

# Davich Optical now open in LA

**T**HE No. 1 Korean Optical retail store has made its way to Los Angeles.

Davich Optical is recognized as a leader in eyewear retailing with almost 200 store locations in Korea.

The optical chain store is now located at 219 S. Vermont St. in Los Angeles, the first store outside of Korea. The store made its US grand opening in August.

The new 5,000-square-foot store features over 7,000 selections of frames, glasses and designer eyewear ranging from high end Gucci, Prada, Versace and hard to find European, Japanese and Korean brands. The prices range from \$50 to \$300 for eyewear.

The store, which has a rich history of customer service, boasts three on-site opticians, an



Mr. Nam Ho Park (Director of Business Development North America Division)

optical laboratory and a friendly sales staff willing to help any customer in need of frames.

"We focus on customer quality," said Namho Park, the Director of Business Development, North America Division, Davich Optical. "We don't want people to think that this is their doctors office or some of the smaller eye glass stores. We want them to think this is a one-stop shop for all their eyewear needs."

Park said that the company has been so successful in Korea



Michael Sobrepena and Jeammie Ochengco (friendly Filipino staff) and Mr. Namho Park



that they decided to branch out to the multi-cultural community in Los Angeles.

We've hired a diverse work-

force to reflect that, said Park.

"We cater to all kinds of customers," he said.

Davich Optical makes going to the eye doctor a delightful experience.

The store features a "vision café," a lounge for customer convenience that serves drinks for those waiting for their prescription glasses.

The company has a rewards program. Customers can enroll for a VIP membership card, which is good for future discounts and other benefits.

Davich Optical also implements the latest technology for customers needing special glasses. The store carries Anyview Pro, a brand new frames-on-face technology that shows customers lens examples with thickness comparisons, coatings and tints, and colored contact lenses.

"This is futuristic technology," said Park. "We want customers to know the type of glasses they need."

Park added that Davich Optical provides customers quality glasses at affordable prices and great customer service all in one store.

Davich Optical is located at 219 S. Vermont St., Los Angeles, CA. 90004.

(Advertising Supplement)

# Eric Quizon and Epie Quizon call O Skin Care service 'extraordinary!'

**A**CTOR and director Eric Quizon is the latest celebrity to give acclaim to the services of leading skin and spa treatment center O Skin Care.

The award-winning film and TV thespian has offered his absolute thumbs-up to the professional service he received under the expertise of licensed aesthetician Olivia Quido.

Quizon, son of legendary Comedy King Dolphy, described his time at O Skin Care as "an extraordinary experience" and wished Olivia and staff all the best.

For work that is done great and full of passion, word does get around. Quizon is among a long line of clients who have flocked to the O Skin Care clinic and came out extremely satisfied with the experience.

In the recent past, fellow celebrities such as Richard Gutierrez, Angel Locsin, Ruffa Gutierrez, Ai-Ai Delas Alas, and Ryan Agoncillo, among others, have raved about their pleasant O Skin Care experiences.

Consistent with these positive reviews was another heartfelt testimony from legendary artist Patti Austin, who had nothing but high praises for Olivia and her team of competent and cordial staff.

Ms. Patti Austin was so pleased with O Skin Care's facial treatment that she couldn't help but proclaim: "Oh, Olivia, where have you been all my life? I wish I could have known you earlier! It was an awesome experience. I'd already done a lot of treatments but your facial has immediate results."

Indeed, different personalities have set foot on Olivia's workspace and the same consistent satisfaction has been the consensus.

O Skin Care has been highly rated for its excellent customer service as well as technical know-how.

Another factor that keeps clients coming back is the genuine concern and personal touch by O Skin Care's team.

As one client so clearly described Olivia, "She's very approachable and she speaks Filipino which is a plus. She's genuinely nice. She's very knowledgeable about skin."

Olivia, who is very well-versed in all things related to skin health via post-graduate courses from the American Institute of Esthetics, International Dermal Institute, Visual Changes Academy, Bio-2 Skin Cosmeceuticals, and John Robert Powers International, is also fluent in Fookien (Chinese), Mandarin, and of course, English.

O Skin Care offers a smorgasbord of quality skin care services such as advanced acne/pimple treatment, men's grooming/facial, facial whitening, oxygen facial, and treatment for other skin problems.

They are also experts in providing additional treatments such as vitamin infusion, magic eyelash extension, botu-like treatments (botox cream), microdermabrasion, microdermabrasion with diamond peel, collagen treatments, whitening treatments, back treatments, eyebrow contouring and hydra facial.

O Skin Care offers free skin analysis and skin mapping. For an extraordinary experience like no other, you may visit them at 17808 S Pioneer Blvd Suite 112 Artesia CA 90701. For appointments, please call (562) 897-1445.

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Olivia Quido (center) with Eric Quizon (left) and Epi Quizon (right).

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# Sponsors Lighting Up Historic Filipinotown

by JOSEPH PIMENTEL  
AJ Press

**L**OS ANGELES - Historic Filipinotown is going to look a lot brighter this Christmas. The Historic Filipinotown Neighborhood Council (HIFI) launched a "Parol Polemount project" program a month ago for members of the Filipino and FilAm community to adopt-a-parol lantern at Historic Filipinotown during the Christmas season.

So far the response from the Filipino community have been great, said HiFi President Cecil Ramos.

Ramos said The Asian Journal, Seafood City, Search to Involve Pilipino Americans, Max's Restaurant, Chow King, University of the Philippines Nurses Alumni Association, Manila Terrace, Remy's on Temple, Andy De Vera, Councilman Eric Garcetti's office, James Santamaraia and more have all bought parol lanterns.

Even Philippine superstar Nora Aunor will have her name up in lights in Historic Filipinotown.

"We are so excited," said Ramos. "She [Aunor] is also donating some portions of her future show earnings from her January 10 show at the Convention center to the parol project."

The HiFi council announced its parol project two months ago during a press conference at the Philippine Consulate General Los Angeles.

"This is a project of the heart, from the heart," said Ramos during that press conference at the Philippine Consulate. "We are looking for sponsors to adopt a parol lantern. This will finally fulfill that Historic Filipinotown is a tourist destination."

Inspired by the Parol Lantern Festival and Parade held in San Francisco annually, the organization had set their hearts to have over 140-lighted parol lanterns light up along the 2.1-square-mile Historic Filipinotown District.

However, they had to scratch that idea when they found out that parts of Beverly Boulevard



would be closed during the Holiday.

Ramos said their new goal is to have 25 parol lanterns along Temple Street.

The parols (with the person or corporations' name) would stand nearly 7 feet tall and hang from the streetlights from the day after Thanksgiving to the Three Kings Day. The parol lantern is weatherproof, durable and lasts four to five years, said Ramos.

Ramos said that it's not too late to have your name or company name in lights.

"If you want your business or your families name light up Historic Filipinotown and have tourists from all over to see it, then adopt a parol," said Ramos.

The deadline is November 7.

The parol lanterns are \$1,200 for the first year and additional \$240 for the subsequent years for maintenance and storage.

Each parol lantern will have a number, and signage of either the person's name or business on it. The lanterns will light up when the city lights turn on nightly.

"The parol lanterns will beautify the community," said Pam Darden, HIFI Board member.

If you are interested in adopting a parol lantern, please contact Cecil Ramos (213) 413-3323 or visit [www.historicfilipinotown.org](http://www.historicfilipinotown.org).

*"If you want your business or your families name light up Historic Filipinotown and have tourists from all over to see it, then adopt a parol."*