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Find out the latest news from our office by joining our email list. Send your information to info@[aesthetics.com](mailto:info@aesthetics.com)

Skin Care Solutions in the East End Continues to Soar!

We have had such a good reception from making our skin care services (Peels and Botox®) available at Joseph's Salon and Spa that we have added more days! We are available all day Monday, Wednesday, and starting in February, Tuesdays as well. Products are also available for pick up if called one day in advance. Don't forget that Dr. Banis is also available for Aesthetic Consultation on Monday afternoons. We have thoroughly enjoyed our new affiliation with Joseph's Salon & Spa and we are happy that this location is more convenient for many of you as well. We look forward to seeing you soon.

Here's What's New in 2007

We have had the great pleasure of meeting so many of you and listening to help you work through your skin care needs. We take pride in tailoring a program for each person that will provide them with improved texture, quality and appearance of their skin. But along with setting our own personal goals to improve your skin, we listen to you. We constantly continue to research our products and treatments to ensure that we are doing all that we can to help you see improvement with your complexion.

TNS Illuminating Eye Cream™ (by SkinMedica™)

Who doesn't want that perfect eye cream? We all want that magic cream that will anti-age, help with puffiness, diminish dark circles and hydrate all in one. Is out there? Is there such a cream? We believe that we have found a great product!

It contains four main ingredients:

- 1) Nouricel MD – a growth factor (promoting new cell growth), decreasing the appearance of fine lines and wrinkles while firming skin texture.
- 2) Hydroxysuccinimide (chelating agent) – helps to eliminate iron and reduce the appearance of dark circles under the eyes.
- 3) Chysin (anti-oxidant) – helps to eliminate bilirubin and reduce the appearance of dark circles.
- 4) Matrikin Peptides (new generation of peptides) – help to build dermal tissues to reinforce and tone the eye area, minimize fine lines and wrinkles and provides anti-inflammatory effect to reduces puffiness.

Sounds great...it is!!! Cost \$70 (lasts 4-6 months)

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What's New

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Dr. Joseph Banis*

Certified by the
American Board of Plastic
Surgery
&
American Board of Surgery
&
Fellow of the American College
of Surgeons

Vitamin C Complex (SkinMedica™)

We have added this product to our line for those patients who can not tolerate Prevege MD or want a stronger vitamin C product in their skin care program. This is a fragrant free, oil free formula containing 15% stabilized vitamin C in water and fat soluble forms which means better and deeper penetration. We know that Vitamin C helps prevent sun-damage, improves skin tone, texture and firmness. It has a slow released formulation that delivers vitamins C and E throughout the day, as well as promoting cell renewal and an increase in collagen production. This is even good for oily skin.

We are very excited to add this to our skin care "Tool Kit"! Cost \$80 (lasts 3-4 months)

Dermal Repair Cream (SkinMedica™)

The phones are buzzing..."my skin is so dry with winter weather!" Well, have no fear we have come through for you once again! This ultra rich facial cream intensely hydrates and replenishes dry skin with antioxidants and hyaluronic acid! It contains the highest level of lipid soluble antioxidant vitamins C and E. It helps to repair sun damage and rescue age spots. It also re-hydrates, conditions, and firms the skin.

Just in time for dry season, oh what a relief! Cost \$100 (lasts 4 months)

Anthelios Sunblock (by La Roche-Posay BioMedic)

The FDA approved this sun protection cream in October and we were selected to carry it before being available in other offices in the Spring. Why so special? It contains a ingredient called Mexoryl. It is this ingredient that protects you from the UVA rays from the sun. It is these rays that come through your window at home, in your car and account for 80% of skin aging and skin cancers. Most other sunblocks protect against UVB rays that only hit and affect the top layer of your skin. It is the UVA that penetrates much deeper. It provides 24 hours of hydration, suitable for sensitive skin, light, non-greasy, fragrance – free, allergy tested and PABA-free. Call the office before leaving for Spring break make sure you have some on hand.

It is the best Sunblock on the market! Cost \$29



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of Plastic Surgery

Other New Products at Joseph Banis Plastic Surgery

Juvéderm™ – The new generation of Dermal Filler

Now available in our office January 2007. The FDA approved Juvéderm™ in June 2006, but it has been used and rated number one for years in Europe and Canada. New technology provides a smoother gel formation, which looks and feels more natural than the products available now. It is the only dermal filler currently available with the **highest** concentration of hyaluronic acid and a special formulation process. This allows the product to last for up to 6 months or longer.

Arnica Tablets

For those of you who have bruised with Botox or Dermal Fillers, we will now be carrying Arnica tablets that will help to **decrease bruising and swelling**. You take two tablets twice a day for 5 days. \$20 –it's worth it and it really works!!!

Clinical Corner

Abbey Helton BSN, RN C,
Certified Plastic Surgery Nurse



I can't tell you how many times people have asked me if I have seen the episode of *Sex in the City* when Samantha has a chemical peel and is sunburn red for days. I have not seen that episode but I've decided that I need to rent the DVD and have a good laugh for myself! But, in that common question, I realize that the fear that many people have is that many don't know what a peel is and just who is a candidate.

There are a variety of different chemical peels for the purpose of rejuvenating the skin. And yes, some do leave your face red and burned – but not at our office! The peels that we do are mild to moderate peels – affecting the epidermis and possibly the most superficial portion of the dermis. Realistic goals of a peel are correction or fading of sun damage, reduction in fine lines and wrinkles, removal of excessive/stubborn blackheads, reduction in the appearance of dry patches as well as decreasing the incidence of hyperkeratosis (pre-

cancerous cells). I feel that the best results will come with a series of peels. One treatment will not give you full benefit, even though it feels great!

Everyone is a candidate for a MicroPeel. The **MicroPeel**, the gentlest peel that we offer, can be tailored to your individual skin needs simply by changing the strength of the acid application. Slight pinkness is noticed for an hour or two following the peel and a change in texture is noticed for three to four weeks. There is no down time and makeup may be applied immediately.

The **MicroPeel Plus** uses a different acid, which penetrates the skin differently often peeling the epidermal layer a little more aggressively and leaving you with slight redness and minimal peeling for 2-4 days, but makeup may be applied immediately.

The **Jessner's Peel** is our most aggressive in-office peel. It is a combination of three acids that leave the skin red for most of the day. The third day the skin begins to peel aggressively, leaving fresh, smooth skin that you haven't felt in years! You know that baby soft stuff!!!!

The words *chemical peel* and *acid* are rather frightening to people. Maybe we need to come up with a new name. But

for now, it is what it is. A great benefit to the skin and effects that will make your friends wonder why you look so wonderful. Like everything we do in this office, we research these treatments – we believe in them... as do so many of our patients!!

Why Medical Skin Care Works

Our skin is like layers of an onion. Aging quite simply is not limited to the surface of the skin. Time and photo damage take a toll on each layer of our skin and supportive tissues. There are four different aging processes that are occurring.

- 1) Thickening epidermal skin (the top layer) with diminished oil production creates a dull, lifeless and perhaps discolored (often due to sun and hormonal interaction) appearance with fine lines and wrinkles. And, it doesn't end there...
- 2) Thinning of the dermal layer (the 2nd layer of skin) with crumbling collagen and elastin fibers leads to further wrinkle formation, sagging, creepiness and of course overall skin fragility, then...
- 3) Fat atrophy is next in line to occur leading to a sunken, tired appearance.
- 4) Finally, thickening of the muscle from expression creates deeply grooved lines.

Yikes...that sounds like bad news doesn't it? Well, yes, it is bad. But knowing what you know now and beginning a physician supervised skin care program will prevent and repair much of the damage that has been done. You may see similar ingredients in over-the-counter products that you see in our medical grade products, but what you don't realize is that our strengths are much more potent.

We know that antioxidants in physician strength products will penetrate into the epidermal and dermal layers of the skin and slow down this aging process. We have researched many medical grade product lines and we take pride in offering what we feel are the best products on the market. **Vitamin C and Idebenone** are effective antioxidants, anti-inflammatories, pigment lighteners and collagen stimulators for anti-aging. **Vitamin A/Retinol** help the skin increase cell turnover, bringing fresh new cells to the surface.

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Why Medical Skin Care Works

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Skin cell regeneration, collagen production as well as the reduction of keratoses that can become pre-cancerous cells are all benefits of vitamin A.

So, like an onion, there is more than one layer. Each layer becomes affected. We need to address issues affecting the different layers of the skin in order to get you the best results. Surgery, Dermal Fillers and Botox® won't address the freshness of your complexion, blotchy age spots or smooth texture. You need topical applications to the skin to improve those issues.

At Skin Care Solutions by Joseph Banis MD, we don't just know science...we use it!

Silicone Breast Implants Now FDA Approved

The FDA has approved silicone breast implants. What this means is that an option is now available to women wishing to enhance their breasts. Along with your surgeon, you will discuss which implant is best suited for your body. The silicone breast implant is now safer than ever!

Time Out for Two

Joseph's Salon and Spa has a wide variety of options for you and your significant other to spa together – from the "Time for Two" message package to a special day created specifically for you and that special someone in your life. Call Joseph's at (502) 897-5369 to create the perfect spa experience for two.

For more information, go to
www.josephssalon.com.

**Can't make it
downtown...**

*Avoid the traffic and parking by having your skin care products mailed to you. Or, you can pick them up at **Joseph's Salon & Spa** in the East End. Please call our office ahead for product pick up.*

