

JCBanias MD SOLUTIONS

FROM THE PRACTICE OF DR. JOSEPH BANIS PLASTIC SURGERY



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by Abbey Helton

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Find the latest news
from our office by
joining our email list.
Send your information
to info@aesthetics.com

OCT. 14TH 4-8PM 20% OFF SALE

Mark your calendars for our once a year event! **20% off all products, gift cards, dermal fillers and peels.** We will have representatives from several companies to answer your every question! We have multiple drawings for great product give-aways, Vi Peel demonstrations, complimentary Image Pro to assess and look at your skin texture, sun damage and wrinkles, demonstration of Laser Technology and guess what...if you bring a friend you both get a free glycolic peel! If you can't make it we will miss you, but you can call in your order so don't miss out on this once year event!

A Note From Dr. Banis



Dr. Joseph Banis

Dear Friends – Hello Again!

As usual, time has once again flown by! I hope your summer has been as exciting & eventful as ours. Most significant, Dr. van Aalst has moved to Frankfurt, Germany to pursue her career there. We are extremely happy for her and her family, in spite of the fact that we will miss her greatly! Abbey & I had a great opportunity to attend the Aesthetic & Skincare Meeting in Washington, D.C. in April. Abbey received many accolades for

her work & participation on the Board of Directors of the Society of Plastic Surgery Skincare Specialists, and Dr. B received good feedback & interest for his presentation on the Genetics of Skin Aging Study currently being conducted through our office. AND – it's that time of year again! Our Annual Open House is coming up on October 14, 2010, from 4:30-8:00pm. Come join us, relax, catch up with friends, have some refreshments, and look into some great savings. Check out all of our new products and info, and don't forget to make an appointment for a skin care evaluation & consultation. Your skin will love you for it, and you will love your new skin!

See you soon, Dr. B

JCBanias MD

Vi Peel

You've heard us talking about it and now, it's finally here. The Vi Peel is the first of its kind, and we are excited to now offer it to our patients. This peel is perfect for anyone who wants younger, healthier looking skin. And who doesn't? Fall is a great time of year for this treatment, as many of us like to pamper our skin after excessive summer-sun exposure. As with some of our other medium-depth peels, the Vi Peel decreases age spots and areas of brown pigment, but is also quite beneficial in improving melasma. It will decrease the appearance of pores, improve texture and clarity, soften fine lines and wrinkles, and...yes...even stimulate collagen production. The peel is highly effective for acne and removing impurities, but can also be used on our sensitive rosacea patients.

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901 Dupont Road, Suite 202
(502) 589 - 8000
www.aesthetics.com

VI PEEL

CONTINUED...

The beauty of this treatment is that it not only gives dramatic results, but the down-time is minimal. So, here's the scoop: The peel contains a mixture of acids (phenol, retinoic, salicylic and TCA), vitamin C and a blend of minerals. The peel was designed to treat underlying skin problems, so patients will require a series of 3-4 treatments. The skin will begin to peel on day three and will continue for about 2-3 more days. The peeling can be easily hidden by the moisturizing products you will receive in your post-peel kit. Your skin will be completely healed within one week. The procedure is convenient, only takes about 20 minutes, and no skin preparation is needed. Your skin will look luminous and glowing, even after just one treatment!

Cost \$200 per peel

For a limited time only.

Molly Hundley, BSN RN

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 to learn about all our great offers!

CLINICAL CORNER WITH ABBEY HELTON

VITAMIN C – NOT ALL ARE FORMS ARE CREATED EQUAL

Anyone who has set foot in our office knows that we are HUGE on certain vitamins in topical form (A's and C's most importantly). Any molecule that protects your cells against oxidation is technically an anti-oxidant. But as research continues to be done, we are learning that there are other anti-oxidants that are available that make Vitamin C work even better, longer and stronger in our cells. But not all vitamin C's are stable in the topical form, and not all vitamin C's penetrate the epidermis – therefore they just sit on top of your skin! "What?" "I've spent money on a product and it doesn't even work?" Yes...you may have.

What we do know is that the best, most penetrating, stable form of vitamin C is in the form of L-scorbic Acid. L-Ascorbic Acid neutralizes free radicals, provides photoprotection and stimulates collagen synthesis. Dr. Pinnel (the pioneer of topical vitamin C's) and his continued research has found that other vitamins and antioxidants could be added to the L-scorbic acid to better protect the DNA of each cell, improve elasticity, discoloration and yes...even wrinkles. Some of those new antioxidants that can be added are Ferulic Acid (a plant phenolic acid found in the seeds and leaves of most plants and proven to neutralize free radicals, act as a sunscreen by actually absorbing UV and it has anti-inflammatory effects on the skin), as well as Phloretin (which is derived from apples and the root of fruit trees which facilitates cell turnover while displaying a wide range of bioactivities such as anticancer, antifungal, antibacterial, antiviral, and anti-inflammatory.)

SkinCeuticals – Vitamin C's

Serum 10

A 10% L-Ascorbic Acid combined with Ferulic Acid. A lightweight, fast absorbing serum - formu-

lated at the precise PH and concentration shown to deliver effective amounts of L-Ascorbic past the epidermis into the dermal junction of the skin.

Cost \$84 (lasts 4 + months)

C E Ferulic

This product in 2009 was voted, Allure's Best of Beauty Editor's Choice Awards. A combination of 15% L-Ascorbic Acid, 1% Alpha Tocopherol which neutralizes free radicals and 0.5% of Ferulic Acid. This product is amazing and our feedback is incredible from those of you who have tried it. Research showed a 96% reduction of sunburn cells in UV irradiated skin, enhanced vitamin performance and better stability with addition of ferulic acid, as well as prevention of thymine dimers, which are DNA mutations seen with the formation of skin cancer. This product is great for normal to dry skin.

Cost \$142 (lasts 4 + months) Three Time Winner for Best Serum in 2009

Phloretin CF

This serum won the Genius Award for skin in 2010. A combination of 10% L-Ascorbic Acid, 2% Phloretin (an antioxidant with a wide range of bioactivities but also accelerating cell turnover, and 0.5% Ferulic Acid. The Phloretin alone in research showed boosts to the skin's natural immunity against DNA impairment to preserve cellular integrity and help prevent serious skin conditions like skin cancer. This product has phloretin, vitamin c and ferulic acid. Patients can't believe the change they are seeing in their skin. Great for normal to oily skin. WOW... nothing like it on the market!

Cost \$152 (lasts 4+ months)

VERA'S FAREWELL



Celebrating Dr. van Aalst's new adventure.
Photograph by Dr. Banis.

Dear All,

As most of you already know, I've moved to Frankfurt, Germany to start a "new adventure". I've loved living in Louisville and working at Dr. Banis' office!

You as my patients, colleagues and friends made the farewell difficult, but also unforgettable! I'll always be thankful for the wonderful memories and also the trust you had in me as a physician. "Till soon", I'll keep the office updated how things are going in Germany.

Vera Van Aalst

Vera van Aalst, M.D.

CLINICAL CORNER CONTINUED

A.G.E. INTERRUPTER & A.G.E. EYE COMPLEX

These are two of our new top-sellers! The first of its kind, the A.G.E. products are intended to treat mature skin that has begun to lose collagen and its underlying support structure. This aging process is known as glycation. The A.G.E. line is not only effective in treating fine lines and wrinkles, but also in improving dark circles and under eye bags. Both products contain blueberry extract, proxylane and phytosphingosine. Blueberry extract interrupts the glycation process, keeping skin supple and flexible. Proxylane restores water and nutrients to the skin- think of it as re-inflating the skin's mattress from the inside. Phytosphingosine improves structure and the natural moisture barrier of the skin. Finally, they contain a combination of flavonoids and peptides to reduce fluid retention and strengthen weak capillary walls. It's hard to believe that there are so many restorative ingredients in one product!

Cost \$84 - \$150

Molly Hundley, BSN RN

SHEER PHYSICAL UV DEFENSE SPF 50

This innovative new sunscreen is causing quite a stir around the office! Not only are patients buying it, but all of our staff as well – we cannot keep it on the shelf! What we have discovered is that the sun damage that you receive today will take 10 years to show up on your skin! We have also discovered through research that combining the Sheer Physical Defense Sunscreen with a Vitamin C, like Phloretin CF or C E Ferulic, not only prevents the sun damage from occurring when used properly, but can also help reverse the existing aging effects and sun damage you already have! Now for the facts –fast-absorbing, ultra-sheer, mattifying fluid that is paraben-free, and good for all skin types. It is important to remember that sunscreen is vital all year – sun and aging damage happens every day, even while we are indoors – being proactive about your sun protection now will ensure that in 10 years when your friends are getting skin cancers removed, or complaining about wrinkles and sun spots, you will be able to say, 'What wrinkles and sun spots?!'

Cost \$30

RETEXTURING ACTIVATOR:

This corrective product promotes epidermal renewal, which basically means that it encourages your old 'dead' skin to get off of your face faster! Retexturing Activator exfoliates the skin, while also providing hydration to the skin – all in one product, and all in one step! The result is smoother, softer skin. This is also a great product to use along with your Retinoids. The result will be brighter, healthier skin!

Cost \$70

RETINOL 0.5 & RETINOL 1.0:

We all know the amazing benefits of using Vitamin A on our skin – it stimulates cell regeneration, promotes collagen growth, diminishes fine lines & wrinkles, reduces pore size, the list goes on. Well, we have never seen results from a Vitamin A product like we have with our new Retinol's from Skinceuticals. Within days of using it, we were seeing our old skin 'flake' off, and new skin taking its place. Within just 3 weeks of starting to use the product, we noticed pores are smaller; skin was firmer, smoother, and more radiant! The most aggressive Retinol we have used without redness or irritation.

Cost \$58

Last 3-5 Months

Ashley Mead, Medical Assistant

THE NEW BRILLIANT DISTINCTIONS PROGRAM BY ALLERGAN

You can earn points toward money saving coupons on future BOTOX or JUVEDERM treatments! Joining is easy. Visit www.BrilliantDistinctionsProgram.com/activate and register. Your account will be opened with 200 bonus points, which can immediately be turned into a coupon worth \$25 off your next treatment, or saved to redeem later. Each time you have an eligible treatment, a 200 points voucher will be e-mailed to you. Log on to the website to "Deposit" the points into your account. Redeem your banked points to create a coupon for your next BOTOX treatment, JUVEDERM filler or LATISSE product!

Cost \$

*Olga Zinnerger,
Patient Coordinator*

WORTH A LOOK

Keeping you posted on things that we are taking a look at!

- Needling and Skin Care Serums
- Pigment Regulator – a non-hydroquinone proven to lighten dark sun damaged skin. Due to arrive October 1st.
- Pore Minimizing Facial/Treatment
- Blue Light with acne treatments



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



Joseph Banis, MD
PLASTIC SURGERY
MEDICAL SKIN CARE

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Louisville, KY 40207

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*Botox not included.



Joseph Banis, MD
PLASTIC SURGERY
MEDICAL SKIN CARE



FALL OPEN HOUSE
OCT. 14TH 4-8PM
20% off all services*

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SOLUTIONS

Joseph Banis MD

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