

*Joseph Banis MD*  
**SOLUTIONS**

**FROM THE PRACTICE OF DR. JOSEPH BANIS PLASTIC SURGERY**

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**FALL OPEN HOUSE- OCT. 8TH 4-7PM**

**We are excited to announce our Fall Open House October 8th.**

We will be offering **20% off all services\*** - this includes lasers, fillers, peels, all products and gift cards. You can place an order by phone if unable to attend the day of our event. We hope to see you there.

\*Botox not included.



**A Note From Dr. Banis**



*Dr. Joseph Banis*

The summer has flown by and it is hard to believe that we are preparing for the final quarter of the year! I would personally like to invite each and every one of you (friends and family as well) to our Open House October 8th. This is always a great, once a year event giving our patients a chance to purchase services, product and gift cards at a discounted rate! There will be cocktails and appetizers and as always - good cheer! This is always a favorite event for my staff and

I. It is my hope that you have had a chance to see the last few issues of "Her Scene". We have been featured in several articles – the last one being the "Diary of a Facelift" where one of our patients was followed through the whole process of her surgery. This has stimulated some excellent feedback from many of our patients who found the article very informative as well as interesting. I am excited also to report that our new skin vitamin formulation continues to show impressive results and we are adding to the numbers of satisfied users every week. New products - thoroughly researched by my clinical staff - also continue to be added to our product line. I am also particularly pleased to announce that Abbey Helton has been elected to membership on the Society of Plastic Surgery Skin Care Specialists Board where she will serve a two year term. This is a partic-

ularly significant honor as this nationally recognized group represents the experts who know the science of skincare and deliver it professionally to you. This is a great honor for Abbey, I am delighted to have her heading our skin care program. We continue to improve and add data to our Website. Make sure you take time to visit it and let us know if you have suggestions. Also, please forward your e-mail address to us so that you may also receive our e-Specials that we put out from time to time!

As always, I appreciate your continued support of our practice, and welcome you to call or stop by any time. My staff takes pride in taking great care of all of our patients!! See you at the Open House.

*Joseph Banis MD*

# DR. BANIS NAMED TOP DOC

LOUISVILLE MAGAZINE  
AUGUST 2009

VOTED BY AREA PHYSICIANS

## LATISSE SPECIAL

**Special until the  
End of September**

Buy Latisse \$125  
(get \$25 off). Send in a  
friend who buys Latisse and  
you both receive a **FREE  
Glycolic Peel!!!!**

## DON'T FORGET

*Laser Maintenance should be  
done 3-4 times per year for  
all Fotofacials and ReFirm to  
maintain those results!*

### We are now offering e-mail specials.

If you are interested in  
receiving these specials  
– please call our office  
to make sure that we  
have your correct  
e-mail address.

Please visit us on the web  
at [aesthetics.com](http://aesthetics.com) to learn  
about all our great offers!

## GROWTH FACTORS - *NOT TO BE FORGOTTEN!*

So we know that aging is affected by two things; intrinsic (natural aging over time) and extrinsic (external, environmental factors). These two clinically and biologically distinct processes affect the skin structure and function. So let's get a little scientific – bear with me! Growth Factors are not hormones. They are regulatory proteins that mediate signaling pathways between and within cells. They play a critical role in control of inflammation following tissue injury that results in tissue repair and regeneration. What does that mean? Well, studies have shown that growth factors can actually prevent and reverse damage to the skin! Wow! The true beauty of TNS Recovery Complex from SkinMedica is that it actually contains over 100 different types of growth factors making this product superior to any other! Skin biopsies in their trial stud-

ies actually showed collagen stimulation within the first three months of use! Then the study re-tested with a skin biopsy at six months showing continued further collagen growth, convincingly demonstrating that topical application of balanced Growth Factor mixture significantly changes the skin. So the meaning of our story... don't forget your daily application of growth factors!!!



## FROM DR. VAN AALST'S DESK



*Dr. Vera van Aalst*

For all of you interested in breast surgery, keep reading...

In January, I attended a breast surgery meeting in Atlanta, where experts from many countries discussed "tricks of the trade". To

say the least, I came back energized with new ideas! Some examples are:

### **BREAST ENLARGEMENT:**

As you know, implants filled with silicone are available again since 2007 and these implants have much improved over the older versions. As a matter of fact, about 75% of women now choose silicone implants over saline implants for breast enlargement. The latest silicone filled implants, which may soon become available in the USA, have a stable form (in the shape of a breast) and are already very popular in Europe and Canada.

### **BREAST REDUCTION/BREAST UPLIFT:**

These two very common procedures can now be performed with shorter scars and a more pleasing breast shape. Most of these procedures we are already offering in our office, but it was good to hear other surgeon's tips.

### **BREAST RECONSTRUCTION**

*(AFTER HAVING ONE OR BOTH BREAST REMOVED)*

This procedure remains challenging and really requires a "custom-made" plan. Good collaboration between general surgeon, plastic



surgeon and oncologist is a must. We feel that this is important that this group of patients get well informed about the many reconstructive options that are available. Often it is possible to preserve some breast skin, which helps with the reconstruction. We are proud to be one of the few practices in Kentucky offering all options for breast reconstruction including implants and the use of patient's own abdominal tissue (TRAM flap).

*I hope to meet you for your breast  
surgery consultation!*

*Dr. Vera van Aalst is Certified by the American Board of Plastic Surgery*

# CLINICAL CORNER WITH ABBEY HELTON



Abbey Helton

## DEEP THERMAL CLEANSER BY SOCIETE™ CLINICAL SKIN CARE

We have brought in a new line! Don't be overwhelmed because we think we have really found a very cost effective, all natural product line that has something new to offer. This clinical strength at home deep cleansing treatment is formulated with a self-heating clay to assist the skin by removing dead skin cells (exfoliating) and that contribute to trapping impurities. Warming as it works on the surface of the skin it lifts imbedded debris, leaving your skin soft and smooth. For those of you who have been asking us for a clay mask - this your baby! And that heat... we are loving that! You can use this product two to three times a week. This product line is considered "green" and is paraben, sodium lauryl sulfate and propylene glycol free. Those peel patients can expect to be experiencing this product next time you come in - it's great!

**Cost \$30**  
(Lasting 4 - 5 months)

## LATISSE

For thicker, darker and longer eyelashes - this is your product! You know what else, it doesn't involve adhesive, irritating extensions and going back in to add extra extensions very few weeks or so. Yes, you've got it, apply the solution to the base of your lashes every evening with a small brush and changes are visible within weeks-your lashes look fabulous! Ask us, we are using it! This product is the first FDA approved product to change the appearance of eyelashes. Consistency provides best results, and if you stop using it, eventually the growth of your eye lashes will go back to the way they were before using the product. But, now that we have used it for awhile, we have some other tricks up our sleeve that we would love for you to know but...you have to come in for us to share it with you!!!

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## LA ROCHE POSAY - NEW ARRIVALS!

We have brought in new products that are being received very well by our patients here they are!

**Pigment Control** is a great alternative treatment to hyper-pigmented areas. Okay we know, you have been busy with summer - pool, boat, sun...yes we know! But as we always say, we can help get your skin back in shape from summer time blues!!!! We are seeing best results with Tri-Luma for getting rid of those brown ugly areas, however once bleached out this natural product is a great product to use to have a break from or to maintain all of the hard work that Hydroquinone has done. Pigment Control is well tolerated containing Kojic Acid (a natural bleaching agent), with a LHA (Lipo-Hydroxy Acid) which helps to keep the cells turned over and those melanocytes at bay! You will still use this with a Vitamin A (Retinol/Retin A) and as always with any anti-oxidants.

**Cost \$72**

**Cicaplast** is another great product that we have brought into the practice to promote skin healing. It accelerates skin recovery process and better quality of healing. It contains copper, zinc and manganese all stimulating the production of new cells. Madecassoside is also an ingredient that was used in the 1930's to treat leprosy. It also promotes an anti-bacterial protective barrier to the skin. We are using this product for patients who are experiencing skin irritation, post surgery

to aid in healing as well as cancer patients enduring radiation that have burns of their skin. The studies have shown such great results in healing - I have added this to my first aid kit at home for all of those scrapes and cuts that come into our daily lives!

**Cost \$36.50**

**Anthelios 60 Sunscreen** - It is not just the SPF number you need to look but know what the ingredient is to protect your skin. The new Anthelios 60 has a patented combination of UV filters with a unique booster delivering longer-lasting high UVA/UVB protection. What is great there are three formulations one for oily to normal, normal to dry and one for body! We have sold a lot this summer and patients feedback has been great - be sure to check it out!

**Cost \$28 - \$32**

## DYSPORT HAS NOW HIT THE MARKET

A new competitor to Botox is now available on the US market. It has been in Europe for several years for the same use as Botox. It too weakens the muscle activity and is injected the same areas as Botox, between the eye brows, crow's feet and forehead. It is diluted slightly different, therefore changing the number of units injected in each area. Reports are finding that it may work quicker but lasts approximately 4 months. We have it available and will keep you posted on the results that we are seeing.

Abbey Helton BSN, RN C, is a  
Certified Plastic Surgery Nurse





Joseph Banis, MD  
PLASTIC SURGERY  
MEDICAL SKIN CARE

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- Fall Open House - October 8th
- Clinical Corner

- A Note From Dr. Banis
- Update on Breast Surgery From Dr. Vera van Aalst

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# SOLUTIONS

*Joseph Banis, MD*