at 4 weeks and 60% at 8 weeks.

Another key takeaway worth noting is the positive results for depressed patients struggling with suicidal ideation. The study showed that:

- 40% of patients with baseline suicidal ideation no longer experienced suicidal impulses after induction
- 70% of patients experienced an overall improvement in suicidal ideation

Furthermore, the lead author of the paper and VP of Medical Affairs at Osmind, Alison McInnes, MD, MS stated: "[Ketamine infusion therapy] is relatively safe, and is a rapid and very effective treatment for depression," adding that only 8% of people experience worsening symptoms.

"Ketamine therapy for depression is rapidly changing the face of mental health care in the U.S.," said Boris Heifets, MD, PhD, an assistant professor of Anesthesiology, Perioperative and Pain Medicine at Stanford University. "The need for relief has far outstripped the academic community's ability to generate high-quality prospective data on the ever-expanding variety of real-world therapeutic practices involving ketamine."

"The innovation is now happening in the field. Our study is the largest of its kind to capture a snapshot of what real-world ketamine clinics are doing, and how their patients fare," Heifets said.

### What's Next?

This is the first of several studies planned for the Osmind real-world ketamine analysis initiative. Follow-up studies will include clinical history and demographics across larger numbers of individuals treated with ketamine infusion therapy, over longer periods of time.

At Ketamine Greater Boston, we have been providing ketamine infusion therapy to patients in the greater Boston area for years, and have administered thousands of infusions. We are experts in ketamine administration and would love to answer your questions about ketamine infusion therapy to help determine if it could work for you or a loved one.



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If you have already tried talk therapy, antidepressants, or other depression treatments, but nothing has worked, then ketamine infusions could be an effective solution for you. If you have questions, or want to learn more about how ketamine infusions alleviate depression—quickly—in up to 70% of patients, contact Ketamine Greater Boston using the brief form below.

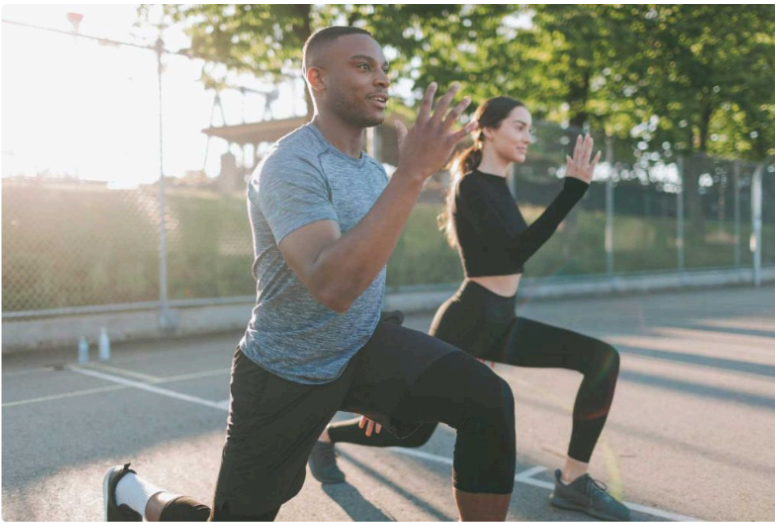
Fields marked with an \* are required



# BLOG POSTS

CLIENT: Wellness Center of Plymouth

PROJECT: Blog posts utilizing  
SEO-driven keywords, published  
via WordPress, promoted online.



Are you ready to make some lifestyle changes that will lead to better health this year?

Keep reading to learn seven resolutions that can help improve your health and wellbeing!

Start with just one or give them all a try!

## 1. Stay hydrated

Staying hydrated by drinking plenty of water each day can help you stay healthy and happy. If you are not drinking enough water and are chronically dehydrated, a number of health issues may occur. We recommend drinking half your weight in ounces of water each day.

## 2. Eat healthy

A great new year's resolution is to eat more healthy foods. You should focus on eating more fruit, vegetables, and whole grains. Try to cut back on processed sugars and foods high in sodium. The best way to maintain a healthy diet is to focus on eating foods that are rich in nutrients (fruits and vegetables) and high in protein (lean meats and nuts).

## 3. Be more active

What better way to start the new year off right than to become more active. There are so many ways you can do this – research shows that even three to four 30-minute workouts can lead to huge health benefits, like lowered blood pressure, weight loss, and even the prevention of some disease. Don't forget to add in stretching too! You should spend at least 15-20 minutes a day gently stretching, which can also help relieve stress.

## 4. Get more sleep

We've said it before and we'll say it again – you need to get more sleep. Having ample sleep will help keep your immune system functioning properly, as well as many other benefits, such as alertness, elevated mood, and focus. We recommend you get at least seven to eight hours of sleep each night.

## 5. Manage your stress

Another lifestyle change we think is very important is how you manage your stress. It's best to stay mindful and when you notice negative thoughts creep in your head, try to focus on something you're grateful for instead. When you feel stress coming on, try to relax and quiet your mind by spending 30 seconds taking a slow, deep breath. Other great ways to manage stress is to actually set aside time for relaxing activities, like yoga, meditation, [massages](#), and/or tai chi.

## 6. Stay positive

Staying positive has a wealth of benefits! A great way to do this is to spend time with people in your life that fill you up, rather than bring you down. Also, instead of scrolling through your phone, do some journaling, read a book or listen to a podcast that will help you live a better life.

## 7. Get adjusted

[Chiropractic care](#) has been shown in research to help reduce stress, increase your overall sense of wellbeing, and help with a number of health issues. The Wellness Center of Plymouth takes great care of all of our patients, helping them achieve their wellness goals.

## Next Steps

By putting some of these healthier habits and lifestyle changes into practice, you can begin the journey of creating a healthier you! These basic daily practices are the foundation for managing your resilience and boosting your energy.

At the [Wellness Center of Plymouth](#), our comprehensive, holistic approach to health and healing is fully centered on YOU. For more information about well-being and our helpful health and wellness services, contact us today to [schedule an appointment](#).

Here's to 2023!



If you're thinking about detoxing, you probably have a specific reason in mind to do so. Whether you want to adjust your eating habits or simply want to start living a healthier lifestyle, detoxing can help you recharge and reboot.

Detoxification is a necessary function for healthy living and has been, until recently, thought to be the realm of alternative medicine. Our bodies are designed to detox naturally, but sometimes other environmental factors (both internally and externally), require that we, ourselves, give our natural detoxification process a push to get started.

## 6 Safe Ways To Detox Naturally

If you are looking for ways to detox your body naturally, consider trying some, or all, of these suggestions:

### #1 Limit Your Alcohol

When you drink too much alcohol, it can severely damage your liver, as studies have shown. This type of drinking can reduce your liver's function, therefore causing inflammation and fat buildup. Keeping your alcohol intake to a minimum (or abstaining from it completely) will help keep your body's natural detoxification process working at an optimal level.

### #2 Focus on Nutrition

#### • Reduce Your Intake of Sugar and Processed Foods

[Research](#) suggests that when you eat processed foods that contain a lot of sugar, you are putting your body at risk by hindering its natural ability to detoxify due to the damaged organs these diseases affect. This is why we recommend limiting these types of food in your daily diet.

#### • Limit Salt in Your Diet

The next time you reach for that salt shaker, think about the effects of having too much salt in your diet. When you consume too much salt, you are requiring your body to [retain excess fluids](#), and as detrimental as that can be, if you aren't drinking enough water, that is especially bad for your body. While it may sound counterintuitive, increasing your water intake is one of the best ways to eliminate excess water weight from consuming too much salt. So the next time someone asks you to pass the salt, skip yourself and pass to the left.

#### • Add in Antioxidants

[Antioxidants](#) are a great way to help when it comes to detoxifying your body naturally. One of the biggest things that antioxidants do is to offset free radical damage, which is caused by highly unstable molecules that are naturally formed when your body functions. If you're unsure about how to obtain antioxidants, many fruits and vegetables are chock-full of them.

#### • Choose Fiber & Probiotics

Whole foods packed with nutrients are your best bet when it comes to keeping your body clean internally. [Fiber-rich](#) foods like fruit, veggies, and beans, as well as nuts, seeds, whole grains, lean protein, and [probiotics](#) can aid gut and liver function so that any unwanted toxins get out of your system as soon as possible.

### #3 Drink More Water

Water is not only good for you, it's vital in order for your body and organs to function properly. Water offers so many [benefits](#), including: regulating your body temperature, lubricating joints, aiding in digestion and nutrient absorption, and detoxifying your body by removing waste products.

### #4 Be Active

Being active is key in order to give your body the full benefit of a proper detox. Being active on a regular basis is key, as [studies](#) show that it has been associated with a reduced risk of many conditions and diseases, including heart disease, high blood pressure, type-2 diabetes, and some cancers. Additionally, exercise has been [shown](#) to improve your overall mental health.

### #5 Reduce Stress

[Studies](#) have shown that stress can take energy away from vital processes like hormone production and immune function when your body is in high-stress mode. Additionally, high stress can cause disruptions in your digestive system as well. Try your best to keep your stress levels to a minimum. Meditation and yoga are good options to help you relax and reduce your stress.

### #6 Get Plenty of Sleep

Ensuring adequate [sleep](#) each night is imperative in order to ensure a healthy mind and body balance. If you didn't know already, [adequate sleeping](#) allows your brain to recharge itself, while helping your body detoxify itself naturally.

## Keep in Mind

When determining whether or not you should begin any type of body detox, it is important to consult with a licensed medical professional before trying anything on your own. Although it only takes a few simple fixes to begin healing your body internally, it is strongly recommended you consult a professional beforehand.

## How the Wellness Center can help you Detoxify

By now, you should know that detoxification not only removes harmful poisons, improves the immune system, and combats infection, it is a healthy and natural way to cleanse the body. At The Wellness Center of Plymouth, we provide several detox options that were designed to realign your body to its natural state: an infrared sauna and a [detox foot bath](#). These may be purchased as stand-alone treatments or as an add-on to a massage.

In addition, we can partner with you to achieve balanced nutrition and healthy weight, which are cornerstones of living a healthy lifestyle. Our Director, Dr. Elizabeth Sisk, has a background in wellness and nutrition and will work one-on-one with you to help achieve the results you want. Give us a call at 734-454-5600 and set up your appointment today!

# BLOG POSTS

CLIENT: The Law Office of BDS

PROJECT: Long-form blog posts utilizing SEO-driven keywords, published via WordPress, promoted online.

## Estate Planning Documents That Every College Student Needs...and Why

- February 8, 2022 - Estate Planning News

One of the more important steps—albeit a rarely talked about step—for our adult children who are heading off to college is estate planning. Our kids will always be children to us. Throughout their lives, we've had financial and medical decision-making power over them. As soon as they turn 18, however, that responsibility is taken out of our hands, and we lose the power to help them when needed.

This is why as soon as our children turn 18, it's imperative that we prepare certain **estate planning documents** for them. These documents include a Medical Power of Attorney, **HIPAA** (Health Insurance and Portability and Accountability Act) Release, and a Durable Financial Power of Attorney. While we hope we never need to use these documents, we'll be glad they're in place should tragedy strike. Imagine your child is admitted to the emergency room, and you are denied access to any information about their well-being because you are not named in a legally binding HIPAA authorization document?



In addition, most young adults are used to us making doctor appointments for them, taking care of their prescriptions, taking care of their financial matters, etc. While the Financial Power of Attorney (depending upon how it is executed) and HIPAA may help us continue to do some things, keep in mind that you will have no authority under their Medical Power of Attorney unless they are deemed incapacitated by two physicians AND you will not have authority to deal with the college on their behalf in many instances. To resolve these issues, a college student should also include in their estate plan two additional documents: i) Authorization and Consent to Release Information Protected by **FERPA** (Family Educational Rights and Privacy Act of 1974); and ii) Support Decision-Making Agreement.

Think of estate planning as putting on a seatbelt in your car: great to put on before an accident, but next to useless after the fact. Therefore, the following estate planning documents are a must-have for any college student:

### Medical Power of Attorney

A Medical Power of Attorney allows your child to name you—or another individual—as an agent who has the power to make healthcare decisions for them if they become incapacitated and cannot make such decisions for themselves. This is what gives someone (most likely you) the authority to make medical decisions if your child is in a bad car accident or becomes severely ill and needs hospitalization. With everything happening in the world right now, this isn't too far out of the realm of possibilities.

This document will only go into effect if your child were to become incapacitated; other than that, you would be unable to view—let alone talk about—your child's medical records, because they are considered private under HIPAA laws. This brings us to our next document...

### HIPAA Authorization

In 1996, Congress passed the *Health Insurance Portability and Accountability Act*, or HIPAA, which requires health care providers and insurance companies to protect the privacy of a patient's health records. Once your child becomes 18, no one—not even parents or guardians (and yes, this means you!)—is legally authorized to access their medical records without prior written permission.

However, this is very easily remedied by having your child sign a HIPAA authorization that grants you, or another agent, the authority to access their medical records. This can be critical if you ever need to make informed decisions about your child's medical care.

### Durable Financial Power of Attorney

In order to take care of your young adult's financial matters, you will also need a Durable Financial Power of Attorney to access his or her financial accounts. If you do not have a signed, notarized financial durable power of attorney beforehand that allows you immediate access to their financial and legal matters, such as paying bills, applying for Social Security benefits, and/or managing bank accounts, or other financial accounts, you'll have to go to court to get access, which can be a slower process than you will want at that time. Courts don't move faster simply because you want them to, especially in these times.

### Authorization and Consent to Release Information Protected by FERPA (Family Educational Rights and Privacy Act of 1974)

Because your child is now an adult, his/her college will not disclose information to you due to the above-stated Privacy Act. Therefore, a college student's estate plan should include an Authorization and Consent that allows the student to permit the college to disclose information to identified people, which will usually include you.

### Supported Decision-Making Agreement

This document allows your young adult to name who can legally help them with third parties with respect to making everyday life decisions, e.g. obtaining food, clothing, and shelter, taking care of their physical health, and managing their financial affairs.

Additionally, this document specifically states that their named Supporter is not allowed to *make* decisions for them, but can help them with reaching a decision. In this connection, the document will allow the Supporter:

1. Help access, collect, or obtain information that is relevant to a decision, including medical, psychological, financial, educational, or treatment records;
2. Help understand options so an informed decision can be made; or
3. Help communicate decisions to appropriate persons.

This document will usually attach the HIPAA and the Authorization and Consent to Release mentioned above.

The topic of **estate planning** isn't an easy one, especially because no one wants to think about a tragedy leaving them incapacitated or worse. However, it's a topic to talk over with your children because, as they head off to college or into the world on their own for other endeavors, they will take solace in the fact that you can still provide help in any circumstance. After all, that's what parents do.

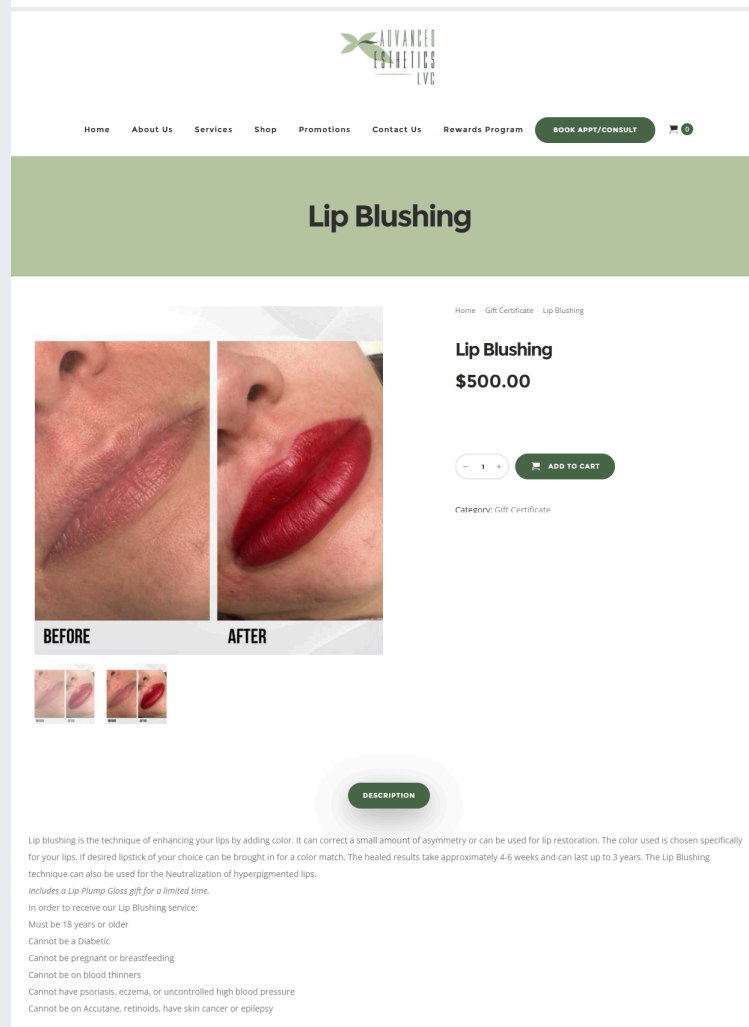
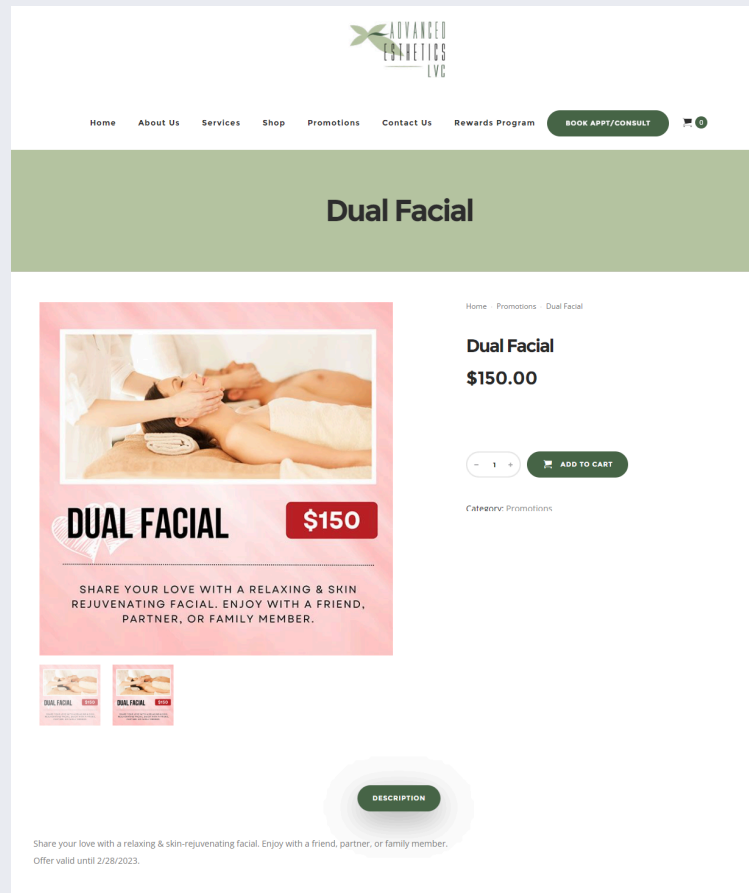
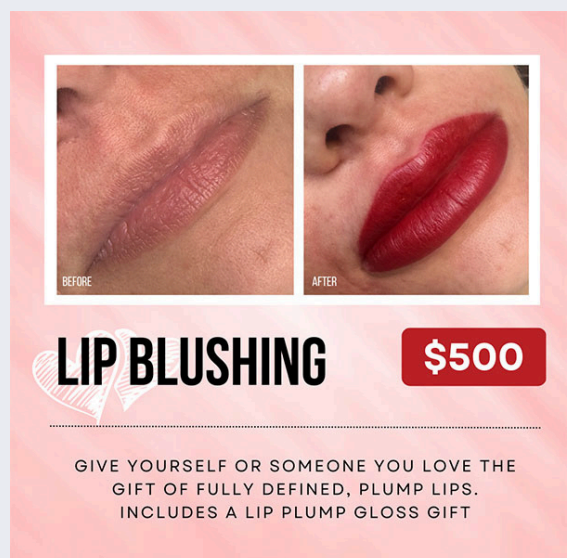
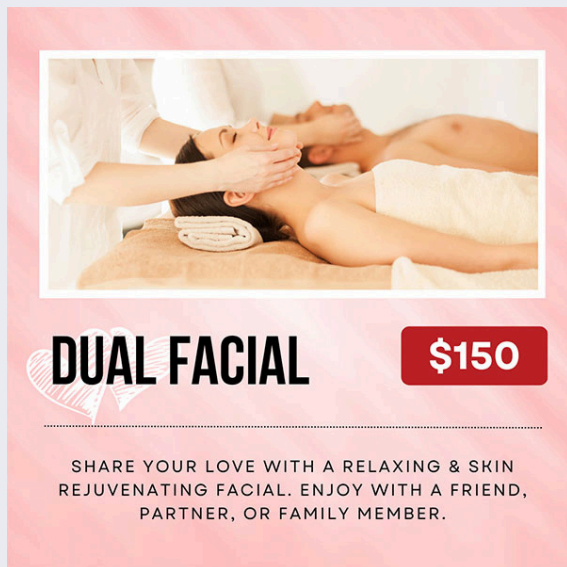
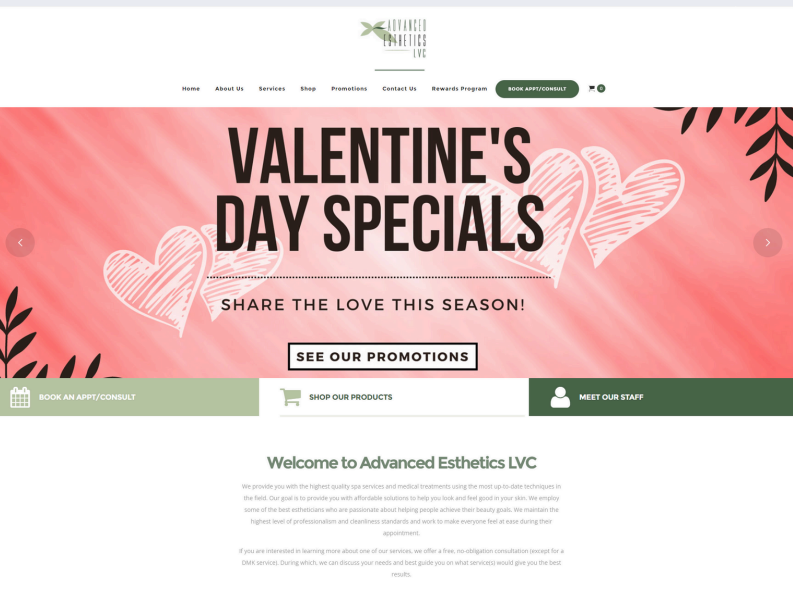
To learn more about how to protect your child when they go off to college, do not hesitate to reach out to the **Law Firm of Blanche D. Smith** either by calling (936) 301-0111 or using the contact form on **our website**.



# PROMOTIONS

CLIENT: Advanced Esthetics LVC

PROJECT: Seasonal promotions, including website banners, product pages, and promotional graphics.



# LEAD GEN

CLIENT: Barry Law

PROJECT: Lead magnet creation, including landing page and opt-in pop-up in WordPress.



Home Who We Are What We Do Get in Touch Workshops Resources Blog

## How to Protect the Family You've Built While Caring for Elderly Parents



### Download the Free Guide

Fields marked with an \* are required


First Name

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### What You'll Learn in This Free Guide

- ✓ The unique challenges of being "sandwiched" between young children and aging parents
- ✓ How to start the conversation about estate planning and taking care of elderly parents.
- ✓ Which questions to ask to ensure you understand your aging parents' healthcare wishes.



## A Guide for the "Sandwich Generation"

How to Protect the Family You've Built While Caring for Your Aging Parents



(913) 336-1600 david@BarryLawKC.com www.BarryLawKC.com



## A Guide for the Sandwich Generation

Learn How to Protect the Family You've Built While Caring for Your Aging Parents

[Download Now »](#)

## Healthcare Quiz (Cont'd)

8 Consider a situation where you live in a nursing home and need assistance with most of your daily living activities. You develop several serious lung infections over the course of a year, all of which require hospitalization. The next time you get a serious infection, do you want aggressive treatment or palliative care until death occurs?

☐ Aggressive treatment  
☐ Palliative care  
☐ Uncertain

9 Would you want to donate your organs at death if they could be used to save lives?

☐ Yes  
☐ No  
☐ Uncertain

10 If a feeding tube is necessary to keep someone alive, even if there is little chance of recovery, should it be inserted?

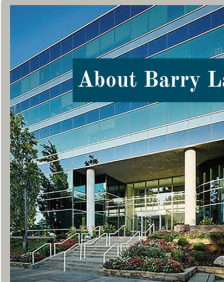
☐ Yes  
☐ No  
☐ Uncertain

11 If a treatment is started to keep someone alive, is it okay to withdraw the treatment if it has had a negative impact on their quality of life?

☐ Yes  
☐ No  
☐ Uncertain

11 Should a dying person be given comfort care at home, or be admitted to a hospital?

☐ Comfort care at home  
☐ Admitted to a hospital  
☐ Uncertain



### About Barry Law, LLC

*We believe the **most important** component in any estate plan is that your unique voice —whatever matters most to you—is heard, loud and clear.*

Our client-centric approach is designed to identify the best estate planning strategy to meet your unique needs.

- God and family come first.
- We are committed to being attentive and focused. Ensuring that your estate plan meets your goals—and exceeds your expectations—is our #1 priority.
- Every person deserves to be treated with compassion, respect & dignity.

**Call to schedule your consultation!**  
**(913) 336-1600**

# ECOMMERCE LINKS

## BEAUTY + WELLNESS

ADVANCED ESTHETICS LVC

CLINIQUE

COSMETIC LASER DERMATOLOGY

WELLNESS CENTER  
OF PLYMOUTH

## HOSPITALITY

CITY ORCHARD CIDERY

## HOME DECOR

HOME INTERIOR WAREHOUSE

# BLOG LINKS

## VARIOUS CLIENTS

BARRY LAW

THE LAW OFFICE OF BDS

WELLNESS CENTER OF PLYMOUTH

KETAMINE OF GREATER BOSTON

ADVANCED ESTHETICS LVC

# SOCIAL MEDIA LINKS

## HOSPITALITY

CITY ORCHARD CIDERY

HUGO'S BOUTIQUE HOTEL

HUGO'S BURGER BAR

HUGOS' LOUNGE

PALACE SOCIAL

THE DUBLINER IRISH PUB

THISTLE DRAFTSHOP

## HEALTH + WELLNESS

ADVANCED ESTHETICS LVC

COSMETIC LASER DERMATOLOGY

MILLBURN LASER CENTER

OBESITY CONTROL CENTER

SCHERL DERMATOLOGY

SPRING STREET DERMATOLOGY

WELLNESS CENTER OF PLYMOUTH





# REFERENCES

## PROFESSIONAL REFERENCES

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**Ricks Floyd - Coworker**  
**[ricksfloyd@gmail.com](mailto:ricksfloyd@gmail.com)**

## RELEVANT LINKS

**RESUME**

**ONLINE PORTFOLIO**

**LINKEDIN PROFILE**

