

JCBanis MD SOLUTIONS

FROM THE PRACTICE OF DR. JOSEPH BANIS PLASTIC SURGERY

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901 Dupont Road, Suite 202
Louisville, KY 40207

ANNUAL OPEN HOUSE EVENT SEPTEMBER 20TH 4PM -8PM

**20% OFF ALL PEELS, SKINCARE PRODUCTS, DEKA DOT
LASER TREATMENTS, ULTHERA AND GIFT CARDS***

Special COOLSCULPTING BONUS PACKAGING for the Open House Only

All Fotofacial™, Refirme™, Matrix™ and Triniti™ Laser Packages **35% OFF**

LIVE DEMONSTRATIONS:

5:00PM MAKING THE MOST OF COLOR

Mary Beth demonstrates Oxygenetix and Air Brushing Make Up techniques.

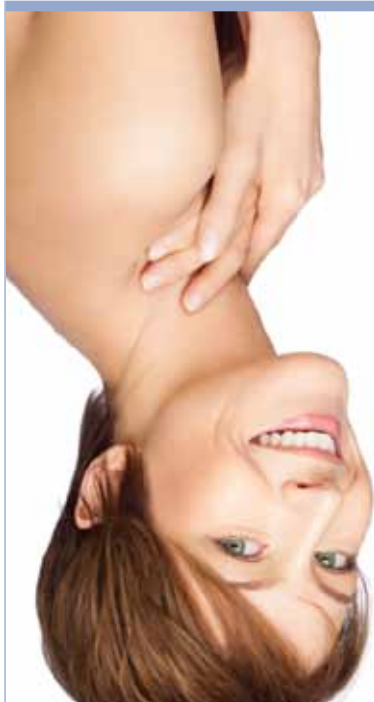
5:30PM SPOT PEEL

Get that pigment with less down time

6:00PM COOLSCULPTING

No downtime, No Needles...it's easy...let's get rid of that fat.

*EXCLUDES BOTOX AND COOLSCULPTING. GIFT CARDS WILL NOT BE ACCEPTED THE NIGHT OF THE OPEN HOUSE.



JCBaniss MD SOLUTIONS

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Find the latest news
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Joseph Banis, MD
PLASTIC SURGERY
MEDICAL SKIN CARE


**SKIN
CARE**
SOLUTIONS

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

A Note From Dr. Banis



Dr. Joseph Banis

It's been a year of change and growth at Banis Plastic Surgery. As data shows that our patients continue to prefer non-invasive treatments, we continue to move forward looking for the best treatments, products, peels and laser technology to provide our patients with the best

outcomes. Coolsculpting - fat reduction, Ulthera - facial lifting and Deka Dot-CO2 Fractionated Laser for skin rejuvenation (our three latest additions), are doing just that. We continue to see great results and great patient satisfaction.

Our Annual Open House is September 20th (now is the time to mark your calendars). This is always such a rewarding time to see our friends of the practice and meet new friends as well. We are excited to show you our new office expansion which gives us the much needed room to provide our patients with optimal treatment options and scheduling flexibility.

As ever, important as bricks and mortar and technologies are, the heart of our business is our people. I believe we have the best, most knowledgeable and caring staff in the region. And we continue to grow, adding staff and capabilities (see below). And I am particularly pleased to bring to your attention that Abbey, the Clinical Director of our Skin Program and Plastic Surgery Clinical Coordinator, continues to be recognized for her expertise and is current President Elect for the Society of Plastic Surgery Skin Care Specialists.

I welcome you and your friends to our Open House.

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ANNUAL OPEN HOUSE EVENT SEPTEMBER 20TH 4PM -8PM

**20% OFF ALL PEELS, SKINCARE PRODUCTS,
DEKA DOT LASER TREATMENTS, ULTHERA AND
GIFT CARDS*+ LIVE DEMONSTRATIONS
& MUCH, MUCH MORE!**



Dr. Banis...

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If you bring a friend, you will both receive 50% off a Micropeel. That is a \$50 savings to take time out of your schedules to be with us that evening. We will be having "Live Demonstrations" at 5:00pm with our very own (recently acquired) Mary Beth on Oxygenetix and Air Brushing – "How to make the most out of Color", 5:30pm the Spot Peel – "Get that pigment with less down time" and at 6:00pm – CoolSculpting – "No downtime, No Needles...it's easy...let's get rid of that fat".

Once again, my staff and I appreciate your support. We look forward to seeing you September 20th. And don't forget...bring a friend!

JB Banis MD

HOW TO MAKE THE MOST OUT OF COLOR



**SKIN
CARE
SOLUTIONS**
Joseph Banis, MD

You have asked us for years... "What makeup should I use?", "My skin looks so much better since I have been on a skincare program– I feel that my makeup needs have changed – what is healthy for my skin?" You know our motto at Skin Care Solutions™ - we don't just know science- we use it!

Well, I am super proud to say it doesn't just end with our skin care products any more, it also goes into makeup! I am proud to introduce Mary Beth Bowles to you. She is a highly qualified Makeup Artist that has made her way onto our team. And when we say qualified we mean 24 years of experience including the NFL Network, MTV Sports, ESPN, Nfocus Magazine, Churchill Downs Louisville Bride Magazine...the list goes on...but really I have to leave room for the rest of the newsletter!

She will be available for Makeup Consultations, discuss the use of makeup, how to use makeup and truly... How to make the most out of Color! She also offers Airbrushing makeup as well, which is perfect for that special event. We have seen her talents already in place and our patients are thrilled with her recommendations. We are offering a wider selection of Colorescience and Oxygenetix, both truly scientific derived makeup lines at the office. You know us...we have done our homework!

I know this is of interest to many of you ... so go ahead make that call...you've been asking...now we have her... make the most of giving your skin nothing but the best!

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



GLOSS PADS

Would you like to give your skin a boost that you can do at home? It's s-o-o-o easy - just a single pad that you swipe over your clean face in the evening once a week. It's called, GLOSS PADS, a weekly solution for problem skin, or just to make your skin look smooth and radiant.

What's in it that makes it effective? Pain-free TCA (Trichloroacetic Acid) - a peeling agent that's used in many aggressive peels, but here in a lower dose. Salicylic Acid - helps to exfoliate. Azelaic Acid - stops growth of skin bacteria and helps reduce inflammation and pigmentation. It's like a safe,

mini-chemical peel that you can do right at home – ready-mixed for you in one single, little pad! Expect some flaking a couple of days after application. The staff here have tried it, too, and have seen healthier, retexturized skin! Remember, it's one application per week. One jar has 60 pads, good to last a whole year!

Get ready for the season with clear, glowing skin. Come in for an appointment and meet with one of our skin care specialists to learn more about the GLOSS Pads and to see if it's right for you!

Cost.....\$100

Olga Zinnegar



CLINICAL CORNER... HERE'S WHAT'S NEW

DEKA DOT LASER

Though this laser has been in the practice for over a year and a half, its worthy of me mentioning it to you. It is a great treatment for wrinkles, acne scars, stretch marks, skin laxity, age and sun spots. This fractionated CO2 laser distributes tiny laser beams into the skin in a dot-like fashion that generates new collagen within the skin in one treatment. The treated area heals easily in 4-6 days. The Procedure requires a consultation with Dr. Banis or one of his Nurses. Fall is the perfect time of year.

Cost..... \$2400

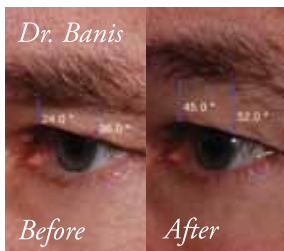
**Series of 5 Light Treatments
..... \$1500**

ULTHERA

The first non-surgical, non-invasive facial rejuvenation treatment, FDA approved for lifting and toning. Micro-focused ultrasound heats the deep tissues to form new collagen below the surface of the skin creating a lifting and firming effect of the face and neck. The surface of the skin is undisturbed, thus, no-down-time. We are seeing great results. Procedure requires a consultation with Dr. Banis or one of his Nurses.

Cost..... \$3000 (Full Face)

**Segmented areas of face
range: \$1500 - \$3000**



SPOT PEEL

In a Clinical Study patients with melasma and hyperpigmentation achieved 60% improvement in two weeks on the Spot Treatment System and 90% achieved excellent improvement after four weeks. This peel dramatically reduces brown spots, melasma and pigment with mild flaking beginning a few days after the in-office treatment. The home kit enhances the results without hydroquinone. A wonderful alternative without too much downtime.

Cost.....\$300



MELANAGE™ PEEL –

One year Anniversary

This peel has many of our patients very happy. Though there is post peeling and redness, this peel has undeniable results along with stimulating collagen and smoothing the texture of the skin. To see before and afters visit www.aesthetics.com

Cost..... \$800

LATISSE –

Made just a little BIGGER!

**\$25 OFF COUPON UNTIL
SEPTEMBER 30TH**

Eyelashes are one of a girl's best friends! The longer, the thicker, the better. So if you want longer, fuller, darker lashes? Latisse is the first and

only FDA approved prescription treatment for helping your lashes grow. They have now come out with a 5ml bottle for \$160 due to last for 3 months. WOW!

Cost..... \$125

(3ml one month supply)

Cost..... \$160

(5ml three month supply)



COOLSCULPTING

CoolSculpting is a revolutionary non-surgical contouring treatment that freezes stubborn fat, which then is naturally eliminated from your body. No needles, no special diets, no supplements, no surgery. And most importantly, no downtime. It's safe, FDA-cleared, effective, and does exactly what it's supposed to do. We are the first practice to do CoolSculpting in Kentucky and now we are the first to be Certified. Easy treatment...good results.

Cost..... \$1400

For 2 Areas (Abdomen is considered two areas).

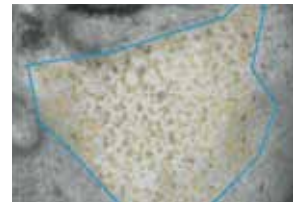


CELFIX –

DNA Damage Recovery

This product is one of kind. DNA damage is huge in the skin care world. While many products are busy stimulating collagen, this product actually stops solar damage from surfacing. Its ingredients calm and soothe the skin, provide moisture and contains an antioxidant that absorbs free radical chain initiators that cause damage to begin. This is an awesome product – a must have for everyone!

Cost..... \$85



The **OPEN HOUSE** is the perfect time to check out all these new treatments and receive **BIG SAVINGS!**

THURSDAY 9/20/12

See you soon.

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