

# JCBanis MD SOLUTIONS

FROM THE PRACTICE OF DR. JOSEPH BANIS PLASTIC SURGERY

## IN THIS ISSUE:

- A Note From Dr. Banis
- Xeomin – the New Botox
- Melanage Peel
- Age & Blemish Defense
- The Cool Solution... Here's the Skinny
- Touch MD



901 Dupont Road, Suite 202  
Louisville, KY 40207

-SEE INSIDE FOR MORE DETAILS

Find out more about CoolSculpting - see if you are a candidate that night!

@ 5:30 - 7:00PM

MARCH 7TH

coolsculpting

Cool Night Out

Don't miss our



We are very proud to be the first medical practice in Kentucky to offer the cutting-edge technology of TouchMD. Many of you have had the opportunity to interact with this new system. For those of you who haven't, or have just wondered, "What's the deal with those huge, flat-screen monitors mounted in the exam rooms?", we wanted to shed some light on things! TouchMD is a state-of-the-art system that is used to enhance our relationships with both new and existing patients. It allows patients to learn more about their upcoming procedure or medical condition using an easy to navigate touch-screen computer. Here are some of features available to you:

- *Topic videos about procedures and treatments*
- *Before and After photos of OUR patients*
- *Information about our Doctor and staff*

This has been an incredible teaching tool for new surgical patients, as it allows us to photograph them, and then use that information to better explain the changes their body will experience, as well as helping them form their expectations. We are also using it to discuss non-surgical approaches to care. The best part of the system is that each patient will receive a pass-word which can be used to access all of their information from home! Gone are the days of going home and trying to remember what we discussed with you - with a few touches of your home pc keyboard, you can now readily access that information and even share it with your family members so they can be a part of your care. You can also explore information about other procedures as well.

• Ways to inform us of your interest in other services offered by our practice

TOUCH MD

## TABLE OF CONTENTS

Page 2

Hydrating B5 Gel

Melanage Peel

Age & Blemish Defense

Page 3

The Cool Solution...

Here's the Skinny

Don't miss our  
**Cool Night Out**  
coolsculpting  
**MARCH 7TH**  
**@ 5:30 - 7:00PM**  
\*SEE INSIDE FOR MORE DETAILS

Find the latest news from our office by joining our email list. Sign up at [www.aesthetics.com](http://www.aesthetics.com)



901 Dupont Road, Suite 202  
(502) 589 - 8000  
[www.aesthetics.com](http://www.aesthetics.com)

# JCBanis MD SOLUTIONS

FROM THE PRACTICE OF DR. JOSEPH BANIS PLASTIC SURGERY

## A Note From Dr. Banis



Dr. Joseph Banis

I am anticipating that 2012 is going to be a great year at Banis Plastic Surgery. Our new arrival of CoolSculpting is very exciting for us, as well as our patients. This non-invasive fat removal technology has arrived and we are already doing treatments with much success. Please

join us for a "Cool Night Out" on March 7th (read more inside at the Clinical Corner) – but don't miss this great launch of what I believe is the best system on the market. The Deka Dot and Ulthera continue to produce beautiful results. I am pleased to announce that we will be offering the Deka Dot Laser in less aggressive, lighter treatments, but done in a series, good for those of you who cannot afford five days of down time. Ask Olga and Abbey, they have been testing it out for us and are pleased with their results. I have brought in Mist Therapy™ to aid in our down time of the laser. I have

been extremely impressed in how much quicker our patients are healing. So, we are now offering two Mist therapies with the full face Deka procedures. The new Xeomin arrived in our office in November. This Neurotoxin (just like Botox) has less preservatives and is a great option for any patients who want to try something new or feel that they have developed resistance to Botox. An update on the Melanage Peel continues to give impressive results for getting rid of unwanted pigment and melasma – take a look at our website at [www.aesthetics.com](http://www.aesthetics.com) to see

*Continued on page 2*

## Xeomin- the New Botox

Botox users: there's a new kid in town. That's right, we have been chosen as select provider for the early release of Xeomin, a new injectable for treating wrinkles! We have been using this product for a few months now, and here's what you need to know: This is the first competitor with Botox that has a unit-to-unit equivalency. That means if you usually receive 20 units of Botox, you will require 20 units of Xeomin in the same number of injections...apples to apples! Xeomin uses the same toxin as Botox, though is a more "purified" form. The major difference? Patients are seeing the Xeomin take effect quicker than the Botox, although longevity is probably about equal. This is a great product for those who may have developed a tolerance to Botox over the years as well. It can also be used in combination with other products (like dermal fillers) and is sure to spur some serious competition in the U.S. Nothing but good things so far!

## Dr. Banis...

Continued from page 1

newly added photos of our patients and our blogs, that provide updated information on happenings in our office. Once again, my staff and I appreciate your support and the opportunity to meet and work with each and every one of you. We look forward to seeing you in 2012 and to bring you continued quality service.

*JCBanias MD*

## Don't Miss Our Specials!

Sign up for our "e-Newsletter" and receive the benefits of Special Savings, Events, Sneak Peeks, and more! From time-to-time, we like to e-mail our patients to let them know about current offers. So, if you have been waiting to do a treatment, a savings offer may be on its way to you!

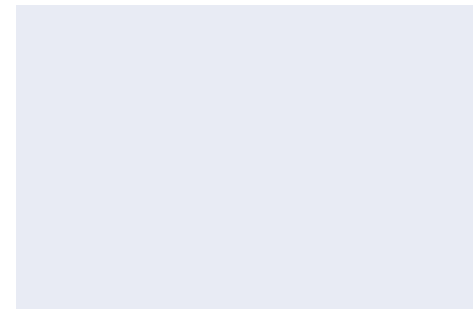
Give us a call to update your e-mail or visit our Home Page to sign up.

## Hydrating B5 Gel by SkinCeuticals

This clear gel has so many benefits, and I'm glad that we added it to our skin care line! This gel is a hydrator, healer and protector! The two key ingredients are hyaluronic acid (the body's natural hydrator that binds moisture to skin) and Vitamin B5 (helps with tissue repair). The Vitamin B5 has natural broad abilities to moisturize, soothe, heal, protect, and regenerate the skin.

I especially like that it's oil-free and that my sensitive skin can tolerate it. This is all I need for a moisturizer, especially during Louisville's humid summer days. It's ideal for ALL skin types, from acne-prone to dry skin. Use it with your Vitamin C treatment and your daily moisturizer for maximum benefits. Your skin will look and feel supple and smooth.

*Olga Zinninger*



## Melanage Peel

As many of you know, one of our newest and favorite treatments is the Melanage Peel. This is a great anti-aging peel, but is specifically formulated to target patients with unwanted sun-damage, hyperpigmentation and melasma. We have been THRILLED with what we are seeing! Though there is some downtime (redness and peeling), we have been able to offer clear skin to those who have never before had it! What we have learned through our experience is that it is critical to continue using pigment suppressing and stimulating products to maintain the results, otherwise, some discoloration is likely to return. It's always about maintenance, isn't it? Re-treatment is recommended annually.

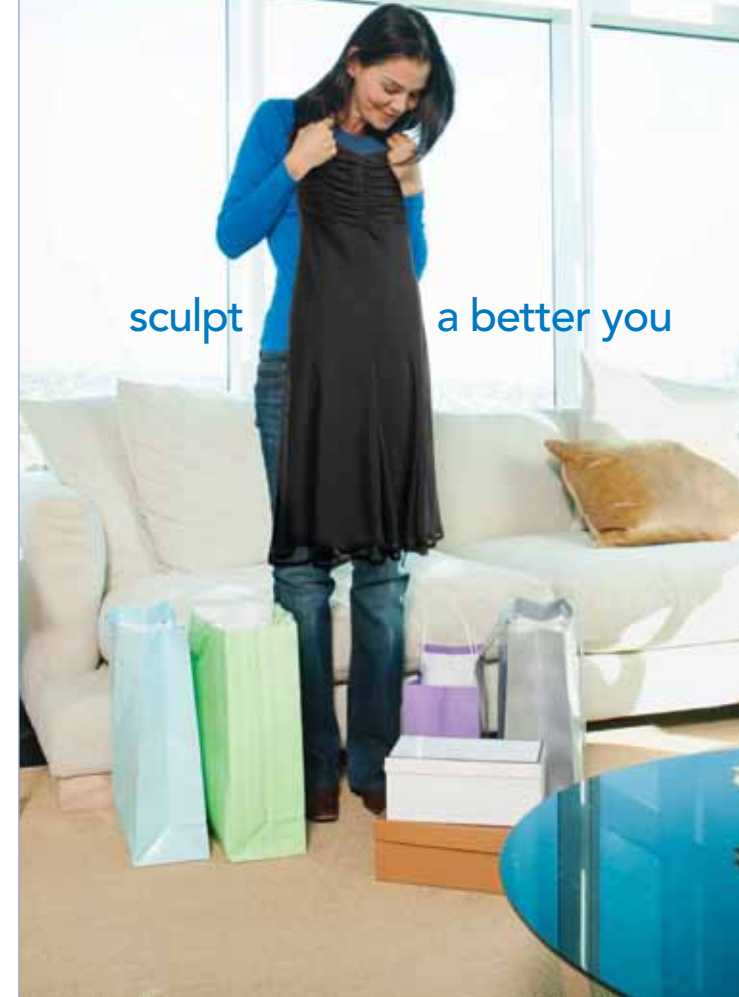
*Molly Hundley, BSN, RN*

## AGE AND BLEMISH DEFENSE

It's back! One of our very unique products, LHA Serum, has returned to the shelves! Since acquiring the product in 2010, SkinCeuticals has re-designed it and is now releasing it under their label as "Age and Blemish Defense". This is an oil-free approach to treating adult acne, as well as signs of aging. The potency of the product is a result of the combination of Dioic, LHA, Salicylic, Glycolic and Citric acids. Very strong stuff! These acids help by dramatically decreasing oil production, acne causing bacteria and decongesting clogged pores. The serum is also

great for stimulating those skin cells (you know how much we love that!), thereby reducing the appearance of fine lines and wrinkles. Our experience with this product in the past is that it works best for patients with oily, acne prone skin who have issues with clogged pores. This is a great add-on product for those who have tried a Retin-A for oily, acne-prone skin and are still having a moderate amount of problems. Ask about it the next time you are in!

*Molly Hundley, BSN, RN*



## Say goodbye to stubborn fat and hello to sexy clothes with CoolSculpting®.

This revolutionary new body contouring treatment precisely targets the stubborn fat you want to lose. It's never been easier to sculpt the body you want – **naturally, safely and without surgery or downtime.** CoolSculpting is FDA-cleared with undeniable results after just one treatment.

CoolSculpting® and the CoolSculpting® logo are registered trademarks of ZELTIQ Aesthetics, Inc. The "snowflake" mark is a trademark of ZELTIQ Aesthetics, Inc. Copyright © 2011, ZELTIQ Aesthetics, Inc. IC0358-A

## THE COOL SOLUTION... Here's the Skinny

You exercise. You eat right. But some stubborn fat bulges are immune to diet and exercise. You don't feel as confident in your own skin as you should or could.

Once again, we have done our homework. Once again, we are the first in Kentucky! CoolSculpting has arrived in our office, and the research done by scientists from Harvard Medical School has made this a revolutionary, non-surgical contouring treatment that freezes stubborn fat, which is then naturally eliminated by your body. Areas of treatment include the upper and lower abdomen, love handles, muffin top, bra fat line, arms and inner thighs. This treatment is much different than other devices on the market that literally heat the fat and cause fat necrosis and potential scarring or damage to the skin and underlying tissues. There is nothing else quite like CoolSculpting.

Oh, did I mention no needles, no special diets, no supplements, no surgery? And most importantly, NO DOWNTIME. It is safe, FDA cleared, effective, and does exactly what it's supposed to do. And guess what? Not only does our staff like it (yes, we have all been treated), but so does Dr.Oz! Check out our website to see what he has to say about it.

*So don't miss our Cool Night Out*  
**MARCH 7TH @ 5:30 – 7:00PM**

Find out more about CoolSculpting  
- see if you are a candidate that night!

*Oh yes, and if you purchase a package that night...  
You get some extra bonuses*

**The FIRST 10 TO PURCHASE A PACKAGE RECEIVE  
A FREE SYRINGE OF RADIESSE OR JUVEDERM**  
a \$525 - \$700 Value (only while supplies last)

*And that's not all...*

**We are going to throw in an ADDITIONAL \$100  
OF BOTOX OR XEOMIN – your choice!**

\*Specials only valid for March 7th

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