

The Skinny

CONTOUR
DERMATOLOGY
& COSMETIC SURGERY CENTER

A quick read with substance

Summer 2011

~ Many Ways to Save at Contour Check Out Our New Packages and Rewards Program ~

Contour Dermatology is already one of the most affordable dermatology practices. We take pride in not only delivering excellent results for our patients, but also in providing our services at a good value. Over the past few months, Contour Dermatology has developed several packages, a reward program and other savings plans to help you enjoy the desired procedures that will make a difference in your life.

Contour Rewards Program

In appreciation for our patients' continued loyalty, we've created a rewards program. Once a person spends \$500 at Contour, they are eligible for any of these rewards, as well as a few bonuses! For example, after you meet the eligibility requirement, if you spend \$300 in Botox, you would receive \$30 back in the form of a Skin Bucks card to use for any future treatment or product. Different procedures reward at different percentages. Here's a snapshot at how the program works.



TREATMENT

First-Time Treatment (No eligibility required.)
(Botox, Dysport, Fillers)

Botox or Dysport

Facial Fillers

Cosmetic Procedures

Skin Care Products

Laser Treatments

(*These rewards are based on the purchase of regularly priced products and procedures.)

REWARD*

5% back in Skin Bucks

10% back in Skin Bucks

10% back in Skin Bucks

(2 syringes or more at one visit)

3% back in Skin Bucks

3% back in Skin Bucks

2% back in Skin Bucks

BONUS

10% off Gift Certificate
toward next visit

\$100 Skin Bucks

Contour Savings Plan

Remember the department store layaway plan? We've established a program that will help you set aside a little money each month. When you come in for your consultation, based on what products/procedures you'd like, together we'll determine how much you'll need to save each month and this amount will be deducted from your debit card on a certain date each month. Our Contour Savings Plan is a convenient way to save today for the services you want in the near future. And as an added bonus, when you do schedule a procedure to take advantage of your savings credit, you'll receive 10% off the regular price. Call our office today for more details or to enroll in this program.

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~ Fabulous at Fifty ~



Congratulations to Sheryl Riviera, Contour Dermatology's first winner of our "Be a 10 in 2011" 10th anniversary contest. Sheryl won a Total FX

fractional CO₂ treatment valued at \$999. Sheryl is one of 10 winners who will have a chance to experience a complimentary procedure to help them be their personal best in 2011.

Sheryl met with Dr. Jochen and Cosmetic Consultant La Rue Cole in early March. While she won a Total FX treatment, they also recommended that she have (complimentary) the Max FX CO₂ around her eyes and lips and the Total FX for the rest of her face for the best results, for a total value of \$2,500.

A resident of Moreno Valley, Sheryl entered the contest via Facebook. "I never win anything," she says and was surprised to have received notification that she was a winner. The timing was perfect. Sheryl was celebrating her 50th birthday on March 15, 2011 and she decided to have the procedure shortly after her birthday party.

"It's taken 10 years off," states Sheryl. "People don't believe I'm 50. Having the fractional laser gave me a good foundation to be able to maintain my appearance now," she says.

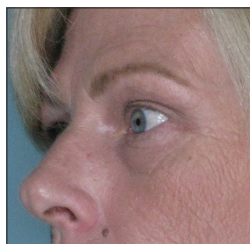
Ironically, Sheryl works in the medical field and is planning a shift to cosmetic surgery when she graduates in 2013. An Emergency Room nurse for more than 20 years, Sheryl, also is a certified respiratory therapist, is currently attending school

to become a certified Physician Assistant (PA-C). Commenting on the laser rejuvenation procedure, Sheryl says, "I think there's a tremendous difference. Where I noticed it the most is in the texture of my skin. I grew up with and still battle with cysts. I had pits from these acne cysts all over my face. Those have closed up a great deal," she remarks. "My skin is really soft and the pores are much smaller. That's been a great improvement."

Sheryl also says that she has gotten lots of unsolicited compliments since having her laser treatment at Contour Dermatology. "At school, people will tell me, your skin is so pretty. Or they will ask me, what do you use to clean your skin?"



Before



One Month Following Procedure

But what matters the most to most patients is what those closest to them think. So, what does her husband, Victor, think about his wife's new look? "He's been very supportive through the whole process and he loves the results."

An empty nester with two dogs and four grandchildren, Sheryl enjoys wake boarding, water skiing and riding with her husband on their Harley. Having reached the 50 milestone and working to pursue a slight career change, Sheryl is ready to face the future with brighter, younger-looking skin.

About Fractional CO₂ Laser

The UltraPulse laser is a fractional CO₂ laser which features different laser attachments to achieve varied depths of penetration depending on the extent of sun damage and wrinkles a patient has. The UltraPulse offers the effectiveness of traditional CO₂ laser, but requires less down time. Optimal results are not determined until about six months as the treatment continues to deliver increased collagen production and skin tightening for several months.

You're Invited

Day of Beauty

Hats Off To Beauty
Saturday, Sept. 24, 2011
10 a.m. to 4 p.m.

Wear a fashion, party or fun and funky hat! Bring a friend for a great day with great specials, food and prizes!

Reservations Required.
RSVP: 760-416-6971
contourderm.com

Event held at our Rancho Mirage Office
at 42-600 Mirage Road.

PROCEDURES

SPECIAL PRICE

REGULAR PRICE

Botox®	\$9 per unit	\$10 per unit
Dysport®	\$3 per unit	\$3.33 per unit
Restylane®	\$375 per syringe	\$500 per syringe
Perlane®	\$400 per syringe	\$525 per syringe
Laser Hair Removal - Upper Lip, Chin & Underarms	\$79 per area	\$99 per area
Laser Hair Removal - Bikini/Brazilian	\$199 per area	\$340 per area
Total FX™ Fractional CO ₂ Laser	\$750 per area	\$999 per area
Fraxel® Laser	\$450	\$500
IPL™ Foto Facial™	\$299	\$399
Juvéderm®	\$375 per syringe	\$500 per syringe
Sculptra®	\$575 per vial (3 vials for \$1,500)	\$700 per vial
Radiesse®	\$525 per syringe	\$600 per syringe
BetaLift Peel	\$50	\$90
Re-Vitalize Peel™	\$85	\$125
TCA Peel	\$300	\$499
Green Tea Infused Vibradermabrasion	\$50 face only	\$125 face only
Custom Facials (by Aesthetician)	\$75	\$125
VelaShape II™ Laser (by Aesthetician)	\$99	\$149

FREE Makeup Consultations • Plus 20% off all Skin Care Products

~ Magnificent Mineral Makeup ~

Get out your brushes and put on your artist's hat! Jane Iredale, the renowned mineral makeup line is now available at Contour Dermatology. Among the selection are products ranging from \$12 to \$100 including items for both men and women. Already using the new makeup is Contour's Logistics and Operations Manager Yardená Treviño.

"I use the foundation powder and the eye shadow. It's very low maintenance. I can do my makeup in less than 15 minutes or spend more time in the evening for a more dramatic look," she

says. "It stays with you the whole day and it doesn't feel heavy." Yardená also notes that the pressed powder has an SPF of 20 and the line is recognized by the Skin Cancer Foundation.

Jane Iredale makeup is hypoallergenic and contains no synthetic preservatives, parabens or fragrance. It simply offers great coverage that lets your skin breathe!



SPECIAL OFFER: See Skin Care/Makeup Consultant Keturah Trevor during Day

of Beauty for a FREE Jane Iredale makeup application. You can schedule a comprehensive consultation with her at a later date for a fee.

~ Aesthetician Anne Marie Johnson Staff Product Pick ~



Of the many physician-grade products that are available at Contour Dermatology, one especially stands out for Contour's Aesthetician Anne Marie Johnson: Skin Medica 15% AHA/BHA Cream.

"Everyone can use this product," she says. "It's great for people with acne as well as for people with aging skin because it promotes faster skin

cell turnover." Anne Marie uses this dual alpha- and beta-hydroxy acid cream in the morning, as well as recommends it to her clients. "It's very emollient, but is non-comedeogenic. I use it as my moisturizer. It is pretty powerful. It makes my skin smooth and glowing. Dr. Jochen even told me, 'You're skin looks so pretty which products are you using?' And it's this."

Besides its namesake acids, other key ingredients include aloe and panethenol which she explains is great for fine lines as it locks in the cells and expands to fill lines.

~ Enjoy Convenience & Perks by Shopping Online www.ContourDermStore.com ~



Tiffany Swain

The same great skin care products that we carry in our offices, you can now order online, anytime 24/7. Contour Dermatology is proud to present a wonderful selection of physician-grade products which have been personally selected by Dr. Timothy

Jochen and his team for their effectiveness.

Heading up the ContourDermStore is Tiffany Swain. She's the beautiful face behind your online order. Tiffany joined Contour in April 2011 and has been instrumental in enhancing our online department.

Besides the convenience of stocking up on products that are already in your skin care regimen, be sure to check out the **Monthly Specials** and **Product of the Week**. You just might find something new and you'll enjoy great savings! Contour products also make great gifts! And speaking of gifts, if you order online, you'll receive a **gift with purchase** (while supplies last) and **free shipping** on orders of \$100 or more.

Featured product lines include:

- Contour Dermatology's own brand
- Obagi
- Skin Medica
- Vivité
- Jane Iredale Mineral-Based Makeup

You'll find everything from sunscreen to Latisse® for longer, thicker, darker lashes to acne clearing products, hydrating moisturizers, décolettage specific products, lip plumpers and more. **Happy Shopping!**



~ Terrific Tuesdays ~

Interested in trying something new? Here's your chance! Enjoy 50% off on select lasers if you schedule an appointment with Andre Martin, RN any Tuesday. Featured lasers include: IPL, ReFirme, Vbeam, Smoothbeam and the Medlite C6 for laser tattoo removal.

Call (760) 416-6971 today to schedule your 50% off laser treatment! (Offer good for first-time treatments only.)

~ Spotlight on Keturah Trevor Skin Care & Makeup Consultant ~



Keturah Trevor was recently named Skin Care and Makeup Consultant at Contour Dermatology. Keturah joined the practice in April 2011 as a receptionist.

Don't let her youthful look fool you. Keturah already has over a decade of experience as a makeup artist and is a highly sought-after professional, for photo and video shoots as well as helps brides look their best on their special day.

Keturah's interest in fashion, and related hair and makeup industry, started at an early age and intensified in her teens as a pageant contestant. At the age of 17, she was asked to join a national cosmetic line which she represented for five years. Prior to joining Contour, she and Contour's Aesthetician Anne Marie Johnson opened a skin care and makeup salon early in their careers just off fashionable El Paseo.

"I've applied makeup on every age range and ethnicity," says Keturah, "I've helped people who have never worn make up to learn application techniques. My clients range include both men and women and range from pre-teens to people in their 80s, African American, Indian, and Asian, also clients with skin conditions or birthmarks."

"I am in awe of what makeup can do with the right application and tools. If you weren't born with high cheekbones, I can show you how to shade

them. Lips can be shaped to appear fuller and eyes made to look bright and defined. I have a real passion for the artistry side of makeup," she says.

"My goal is to let the makeup work for you, so that when people see you, they don't see the makeup, they just see your natural features. I can enhance the authenticity of your skin and give you a low-maintenance makeup regimen that works for your lifestyle."

At Contour, Keturah's new role includes offering patients skin care evaluations to help determine which skin care products would best suit their skin type along with makeup consultation, if desired. Additionally, she offers makeup parties for groups and individual makeup application lessons. She invites patients to bring in their own makeup bag to help them learn how to better use what they already have or perhaps add one or two products to change their look and liven up their makeup. Keturah is excited that Contour is now offering the renowned mineral-based Jane Iredale makeup line in addition to the physician-selected prestigious skin care lines available. (See page 3)

Keturah also focuses on helping post-surgery patients apply makeup for concealing during the healing process. For example, eyelid surgery patients, mini facelift patients and laser patients.

Born in Dallas, Keturah has lived in the Coachella Valley since age 2. A graduate of Palm Springs High School, she is studying at College of the Desert toward a degree in Psychology. She also continues to serve her clientele in the greater San Diego area. In her leisure time, she enjoys running half-marathons and playing with her pet Dachshund and Maltese, William and Isabella.

(Continued from page 1)

~ Many Ways to Save at Contour ~

Annual Club Contour Laser & Peel Program

Lasers definitely deliver remarkable results, but certain procedures require multiple treatments to achieve those results. Patients interested in a series of laser treatments are encouraged to join our Club Contour to receive 12 specially-priced monthly laser treatments including laser hair, ReFirme, IPL, Vbeam or Fraxel, along with a free monthly chemical peel. Savings range from \$1,322 to \$4,500 depending on the selected treatment!

Executive Packages

Are you a busy executive? Do you have out-of-town friends who want to have some cosmetic work, but need to minimize their time away? Our executive packages ranging from no downtime to two weeks' healing, depending on the selected procedures, offer maximum rejuvenation at great savings! Call the office for more details.

~ Contour Dermatology Hosts Body, Mind & Spirit Seminar ~

The third seminar in our 2011 lecture series is coming up Thursday, September 29 from 5:30 to 7:30 p.m. at our Rancho Mirage office. I'm particularly excited about this event as I have invited some colleagues to join me in this presentation of Body, Mind & Spirit.

We're also excited to support the terrific work of the Children's Discovery Museum of the Desert, especially as they get ready to launch several new exhibits this season. The \$15 admission to attend this seminar will benefit the museum and is tax-deductible. We hope you can join us for this enlightening evening.

Please also mark your calendars for December 16 for the final seminar this year which will be all about lasers.

Body Mind & Spirit Seminar **September 29, 2011, 5:30 p.m. to 7:30 p.m.**

Featured Speakers and Topics



Dr. Timothy Jochen

Board Certified Dermatologist,
Associate Clinical Professor, USC

Contour Dermatology

Topic: Tumescant Liposuction - for those problem areas that don't respond to diet



Dr. Steven Gundry

Director of the International Heart and Lung Institute/Center for Restorative Medicine and author of several books

Topic: Eating for Beauty
Dr. Gundry will explain why whole grains and low fat are robbing you of your beauty, vitamins your hair and skin need that you aren't getting, and how osteoporosis is reversible without drugs and more...



Dr. Ramy Awad

Desert Surgical & Bariatric Specialists

Topic: Bariatric Surgery: Is it for You?



Cheryl Cohen

Founder/Owner Desert CrossFit

Topic: Why CrossFit?
Cheryl will discuss the traditional mode of fitness compared to the results of CrossFit and how high intensity, short-duration intervals can give you the best bang for your exercise



Patricia Craine, MA-LFMT

Psychotherapist and Author

Topic: Beauty from the Inside Out - She will bring copies to sign of her book "Wendy's Club" - a book for women addicted to Peter Pans.

Reservations are required.
Refreshments will be served.
RSVP to (760) 416-6971.

Contour Dermatology Locations

Palm Springs
555 E. Tachevah Drive
Suite 2E-106

Rancho Mirage
42-600 Mirage Road,
Building A-1

Newport Beach
1401 Avocado Avenue,
Suite 605

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