

# The Skinny

CONTOUR  
DERMATOLOGY  
& COSMETIC SURGERY CENTER

A quick read with substance

Spring 2008

## ~ The Liquid Facelift: Non-surgical Facial Rejuvenation ~

It's a fact of life: over the years, the face begins to lose collagen and elastin, which contributes to sagging facial features. This loss of facial volume also leads to the formation of wrinkles and folds.

A surgical facelift is one approach to turning back the hands of time. But that requires an invasive procedure, anesthesia and significant recovery time – and it doesn't "plump up" facial features with youthful volume and dimension. Now, however – thanks to advances in dermal filler technology and the refinement of injectable techniques – there's a remarkable breakthrough in non-surgical facial rejuvenation called the "liquid facelift."



### What does it entail?

A liquid facelift involves using injectable dermal fillers, such as Sculptra™, Juvederm™, Radiesse®, Restylane®, Perlane®, Artefill® and others, usually in combination with Botox®, to lift and contour the face, with an ancillary benefit of wrinkle reduction. Each of these dermal fillers has unique attributes that work on specific areas of the face, replacing lost volume and/or helping the body regenerate its own collagen. Precisely placed, these fillers can be used to lift or contour any number of facial features.

"For example, we can open up the eyes and lift the lids, lift and diminish jowls, minimize nasio-

labial folds and 'marionette lines,' and restore a more natural shape to sunken cheeks," Dr. Jochen says. "I take into account each patient's facial features and goals when undertaking a liquid facelift, since each person is unique and has varying degrees of skin damage, collagen depletion and skin laxity," he adds. "Then I carefully choose which dermal filler to use on what area of the face."

Botox is used in conjunction with the dermal fillers to provide added lift and help the fillers last longer. Dr. Jochen explains: "In the face, there's a constant tug of war between muscles that pull up and ones that pull down. We inject Botox into the muscles that pull down to relax them, letting the upward-pulling muscles win – and helping to give a 'lift' to

facial features."

### Fast results, little to no downtime

Unlike with surgery, results from a liquid facelift are apparent within days, and most patients can resume their regular activities within a day or two of treatment.

Results last for varying intervals, depending on the dermal fillers used – Sculptra treatment, for example, has been shown to last for up to three years. "Some fillers continue to improve facial volume over time since they stimulate the body's own collagen production," Dr. Jochen notes.

*(continued on page 2)*

## ~ No Sweat: Another Important Use for Botox® ~

If underarm sweating significantly interferes with your daily activities and topical agents haven't worked in controlling the problem, you may be a candidate for Botox treatment.

That's right – Botox! While it's best-known for its effectiveness in relaxing facial wrinkles, Botox is also FDA-approved for treating excessive underarm sweating (a condition known as hyperhidrosis). Botox treatment helps control this condition by temporarily blocking chemical signals from the nerves that stimulate the sweat glands. When the sweat glands don't receive these chemical signals, the excessive sweating stops.



Most patients notice a significant reduction in underarm sweating within four weeks of their first treatment, and the results last from six months to a year.

### Special Offer

As the desert summer approaches, now's the time to consider this type of Botox treatment if you are bothered by excessive sweating. For a limited time, we're offering this treatment for \$750 (a savings of \$250 off the regular price of \$1,000).

Want to know more? Please call our office at 416-6971.



## ~ Join Our E-Mail List and Receive 10% Off Your Next Visit! ~

We invite you to join our E-Mail List. By doing so, you'll:

- Receive exclusive specials only for our E-Mail subscribers.
- Be alerted of our regular monthly specials by e-mail.
- Receive The Skinny newsletter before snail mail subscribers.
- Receive e-mail announcements about upcoming Day of Beauty events.

To subscribe, all you have to do is go to [www.contourderm.com](http://www.contourderm.com) and click on Join Our Mailing List. Those who do, will be rewarded with a 10% off coupon good toward your next visit as a special thanks for helping us stay in touch with you.

## ~ The Liquid Facelift: Non-surgical Facial Rejuvenation, con't. ~

For patients who aren't ready for or just don't want a surgical facelift, the liquid facelift is a wonderful option that delivers outstanding results," says Dr. Jochen.

If you'd like to learn more about the liquid facelift at Contour, please give us a call to schedule a consultation.

### Fat Transfer for Restoring Facial Volume

Autologous fat transfer – also called microlipoinjection – is another option for restoring facial volume. In this procedure, an individual's own body fat is used to add volume where desired (the word "autologous" refers to the use of one's own tissues).

Fat transfer requires three steps. The first is gentle liposuction of some excess body fat (such as that found in the jowls, abdomen, thighs, or

buttocks). The second step involves isolating and cleansing the fat cells. The third step is injecting the fat cells into the targeted areas.

This approach offers several benefits. In addition to "plumping up" an aging face, autologous fat transfer is safe – there are no allergic reactions to worry about because the fat cells are from your own body. It's also versatile; the fat can be used for many facial imperfections, including scars and depressions in the skin. And the effects of facial fat sculpting are quite long-lasting compared with many cosmetic injectibles.

"Autologous fat transfer can almost always be part of a liquid facelift, and I will discuss this option as part of a patient's consultation," says Dr. Jochen.



# Day of Beauty

Saturday, May 17, 2008

10 a.m. to 4 p.m.

555 East Tachevah Drive, Suite 2E 106, Palm Springs

Refreshments & Hors d'oeuvres  
Prize Drawings

Reservations Required.

RSVP: 416-6971

Bring a friend and come pamper yourselves with our most popular procedures.

## PROCEDURE

## SPECIAL PRICE

## REGULAR PRICE

Botox	\$9 per unit	\$10 per unit
Perlane®	\$425 per syringe	\$550 per syringe
Juvéderm™	\$500 (special introductory offer per syringe)	\$550 per syringe
Sculptra™	\$500 per vial	\$650 per vial
Radiesse™	\$550 per syringe	\$695 per syringe
Artefill®	\$550 per syringe	\$650 per syringe
Beta Lift Peel	\$50	\$125
Illuminize Peel™	\$85	\$125
Vitalize Peel®	\$85	\$125
TCA Peel	\$300	\$400
Green Tee Infused Vibradermabrasion	\$50 face only	\$125 face only
IPL™ Foto Facial™	\$299	\$399
Laser Hair Removal	\$99 per area*	\$230 per area*

\*upper lip, chin & underarms only

## ~ Contour Now Offers CareCredit® ~

We're pleased to announce that Contour Dermatology & Cosmetic Surgery Center now offers CareCredit, a personal line of credit for healthcare treatments and procedures that gives you convenient payment options so you can get the procedure you want, when you want it.

CareCredit works like a credit card but it has two advantages. It can only be used for healthcare services, and you can get no-interest financing every time you use it. Simply pay your minimum monthly payment and pay off the entire balance by the end of your promotional period, and you pay no interest. If you need more time to pay for your procedure, you can take advantage of an extended payment plan with low, fixed interest rates.

### Easy to apply, even easier to use

CareCredit makes it easy to apply with a simple one page application and immediate approval

online. There are no up-front costs, no prepayment penalties and no annual fees. Once you have CareCredit, you can use it again and again without reapplying.

Contour Dermatology joins more than 90,000 healthcare providers who accept CareCredit. To learn more, visit [www.carecredit.com](http://www.carecredit.com) or ask a member of our office staff for details.



## ~ Outstanding New Skincare Products ~

We're always on the lookout for skin care products that deliver real results, and we're pleased to add these to Contour's offerings:

**Obagi ELASTiderm™ Décolletage System** is the first skin care system exclusively designed to correct, restore and maintain the youthful glow of the skin on your chest and neck area. It is comprised of two patent-pending technologies clinically proven to diminish the signs of aging, helping to restore elasticity in the delicate chest area in as little as four weeks.



The two products within the system are a Skin Lightening Complex which helps to reduce hyperpigmentation and age spots and a Wrinkle Reducing Lotion. For best results, these products should be used twice a day, in the morning and evening.

While many people pay more attention to their facial skin care regimen, this revolutionary new system can now help reveal a more radiant chest.

**Remergent** is a line of skincare products built on two decades of scientific research in photobiology and DNA repair. Ideal for aging or sun-damaged skin, they're uniquely formulated to get active components into skin cells to repair damage, restore healthy response, and resist future injury.



The product line includes:

- **DNA Repair Formula** Age Retaliator Serum
- **A.M. Moisture** DNA Repair + SPF 15
- **High Intensity** DNA Repair + SPF 30
- **Barrier Repair Formula** Skin Moisturizer
- **Antioxidant Refoliator** Post-Peel Balm
- **Clarifying Concentrate** Skin Brightener
- **Microcirculation Therapy** Skin Stimulating Cream

Stop by the office to learn more about these products, and to see if they're right for you.

## ~ Enjoy A Private Day of Beauty for You and Your Friends. ~

If you've been to one of Contour's Day of Beauty events, you know how good it feels to do something positive for yourself. Why not share that good feeling with some of your closest friends – and plan a private Day of Beauty?

Contour will host private gatherings at our offices for virtually any occasion – a bachelorette party, for example, a birthday celebration (talk about aging well!), or just a get-together of long-time friends who want a little R & R (rejuvenation and restoration!). We'll arrange for the catering



(at a modest \$15 per person), and offer special reduced prices on our most popular procedures. These events can be scheduled on weekday evenings or on weekends.

You and your friends will be treated like royalty by Contour staff, enjoy one another's company in a relaxed, comfortable and private setting, and you can take advantage of special pricing on procedures that'll have you looking your best with little to no downtime.

If this sounds like something you like to get on your calendar, just give us a call at 416-6971.

## ~ Solutions for Hair Loss in Women ~

"Bald is beautiful" may be a catchy, self-affirming slogan, but for the estimated 30% of women who experience it, hair loss is nothing to feel positive about.

"There's a misconception that hair loss in women is rare, but it isn't," explains Dr. Jochen. "Women tend to lose their hair in a more diffuse way; it thins out so that they have less hair all over. But just because women don't lose their hair in the obvious 'male-pattern-baldness' way doesn't mean they aren't affected by it emotionally."

The good news is that new surgical techniques enable many women who are losing their hair to enjoy a completely natural-looking restoration that produces a lusher, fuller head of hair. The most common – and successful – surgical approach is called follicular unit transplantation (FUT).



### Follicular Unit Transplantation

In this procedure, hair is transplanted in naturally occurring "units" of 1 – 4 hairs. These follicular units are obtained by microscopically dissecting tissue taken from the donor's own scalp. Because this mimics the way hair normally grows, the results look completely natural.

"Another advantage is that I can place these tiny grafts into very small sites," Dr. Jochen says. "This causes minimal damage to the skin and enables me to safely transplant thousands of grafts in a single session, completing the hair restoration as quickly as possible. The tiny needle-sized recipient sites heal in just a few days without leaving any marks."

### Options for eyebrows and eyelashes, too

Hair transplantation is also an option when illness or injury causes a loss of eyebrow or eyelash hair. Burns, repeated plucking, hypothyroidism, congenital and autoimmune conditions – all can cause hair loss in these areas.

"Loss of eyebrow or eyelash hair can make a woman feel very self-conscious about her appearance," Dr.



Jochen notes. "With hair transplantation techniques, we can fill out patchy

or partial eyebrows, even camouflage scars, and restore a woman's facial expressiveness."

The procedure for restoring eyebrows involves placing single hairs in the natural growth pattern of the patient's previous hair. A carefully dissected single-hair micro-graft has the flexibility to be inserted into the tiny opening made with a fine hypodermic needle and placed at an angle almost flush with the skin – producing a natural-looking restoration of the eyebrow.

Restoring eyelashes also involves the individual placement of single hairs. Eyelash transplants grow faster than hair that is transplanted on other parts of the body, so they will need to be trimmed once or twice a month, and using an eyelash curler will help "train" the new hair upwards.

"For a woman who is feeling self-conscious about hair loss, we offer proven solutions that can enhance her appearance and self-esteem," Dr. Jochen adds.

To schedule a consultation to see if you are a candidate for hair transplantation, please call our office at 416-6971.



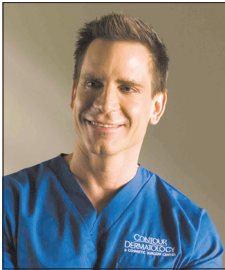
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## ~ Reaffirming the Safety of Botox® ~



**Timothy M. Jochen, M.D.**

tox, as we use it here at Contour, is safe.

Botox is best known for smoothing facial wrinkles, but it's approved for more than 20 uses in nearly 60 countries. One of its oldest uses is for stopping muscle spasms in young cerebral palsy patients. This was the patient population among which some adverse events were reported.

It's important to note that the amount of Botox used in that medical treatment is typically far greater than the FDA-approved dosing for Botox Cosmetic. In fact, the FDA reported that the dose in the serious adverse events ranged from 100

There has been recent news coverage about the FDA investigating reports of serious reactions – including one death – among patients receiving Botox treatment. To dispel any misperceptions, I want to take this opportunity to reassure you that Botox, as we use it here at Contour, is safe.

to 700 units – while approved dosing for Botox Cosmetic is just 20 units.

In addition, none of the adverse events that the FDA is investigating relate to the use of Botox for aesthetic purposes. In fact, since its approval, over one million people have been treated with Botox Cosmetic, and there has never been a single reported death linked to its use.



Please know that your safety is my top priority, and I remain confident that Botox is a safe and effective treatment for facial wrinkle reduction as well as a condition called hyperhidrosis (excessive sweating), discussed on page 2 in this newsletter. If you ever have any questions or concerns, let's talk.