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## Dr. Joseph Banis & Dr. Vera van Aalst

### Our Thoughts on Medical Skin Care

As a cosmetic surgeon I know my patients don't want only a procedure—they want a real difference in how they look and feel about themselves. I see the obvious difference daily in my office when women come in with skin that has a renewed glow, vitality, and more youthful appearance as a result of our programs. Improving the health and appearance of your skin is without question the best way to start making positive changes in your appearance.

Joseph C. Banis, Jr., MD  
Plastic Surgeon

Your skin is the largest organ of your body. Do you give it the care it deserves? Even if you're not the person to spend a lot of time in front of a mirror, some maintenance of your skin is a must! We are privileged to offer great products (by doctor's prescription only) that can help you maintain your healthy skin or correct some blemishes with daily attention. I've found out that taking good care of your skin is easier than you think, and is one of the cornerstones of a happier healthier life!

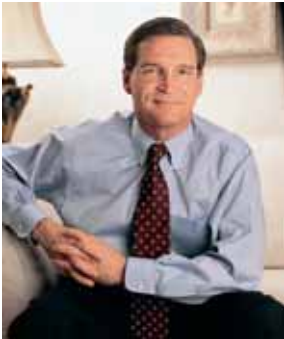
Vera C. van Aalst-Barker, MD  
Plastic Surgeon

You know I'm not any different than any woman that walks into our office and has that doubting look on her face – "So why are your products any different than the other 100 products I have in my cabinet?" I can tell you that there is a difference. Our products are more potent—medical grade—and must be dispensed through a physician's office. This is an easy start to making yourself look better, a chance to see an improvement without spending a lot of money and making your skin healthier. It really is that easy and I am optimistic that you will see and feel a change in your skin.

Abbey Helton, BSN RN C  
Certified Plastic Surgical Nurse  
Aesthetic Specialist & Patient Coordinator

Medical skin care is a very exciting topic for me. I have seen the results not only on our patients, but also on my own skin. There is something about knowing you have a physician behind the products and procedures that makes you feel confident about what you are doing for yourself. My goal is to help educate people on the importance of being on a good skin care program as early as possible.

Karen Young, MA  
Skin Care Team



Dr. Joseph Banis\*

Certified by the  
American Board of Plastic  
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## Botox® and Dermal/Soft Tissue Filler



You know those lines that you just don't like? You know...the ones by the creases of your nose, the "smoker lines" around the lips, oh yes...the lines between your eyebrows that always make you look like you are mad. Does that ring a bell for any of you? So many people think that they are just stuck with those lines...forever. As many of you know, "forever" is a word that we just don't understand in a Plastic Surgery practice!

Most lines are caused by muscle contraction. The ones around your eyes (the Crow's Feet)—muscle contraction from smiling or squinting. So what do you do? You add a protein to decrease the activity of that muscle. That protein is called Botox®. Very small amounts are inserted into the muscle and though it decreases muscle movement, you are still able to smile and have a lot of animation. It will last anywhere from 3 to 5 months. You still look like you, just with fewer lines. Sound good? It's great!

But it doesn't stop there. You can also fill out the deeper lines that Botox® cannot totally enhance alone. Dermal/Soft Tissue Fillers are temporary, lasting anywhere from 3 to 9 months depending on what type of filler you use. Many of you have read about fillers—Restylane®, Hylaform®, CosmoPlast™, etc. the list goes on and on. We use specific filler for different lines on the face. During a consultation we will assess your skin quality, wrinkles and deep lines to decide which approach will work best for you. Many of our patients require both Botox® and Fillers to get the optimal response.

Call today to make your appointment. We have started something new too! We have a VIP card that we will give you that will discount your next Botox® visit! We know that you will love your results. Call us with any questions and to make your consultation today.

## Rosacea – Is there anything that can help?

Rosacea is a skin disorder that affects approximately 13 million Americans. It may first appear in the early 20's as subtle reddening on the face that usually affects the central portion of the face.

Common Symptoms include:

- Rashes or redness on part or all of the face
- Flushing or blushing that occurs easily, often, and lasts longer than normal
- Flushing after spicy foods, alcohol consumption and with hot or cold weather
- Broken capillaries of the face (cheeks & chin)
- Burning and stinging sensation
- Visible red spider veins on the face (teleangiectasias)

There is no complete cure for Rosacea and the exact cause is still unknown. Modifying your lifestyle and adding Cosmeceuticals are some of the ways to control the symptoms.

There are two treatments that are offered:

- 1) Cosmeceuticals—C-Recovery and Rosaliac have been successful in treating and keeping the redness and inflammation decreased. Topical Vitamin C helps to decrease capillaries as well as improve the texture of the skin.
- 2) IPL – Intense Pulse Light – Helps to decrease the facial capillaries as well as decrease the flush of the skin.

Rosacea remains to be a bit of a mystery. But there are products available to help with this condition.

## Clinical Corner

Abbey Helton BSN, RN C, *Certified Plastic Surgery Nurse*



improvement in color, texture and pigmentation. We then end the peel with Cryotherapy, ( which is dry ice), to help decrease pore size and redness. Your skin has never felt or looked so good.

The cost is \$80 for a MicroPeel or a Series of 6 for \$380. The MicroPeel can be done every 4-6 weeks.

The MicroPeel Plus uses a Beta Hydroxy Acid—Salicylic Acid. There is no dermaplaning. The acid is applied to the skin in several layers and develops a frost. The treatment stays on for 5 minutes. We have noticed that our patients may have more exfoliation after this peel for 3-4 days. It leaves you with a clear, beautiful complexion.

The cost is \$100 for a MicroPeel Plus. The MicroPeel Plus is only recommended 2-3 times a year.

So when people say why do these peels...Why Not!!!!

### Retinoids – How Important Are They?

One thing that I think we need to make clear is what is a Cosmeceutical. Cosmeceuticals represent a marriage between cosmetics and pharmaceuticals. Like cosmetics,

Cosmeceuticals are topically applied, but they contain ingredients that influence the biological function of the skin. Cosmeceuticals improve appearance, but they do so by delivering nutrients necessary for healthy skin. Our product lines—Obagi and La Roche- Posay BioMedic are Cosmeceuticals!

Now, let's go forward, how important are Retinoids? To me, that is like saying how important is oxygen to the human body—Important!!! But, not everyone is a candidate for Retinoids. Retinoids are Vitamin A derivatives that are necessary for proper growth, bone development and integrity of epithelial surfaces. Vitamin A comes in the form of the food we eat and the creams we apply. It is an Antioxidant. It protects the skin from free radicals; it increases skin cell turnover, keeping fresh skin cells to the surface. In doing so it promotes shedding of the melanin-laden cells and helps improve areas of hyperpigmentation. We also know it stimulates collagen—improving the appearance of aged and photo-damaged skin by reducing wrinkles and decreasing laxity.

So let's repeat some key words here—collagen stimulating, improving aged and photo-damaged skin by reducing wrinkles, decreasing laxity, bleaching hyperpigmented

spots and bringing about a smoother surface. All of these effects have been well studied and documented.

Wow...now that really is important!!!



### Summer Laser Facial Special

Package of 6  
\$2,200

That's \$700 off the individual price!

*Package must be purchased by August 31, 2006 to qualify of special pricing.*

**Can't make it downtown**  
*Avoid the traffic and parking by having your skin care products mailed to you.*

## Joseph Banis Plastic Surgery

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We're on the Web!

See us at:

[www.aesthetics.com](http://www.aesthetics.com)

## Problems with Melasma or hyperpigmentation?

Did you know that we can improve these issues for many women? Whether it is from pregnancy or years of basking in the sun—you don't have to live with these skin issues forever. That's good news isn't it!!!

We have great success with decreasing or getting rid of darkened areas on the skin. We use Retinoids and Hydroquinones to help us with this and have had great success. We also have a laser technique called pigment blending that will permanently remove these spots.

So, don't let those spots get you down—call us today for a complimentary skin evaluation. I'm confident it's one of the best things you will ever do for your skin!

**Special—2 Sessions of Pigment Blending \$325!**

## Sun Protection

Summer time means time in the sun. If staying out of the sun totally is out of the question, sunscreens and sunblocks are the next best thing. Sunscreens are available in SPF (Sun Protection Factor) 2 to 60. The SPF is the number that measures how long skin covered with the sunscreen will be protected compared to how long it would take uncovered skin to burn. For example skin covered with SPF 15 will take 15 times longer to burn than skin that is not covered.

Remember to apply at least 15 minutes before you're exposed directly to the sun and as often as every 2 hours and right after swimming or heavy sweating.

**Your protection is important to us. Receive 25% off all sun protection through Labor Day.**

## Medical Skin Care Parties in Your Home

Okay girls, if you haven't heard, these parties are a fun time for all! You get a group of your friends together, and we come to you and discuss Medical Skin Care and the difference it can make for your skin. We offer a drawing for a free MicroPeel, and for the hostess, in appreciation of you getting a group of your friends together – you will receive either a free skin care line (4 products) or a free area of Botox (approximately \$200 free!). That's right, you heard us correctly! And any of your friends that buy a system that night will get two free MicroPeels with their purchase (a value of \$160).

Call our office and ask to speak to Michele for more details or to schedule your party!

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