

JCBanish MD SOLUTIONS

FROM THE PRACTICE OF DR. JOSEPH BANIS PLASTIC SURGERY

Let Me Count the Ways...

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with Abbey Helton

ULThera™ NIGHT

March 2nd, 5:30-8:00pm

DEMONSTRATION - 6:30

**First 20 patients to purchase
Ulthera treatment will
receive 50% off treatment**
(at a following appointment).

**BONUS: First 5 patients to
purchase Ulthera will receive
a free Radiesse syringe**
(a \$700 value.)

A Note From Dr. Banis



Dr. Joseph Banis

It's hard to believe that we are sitting down again to write our newsletter. We always enjoy informing and educating our patients, and this particular newslet-

ter is extremely exciting to us because we are bringing you the latest information on the newest technology, literally, in the state.

As Skin Care Solutions™ continues to grow – we are thrilled to add two new devices to tighten, firm, lift and smooth the skin. These totally unique technologies address your good looks from two different approaches – from the outside in and from the inside out. I can honestly say that adding the Ulthera™ and Deka

Dot Laser (Smartxide™) broadens our treatment list to give you everything you need to improve your skin non-invasively, with minimal-to-no down time, with dependable results.

I won't keep you one more moment – turn the page and get started on “Let us count the ways” we can rejuvenate your face and have you looking your very best. *Don't forget about our Ulthera™ night!*

JCBanish MD

FAT INJECTIONS – A Worthy Option

As we all age, our fat begins to atrophy or shrink and is especially noticeable in the face. And as we age we recognize a youthful face from an aged/older face. The one thing that is consistent is a full, chubbier face is clearly more youthful, a thinner face doesn't age as well even if the person is in fantastic shape. By adding fat to plump or volumize an area instantly rejuvenates the face. Any area of the face can accommodate fat – the cheeks, temples, lips even the glabella (between the eye brows). Fat transfer is often done in conjunction with other facial surgery such as a facelift but can be done on its own. Areas that Dr. Banis can retrieve fat from are the abdomen, thighs, hips and buttocks. This procedure makes so many of our patients happy and is a definite and worthy option!

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

B
Joseph Banis, MD
PLASTIC SURGERY
MEDICAL SKIN CARE

*SKIN
CARE
SOLUTIONS*

901 Dupont Road, Suite 202
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WORTH A LOOK

Here's an update on things we've been looking at:

- We've decided at this time not to offer needling treatments for our skin care patients. Our hope was to offer a less expensive alternative for wrinkle reduction than fillers and laser. We discovered that there was a considerably greater amount of discomfort with these treatments than advertised. Also, although there were noticeable improvements, the results were not impressive enough to endure the discomfort of multiple treatments. Laser treatment with the Deka-Dot Laser will be a more cost-effective, results-oriented option.

- We are still considering Blue Light Laser for acne treatments, as well as a Pore Minimizing Facial. We will keep you updated on our findings!

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!

SHORT SCAR FACELIFT *(Am I a Candidate?)*

We get asked this question often and of course to truly know if you are or are not a candidate – Dr.Banis himself needs to see you. So let's start off by saying – don't be shy; come in, it's an hour of one on one with Dr.Banis to find out the many options available.

Okay, I think we all know what a facelift is – removal of excess skin and tightening creating a beautiful neck and jaw line and as Dr.Banis would say, "Turning the clock back". Will you look like your 20 again, heavens no and your probably thinking who wants to! And let's face it we have all seen good and bad facelifts whether in person or on television. I always tell people "You know you've had good plastic surgery when everyone tells you, that you look fantastic but can't put their finger on it".

A traditional facelift has an incision that extends into the hairline behind the ear. And if there is excess loose skin under the neck and along the jaw line, a standard traditional facelift is needed to tighten the skin completely. So when we talk about a short scar facelift, that is exactly what it sounds like – a shorter scar because less skin needs to be removed, therefore less downtime and can often be done on an outpatient basis. The incision will only be around the ear, not extended into the hairline. The results are fabulous; patients are thrilled and back into daily life within a week. That's right...not so bad!!!

Consultation Fee \$50

**Short Scar Facelift starts at \$5500
(surgeon's fee)**

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

BOTOX® AND FILLERS *Where do they fit in?*

Whether you've seen us for a surgical or skin care consult, there is no doubt we've made you aware of an array of treatment options to fit your needs. Simply put, there is no single treatment that will help you meet and maintain all of your goals. That's where Botox® and Fillers come into play. They serve as a great adjunct to your surgical and skin care treatments.

Botox® is crucial in minimizing and eliminating wrinkles known as "expression lines". By using Botox® to relax those wrinkle causing muscles, the lines soften in appearance. Even if permanent fixed wrinkles are barely there, remember, it's also great for preventing the formation of wrinkles. Prevention is always easier than correction.

As we age, the fat and collagen beneath our skin diminishes. One way to replace and correct this is through the use of Dermal Fillers. Products like Radiesse™, Juvederm™ and Restylane™ are used to plump up, fill in and contour the face. Our most popular uses are for lip enhancement, hollow under-eye areas(Tear Troughs), cheek bones and

those irritating lines that extend from your nose to the mouth.

Botox® and filler treatments are minimally invasive and quick, often completed within 30 minutes or less. Many people experience little to no pain and minimal side effects. These injectables will help achieve that well rested, youthful appearance you've been looking for!

**Filler \$525-\$700/syringe
Botox \$10/unit**



Molly Hundley BSN, RN

CLINICAL CORNER WITH ABBEY HELTON



Abbey Helton

ULTHERA™

Wow! We can't tell you how excited we are to announce the arrival of Ulthera™ to the practice. This is new technology with over 5000 cases done with satisfied results world wide. We see this as a perfect fit for our patients looking for facial rejuvenation that is non-invasive with no down time, no cutting and done as an in office treatment.

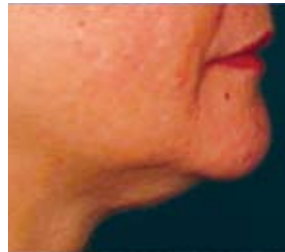
Ultherapy™ is FDA approved for skin lifting, tightening and toning. This innovative technology is delivered through micro-focused ultrasound that is able to heat not only the skin but deep under the skin to the same tissues addressed in facial surgery. This not only stimulates collagen but creates new collagen. This is not a laser technology but delivers ultra-sound waves deeper into the tissues than even laser technology is able reach.

We are the first in Louisville to have Ultherapy™, and it has been getting national exposure as "Cutting Edge" on Dr.Oz, Rachel Ray, the Doctors', and The View. Check

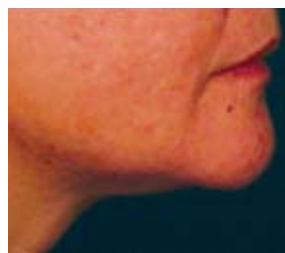
out UTUBE to see just how easy it is. Make sure to mark your calendars, our **Ulthera night** is March 2nd, 5:30-8:00pm. First 20 patients to purchase Ulthera will receive 50% off treatment (at a following appointment). First 5 patients to purchase Ulthera will receive a free Radiesse syringe (a\$700 value.) Total savings up to \$2,300 – WOW!

This is it...the treatment we have been waiting for.

Costs vary call the office to find out more about it!



Before



After

DEKA DOT SMARTXCIDE™ FRACTIONATED CO2 LASER

I am going to start this piece with a little history – here we go. As many of you may or may not know the golden standard for facial resurfacing began in 1996 and ever since has been the standard

CO2 (carbon dioxide) laser. This treatment was known for smoothing skin, removing brown spots and treating some types of acne scars. The laser itself was popular; however it did have its faults with healing taking up to 14 days or more, crusting, itching and discomfort. Over the years, many lasers came and went – they have tried to mimic the results without removing the surface of the skin. The hope was that they would stimulate collagen and tighten the skin. Yes, they were non-ablative and there was no down time, but many of them fell short of satisfactory results and required multiple treatments. Then along came the new kid on the block – fractionated lasers that were non-ablative and delivered wavelengths that were beneficial. But patients complained of multiple painful treatments, and still not giving the smoothing results of the grand-daddy CO2 laser.

Soooooo, the Deka Dot Fractionated CO2 Laser was born! And guess who has it? And guess who has the only one in Louisville?! A combination of the two most successful lasers in one treatment. Hard to believe? Well let's move forward with story. As you know we take pride in always taking the time to research and patiently wait for just the right and truly successful technology to be brought into the practice. With the Deka Dot Laser – think about "aerating your lawn". Fine little dots

are delivered into the skin tissues producing tightening and generating new collagen within the skin. Because of the normal skin between the dots, the treated skin easily heals within 4-6 days. The healing process entails flaking of the skin and pinkness to the skin for one week (but able to wear makeup after the flaking is completed). Dr.Banis has used CO2 technology since its conception, and has always been happy with its results. The Dot Laser allows great versatility to customize your treatment. If you have brown age spots, wrinkles, fine lines, and sagging eyelids – this is a treatment you need to consider. A one time treatment (rarely a second treatment will be needed), the results are real, dramatic and patients are thrilled.

Cost Full Face \$2200



Before



After

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Louisville, KY 40207

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