

# The Skinny

CONTOUR  
DERMATOLOGY  
& COSMETIC SURGERY CENTER

A quick read with substance

Winter 2008

## ~ When Those Post-holiday Pounds Just Won't Budge... ~

Most of us start the new year full of resolve to lose weight and get in shape. So we watch what we eat. We work out regularly. But sometimes, despite all our discipline, there's still an area or two on our bodies that stubbornly resists all our best efforts.

### Liposuction could be the solution

When those last few pounds or inches just won't budge, liposuction could be the solution. This effective body-contouring procedure has become the third most frequently performed cosmetic procedure among both men and women today – and with good reason. It's proven to be a great option for individuals who want to get rid of stubborn fat when diet and exercise just don't get the job done.



### How tumescent liposuction works

The concept of liposuction is quite simple. It is a surgical technique that improves the body's contour by removing excess fat from deposits located between the skin and muscle. It involves the use of a small tube, called a cannula. The cannula is connected to a powerful suction pump and inserted into the fat through small incisions in the skin. Fat removal is accomplished as the suction cannula creates tiny tunnels through the fatty layers. After surgery, these

tiny tunnels collapse, resulting in an improved body contour. Liposuction most often is performed on the thighs, hips and buttocks, abdomen and waist, upper arms, back, inner knees and chest.

### An "excellent option"

"Tumescent liposuction is not a treatment for obesity or a substitute for proper diet and exercise," reminds Dr. Jochen. "But for slimming and reshaping specific areas of the body by removing excess fat deposits – and ultimately helping to enhance your self-image – it's an excellent option for many people."

### Special, limited-time offer

To help you achieve your New Year's resolutions and look your very best in 2008, Contour

is offering a special on liposuction in which the cost per area treated is \$2,000 (regular price is \$3,000), for a savings of \$1,000 per area. This offer is good through February 29, 2008. To learn more if liposuction is right for you, call us today to schedule a consultation.

To learn more about tumescent liposuction, call us at 416-6971 or stop by the office.

## ~ A New Non-invasive Way to Reduce Thigh Size and Cellulite ~ VelaShape™ Now Available at The Laser Center

Non-surgical options for enhancing our appearance continue to grow, and the latest development comes from Syneron, respected makers of the VelaSmooth™ device for cellulite treatment. Now, with Syneron's VelaShape™ procedure, we have a virtually painless, non-surgical and non-invasive treatment for reducing thigh circumference by as much as 2.8 inches per thigh.

### The first and only device of its kind

VelaShape is the first and only non-surgical FDA-cleared medical device for this purpose. It uses Syneron's revolutionary eLos™ technology that combines radiofrequency (RF) and infrared light energy, plus vacuum and mechanical massage, to smooth the skin's surface, and reshape and reduce the treated area.

### Measurable results

In a clinical study of the new VelaShape procedure, 85% of patients saw a reduction in the circumference of the treated thigh averaging  $\frac{1}{2}$  of an inch (with a range of 0.12 to 2.8 inches).

### A "real breakthrough"

"This is a real breakthrough," says Dr. Jochen.

"The device treats both the deeper tissue and the upper layers of the skin, which results in a measurable reduction in fat layers, circumference and the appearance of cellulite. As a result, patients now have a non-surgical, no-downtime and virtually painless treatment, with results in as few as four treatment sessions.

"My patients know that I won't invest in a new technology until I'm sure it will deliver safe and reliable results," he adds. "The VelaShape technology delivers."

### How it works

The combination of infrared and RF energies heats the skin, which increases the diffusion of oxygen within the cells. The VelaShape device's vacuum and specially designed rollers manipulate and smooth out the skin, enhancing the efficiency of the energy delivery. As a result, fat stored in fat cells breaks

down, lymphatic drainage increases, and the fat cells shrinks in size.

### Want to know more about VelaShape?

To learn more about this exciting new non-invasive option for reducing thigh size and cellulite, please call 416-6971 or stop by the office.



"Cheerfulness and contentment are great beautifiers and are famous preservers of youthful looks." ~ Charles Dickens

# Day of Beauty

Saturday, February 16, 2008  
10 a.m. to 4 p.m.

Refreshments  
Hors d'oeuvres  
Prize Drawings

Reservations Required.

RSVP: 416-6971

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

PRODUCT/PROCEDURE	SPECIAL PRICE	REGULAR PRICE
Juvéderm™	Special introductory offer of \$500 per syringe	
Sculptra™	\$500 per vial	\$650 per vial
Radiesse™	\$550 per syringe	\$695 per syringe
Artefill®	\$550 per syringe	\$650 per syringe
Perlane®	\$425 per syringe	\$550 per syringe
Botox Cosmetic®	\$9 per unit	\$10 per unit
TCA Peel	\$300	\$400
Vitalize Peel®	\$85	\$125
Illuminize Peel™	\$85	\$125
Beta Lift Peel	\$50	\$125
Green Tea Infused Vibradermabrasion	\$50 (face only)	\$125 (face only)
IPL™ Foto Facial™	\$299	\$399
Laser Hair Removal *upper lip, chin & underarms only	\$99 per area*	\$230 per area*

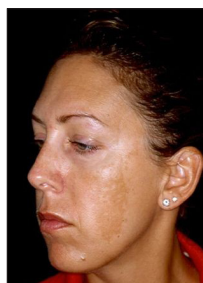
## ~ Tri-Luma® - An Effective New Treatment for Melasma ~

Melasma is a common skin condition that occurs predominantly in women. It's characterized by a darkening of the skin on the face caused by excessive production of melanin, the pigment that causes skin to tan. That's why sun exposure which increases melanin production, often makes melasma worse. So can cold, wind and heat, as well as normal hormonal changes during pregnancy, or when taking birth control pills or hormone replacement therapy.

While melasma isn't life-threatening, it can be embarrassing. But the good news is that there are a variety of treatment options, the newest of which is a prescription cream called Tri-Luma. And it's now available at Contour.

### Reduces or eliminates discoloration

Tri-Luma Cream helps to reduce or eliminate the discoloration caused by melasma. In fact, the combination of the three active ingredients in



Tri-Luma Cream is more effective than any other combination of the individual components. Women treated with Tri-Luma Cream also reported fewer side effects than women using various combinations of the ingredients.

### Clinically proven

This new treatment has undergone numerous studies and has been clinically proven to improve and frequently clear melasma after eight weeks of treatment. What's more, if melasma hasn't cleared in eight weeks, the latest long-term safety studies confirm that Tri-Luma Cream is safe to use until the condition does resolve. It's also safe to use again whenever melasma reappears. Because melasma can be worsened by sun exposure, long-term sun protection is very important.

To learn more about this exciting new product, call us at 416-6971 or stop by the office.

## ~ Patient Profile

### Randy Garner Enjoys the Confidence of Hair Restoration~

Randy Garner is a fit and trim guy who looks much younger than his 46 years, except that at about 30 he started noticing a receding hairline. It bothered him, especially as it got progressively worse, but he made a decision to wait to do anything about it until hair transplant surgery had improved beyond its original plugs and corn-row approach. Today, new techniques are so sophisticated that each hair follicle is individually grafted creating a completely natural look. In Randy's case, he received about 1,200 micrografts in the crown and front hairline. "It's totally natural as it grows out, you'd never know it was a graft," he comments.

Randy also coincided his new look with moving to the Palm Springs area as a permanent resident. A native of Portland, Randy has had a second home in the area for several years and finally decided the warmer weather was where he and his partner, Danny, a personal trainer, wanted to spend all their time.

Randy currently works as a Sales Manager for the Palm Springs Desert Resorts Convention & Visitors Authority which puts him in front of a lot of people to communicate the many benefits of membership in this organization. His recent hair transplant gives him an extra boost of confidence now as he meets with people.

Part of his fitness routine is working out at Gold's Gym which is where he met Dr. Jochen. Randy moved to the desert in July 2007, and after meeting Dr. Jochen, decided to begin the process of mid-life renewal. Prior to the hair transplant, he and his partner both had liposuction and Randy had a fat transfer to fill in fine wrinkles around his eyes and Danny had a fat transfer to fill in the smile lines. "We view this as

a way to refresh ourselves and as an extension of wellness," comments Randy.

Randy underwent his hair transplant surgery in October 2007. So, now four months out, he's still got several more months before he realizes the full benefits of his surgery, which Dr. Jochen explained to him would take about eight months of growth to achieve the final results.



Randy Garner at 4 months post hair transplant surgery

"I'm a satisfied customer," states Randy. "It's a great value in terms of the benefit for the dollar. It's permanent unlike many cosmetic surgeries which are temporary. This procedure offers a lifetime of benefit."

Having had the one-time procedure, Randy needs to stay on a maintenance program which includes daily use of the prescription medication Propecia. This medicine helps ensure that his non-transplanted hair doesn't continue receding.

"I'm really well filled in on the top and starting to fill in on the back. I'm extremely happy having had this done. Some people are comfortable with hair loss, but I'm not one who is," he says. "It's like someone who has lost a lot of weight, it just makes you feel better about yourself."

"The big thing people need to understand (about hair transplant surgery) is that this is a procedure with a long waiting period," he explains. "Because with many cosmetic procedures there's a desire to see immediate results."

For prospective patients considering this surgery, Randy describes the procedure itself as painless and the healing process as painless. The procedure involves a local anesthetic on the head and Randy was able to talk to the Dr. during the process. It took four hours to complete the harvest and transplant, done all in one visit. "There's no downtime, you think there would be, but there's not," he adds.

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## ~ Ludim Camacho Assumes New Duties at Contour~

We are pleased to announce that Ludim Camacho, RN, BSN, PHN, a highly experienced nurse who's served as Contour's Patient Coordinator since last June, has completed training and certification to perform certain laser treatments including IPL™ PhotoFacial™, Fraxel, laser hair removal, Smoothbeam and Vbeam. She will now be performing these procedures under Dr. Jochen's supervision.

"I first met Ludim when she was a patient," says Dr. Jochen. "I was impressed by her confidence, energy and easy way of interacting with people. Then I learned about her nursing background and, with our plans to expand Contour's laser capabilities, I wanted someone with Ludim's skills on our team. So I offered her a job."

"The timing was perfect," says Ludim. Her husband Elber who had been working at the Comprehensive Cancer Center at Desert Regional Medical Center had just been promoted to Executive Director, so the family was planning a move to Palm Springs. Ludim was working in Loma Linda at the Inland Regional Center where she had been a service coordinator for developmentally disabled children for nine years.

"Joining Contour was a great transition to a new and different professional environment," she continues. "I started out doing cosmetic consultations with patients, helping them decide what procedures were best for them by explaining what to expect. Since I've had nearly every procedure done on myself," adds the 54-year-old Ludim, "I know what the patient is going through, how it feels and possible side effects. That's been a big help."

Her extensive nursing experience is another big plus. "My mother was a nurse," Ludim says. "It

was a given that that's what I would be, too, And I have loved it."

Ludim grew up in Venezuela and Northern California, earning her Bachelor's Degree in nursing from Loma Linda University. She worked in Loma Linda Children's Hospital's neonatal intensive care unit after graduation, then moved to New York where she was Assistant Director for a home health agency. After that, she returned to California, working as a Public Health Nurse in San Bernardino County, focusing on child abuse cases and family care, then joined the Inland Regional Center.

"My work with children was rewarding but immensely challenging," Ludim says. "In my new role at Contour, the challenges are totally different, especially learning new technology – and there's always something new, which is very exciting."

"It's so important for us in healthcare to continue our education and stay on the leading edge of the latest developments and advances," she adds. "I'm delighted to be able to apply what I've learned to help Contour patients look and feel their best."

Ludim and her husband, married 33 years, have three daughters. Two are grown and married, and the youngest one, 16, still lives at home. In her leisure time, Ludim enjoys taking care of her three grandchildren, and she also works out with a personal trainer two or three times a week.

"I applaud Ludim's accomplishments," says Dr. Jochen. "I'm confident that her new clinical capabilities, along with her proven experience and people skills, will produce excellent outcomes for our patients."



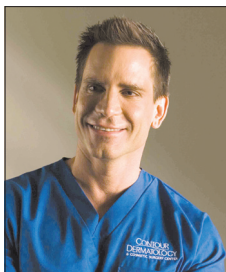
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## ~ Two Important Vaccines Available at Contour ~



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

when appropriate, their daughters) healthy.

The first is GARDASIL®, the only vaccine to help guard against cervical cancer and genital warts, which are caused by the human papillomavirus (HPV). HPV is a very common virus that's spread by sexual activity involving genital contact with an infected person.

GARDASIL is for girls and women ages 9 to 26. It works when given before there is any contact with HPV, which is why it's important to consider getting this vaccine sooner rather than later. Only a

I believe strongly in the adage, "An ounce of prevention is worth a pound of cure." That's why I am making available two important vaccines to help keep my patients (and,



doctor or healthcare professional can decide, with you, if GARDASIL is right for you or your daughter, so I strongly encourage you to have this conversation. It could be life-saving.

The second vaccine is ZOSTAVAX®. This is to prevent shingles in adults aged 60 years or older. Once you've had chickenpox, the virus stays in

your nervous system and can become active again as you age, giving you shingles. Shingles is a rash on the body that begins as a cluster of small red spots that often blister. It can be extremely painful, and last up to 30 days.

If you'd like to know more about either of these vaccines, I am happy to talk with you as I also believe informed patients make the best decisions about their health. Call us at 416-6971 or stop by the office.