

SPECIAL PROMOTION

One lucky *Men's Book Chicago* reader received a full-body makeover! Our panel of specialists, including a fitness coach, style consultant, cosmetic dentist, life coach and plastic surgeon, transformed this individual over a 7-month period for the ultimate MODERN MAKEOVER.

# MODERN makeover

*Men's Book Chicago* followed our winner

**BOB ANDERSON**

every step of the way.

## WITH OUR MODERN MAKEOVER DREAM TEAM

PLASTIC SURGERY / DR. PETER GELDNER THE GELDNER CENTER / 680 N. LAKE SHORE DRIVE / 312.981.4440 / MYGELDNERCENTER.COM

DENTAL RECONSTRUCTION / DR. JEFFREY WELLER WELLER DENTAL / 1050 N. STATE, MEZZANINE LEVEL / 312.654.0606 / WELLERDENTAL.COM

LAKESHORE SPORT & FITNESS TRAINER JACOB HILLBERG LINCOLN PARK LOCATION: 1320 W. FULLERTON AVENUE

LAKESHORE EAST LOCATION: 211 N. STETSON / 773.348.6377 / LAKESHORES.F.COM

PERSONAL DEVELOPMENT / LIFEBOOK, LLC 1200 W. LAKE STREET / 312.492.8055 / MYLIFEBOOK.COM

WARDROBE CONSULTANT & STYLIST / TRACY CLIFFORD TRACY CLIFFORD STYLE / 312.977.4525 / TRACYCLIFFORDSTYLE.COM

PHOTOGRAPHY BY JORGE GERA PHOTOGRAPHY, JORGEGERA.COM



## BEFORE THE MAKEOVER



## Bob Anderson

This year, Bob Anderson was chosen as Modern Luxury's MODERN MAKEOVER winner, and *Men's Book Chicago* was thrilled for him to be the magazine's first-ever male participant. When asked why he wanted a MODERN MAKEOVER, he answered, "I want to look as young as I feel." With a goal to lose weight, gain muscle and revitalize his look, he underwent seven months of hard work and consultations with our dream team of experts. Our team of professionals were ready to help Bob reach his goal and experience the ultimate transformation.



## MEET THE MODERN MAKEOVER DREAM TEAM

office in Hinsdale last year. Dr. Weller offers full service adult dental solutions like porcelain veneers, dental implants, metal free crowns and bridges, periodontal treatments, Invisalign, tooth colored fillings and cleanings. Both locations also have a whitening center with up to 5 ways to whiten your teeth. He spends his day creating beautiful smiles and providing full mouth rejuvenations.

### JACOB HILLBERG / LAKESHORE SPORT AND FITNESS

Lakeshore Sport & Fitness is Chicago's number one destination for sport and fitness. Made up of a diverse community of like-minded people who participate in social, instructional and competitive sporting activities; and seek to improve and enhance lives by achieving levels of personal fitness. Trainer, Jacob Hillberg uses a 360 degree approach to training and uses a comprehensive PT360 Assessment that includes a detailed health and objectives questionnaire and a series of measurements of current conditioning. With the knowledge from the PT360 Assessment, you and your trainer create a detailed multi-month fitness plan. Each individual session is not just one more day at the gym, but a targeted part of long-term plan for your wellness.

### LIFEBOOK, LLC

Lifefbook, LLC is making a significant positive impact on the world, by empowering people to achieve their very best lives. Founder Jon Butcher has created a personal development system unlike any other. Since the company was founded just over five years ago, Lifefbook has guided thousands of individuals to get clear on what it is they want to achieve in live, then go forward to make it happen. Graduates of their proven process, are accomplishing great things in all corners of the globe, with the largest concentration based right here in Chicago.

### TRACY CLIFFORD / TRACY CLIFFORD STYLE

Tracy Clifford Style offers expertise to those who are looking for guidance with their image and wardrobe. Tracy Clifford Style specializes in personal shopping, styling and closet makeovers. Tracy recently hosted an evening of fashion and has more special events scheduled for the upcoming season as well as preparing her clients for Fall. Tracy Clifford has years of experience in both buying and selling for designers and luxury boutiques such as Oscar de la Renta, Lanvin, Sonia Rykiel, Nicole Miller, Marissa Collections and Neiman Marcus.



### DR. PETER GELDNER / THE GELDNER CENTER

Leading the charge in life-changing enhancement and progressive, patient-focused care, Peter D. Geldner, M.D., is one of Chicago's premier plastic surgeons and founder of The Geldner Center. With more than 20 years in the field and specializing in cosmetic surgery of the breast, body and face, Dr. Geldner collaborates with patients to assure the proper procedure is performed and the best results are achieved. Certified by the American Board of Plastic Surgery in 1993, Dr. Geldner serves as Assistant Clinical Professor in the Department of Surgery at UIC. He is also Clinical Instructor at the University of Chicago, Department of Surgery, Section of Plastic Surgery.

### DR. JEFFREY WELLER / WELLER DENTAL

Dr. Jeffrey A. Weller has been practicing the art and science of smile enhancements for over two decades, performing on the belief that function is as important as aesthetics in achieving long-term oral health. Dr. Weller graduated with a Doctor of Dental Surgery degree from the University of Illinois Dental School in 1986. He has been practicing for 28 years in Chicago and opened a new state-of-the-art dental



## MAKEOVER IN ACTION

### Personal Development BY LIFEBOOK, LLC

Bob Anderson participated in Lifebook's four day process that guided him through a step-by step process to define a vision for his very best future and create a detailed plan to accomplish it. That process is backed by a support system for successful implementation.

Unlike other products in the personal development space, Lifebook's system is rooted in metrics that allow members to track and measure their progress. The system is proven to help individuals zero in their focus to improve the category of their life they most want to impact, while at the same time, growing in eleven other areas to elevate their overall life quotient. The four-day process below on Thursday and continued to the weekend, empowering Bob and providing him guidance on how to become successful in all aspects of his life.



“Bob really made this Makeover fun and easy. He was so thrilled to be selected and has been an ideal candidate from the beginning. He was thrilled with his smile outcome and we happy to help turn back the hands of time and give Bob a fresh new look.”  
**- DR. WELLER**

### Dental Reconstruction BY DR. JEFFREY WELLER

Through the span of 5 months, Bob consulted with Dr. Weller on five occasions in order to achieve a more youthful smile. They developed a plan for Zoom Teeth whitening and 8 Porcelain veneers on his upper teeth, as well as cosmetic bonding on his lower teeth.

They started with bleaching Bob's teeth with Zoom Advanced Power In Office Teeth Whitening and took impressions to start designing his dream smile. After creating temporary veneers, Dr. Weller fine tuned the temporaries, picked the best color and made measurements of the final design and sent to Peter Kouvaris Laboratory in NYC to create final porcelain restorations. After permanent porcelain veneers were approved and cemented in place, Bob was thrilled and so appreciative of his new smile.



### Plastic Surgery BY DR. PETER GELDNER

Beginning in March 2014, Dr. Geldner performed a series of operations for Bob Anderson, including an Upper & Lower Blepharoplasty (eyelids) and Open Neck Lift. They could improve his flanks with liposuction, but Dr. Geldner felt that he could benefit from CoolSculpt as a non surgical alternative to correct his midsection. Though it's not as aggressive as liposuction, the improvement can be substantial with no risks or downtime. He followed up with final appointments with Dr. Geldner in May to finalize his recovery before he was approved for the next phase of the makeover.



“The question for every plastic surgeon is how can we improve on a good thing. It was a well designed plan and now he looks great. The process fit into his lifestyle and now Bob likes the way he looks.”  
**-DR. GELDNER**



### Fitness Regimen BY JACOB HILLBERG OF LAKESHORE SPORT & FITNESS

Bob and Jacob started off with the goal of losing weight and gaining muscle. They decided that three-time-a-week schedule would be good to keep him on track with cardio workouts on his own 2-3 times a week. After the first few sessions, they realized that mobility was to be the main focus as he had developed some major compensations from a desk job most of his life. After mobility was restored, they were able to move on to more of the fun strength-building exercises. During this time Bob used MyFitnessPal app to track his calories and used a heart rate monitor to track the intensity of his cardio workouts. By staying consistent with his diet and workouts Bob was able to drop 4% body fat while maintaining his muscle mass and dropping about 15lbs.

“Working with Bob was a great experience! His tenacity a drive fueled his workouts to achieve his amazing transformation.”  
**-JACOB HILLBERG**

“Bob was a sweetheart of a man who was not only open to the process but had the ideal features and physique to carry off each of these high fashion looks with a sense of style and ease.”  
**-TRACY CLIFFORD**

### Wardrobe Consulting & Styling BY TRACY CLIFFORD

With Tracy's keen sense of style and love for fashion, she was thrilled to complete Bob's makover with the perfect look and style tips. Bob is a true gentleman, and Tracy selected items from Neiman Marcus, designed by Tom Ford to showcase his style and class. Her favorite look was the Tom Ford tuxedo as it enhanced Bob's natural sophistication and handsome appearance.



## Transformation Timeline

**MARCH 4**  
Bob meets with *Men's Book* and shoots our "before" shots with Photographer Jorge Gera at his studio

**MARCH 17**  
Bob meets with Dr. Weller to discuss achieving a more youthful smile.

**MARCH 18** ▶  
Bob undergoes surgery with Dr. Geldner

**APRIL 16**  
Bob received approval from Dr. Geldner to begin is personal training with Lakeshore Sport & Fitness



**APRIL 21** ▶  
Bob begins training with trainer Jacob Hillberg at Lakeshore Sport & Fitness three times a week.



**JUNE 9**  
Bob receives temporary veneers from Dr. Weller so they could evaluate the new smile.

**JUNE 19** ▶  
Dr. Weller fine tunes the temporaries and works to create his final veneers.



**JULY 9** ▶  
Bob meets with Stylist Tracy Clifford and she assesses his style and they shop together at Nieman Marcus



**JULY 23**  
Bob shoots his final "post-makeover" fashion spread with *Men's Book*. Photographed by Jorge Gera and styled by Tracy Clifford at 2550 Lincoln Park.

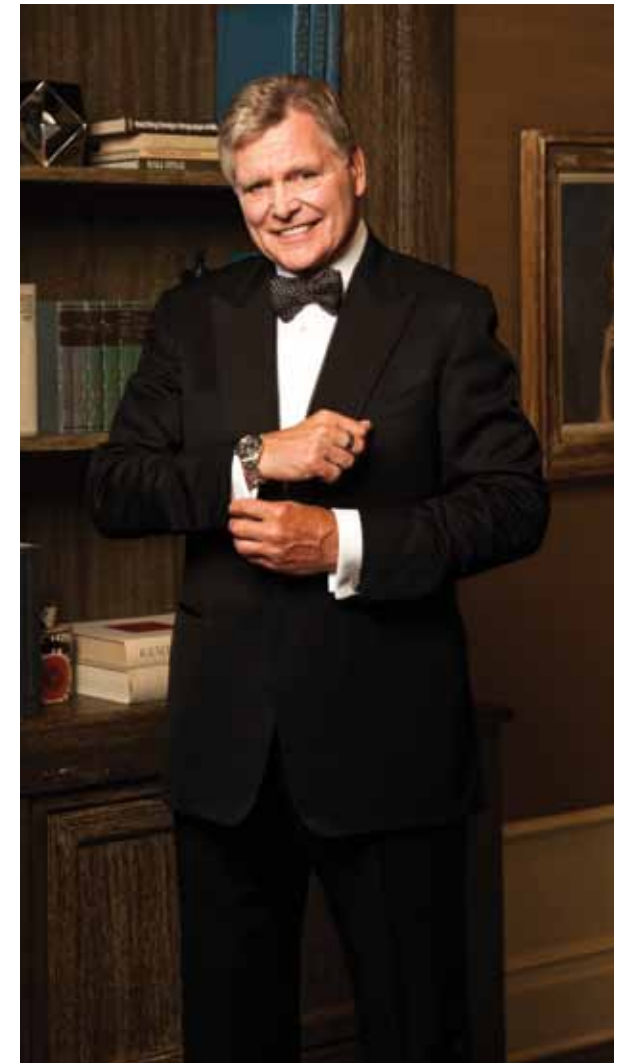
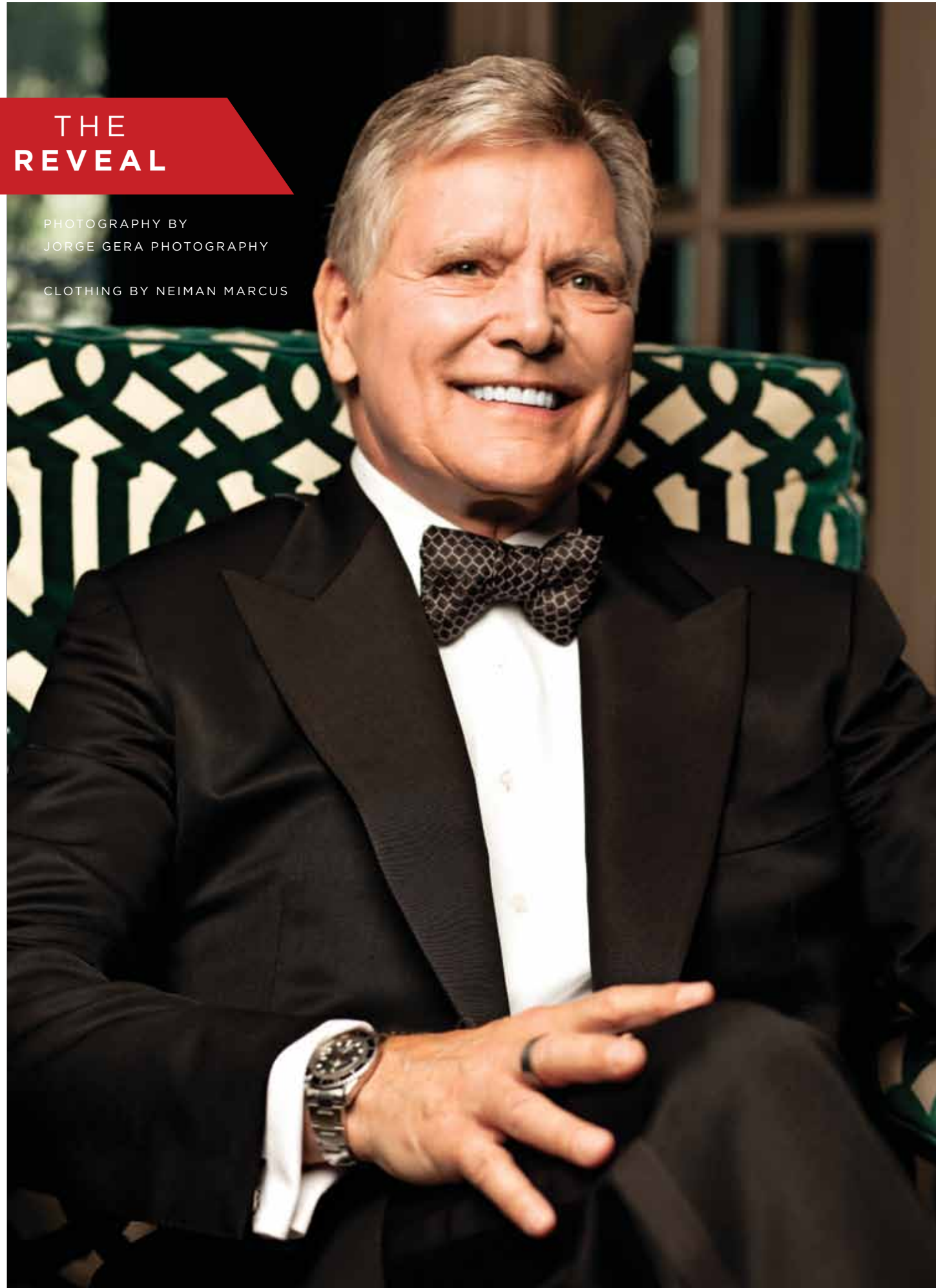
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## THE REVEAL

PHOTOGRAPHY BY  
JORGE GERA PHOTOGRAPHY

CLOTHING BY NEIMAN MARCUS



SPECIAL THANKS TO  
JORGE GERA PHOTOGRAPHY  
NEIMAN MARCUS  
MAKEUP BY FACTOR ARTISTS