

V-beam Perfecta: One laser can treat...

Rosacea (diffuse redness) • Pigmentation
• Freckles • Sun Spots • Facial Veins
Leg Veins • Pigmented Lesions • Poikiloderma
of Civatte • Angiomas • Hemangiomas
Port Wine Stains • Scars • Stretch Marks (red)
• Venous Lakes

Always on the cutting edge of technology, Aesthetic Solutions has recently purchased the Candela's latest generation vascular laser. Having successfully treated our patients with the V-beam since 1998 for rosacea, facial veins, and vascular lesions, we are now excited to offer the V-beam Perfecta which has the added ability to treat brown discoloration and pigmented lesions.

The V-beam Perfecta Laser uses micro-pulse technology allowing for a more effective treatment with minimal bruising. The new technology spreads a single laser pulse into 8 evenly spaced micro-pulses. The Perfecta has multiple hand pieces for various spot sizes, and includes the Dynamic Cooling Device (DCD) for added skin comfort.

The Perfecta can be used on the face and body. Treatment price starts at \$200 based on the number of pulses used during treatment. While some areas respond with just one treatment, others may require multiple treatments over several months.

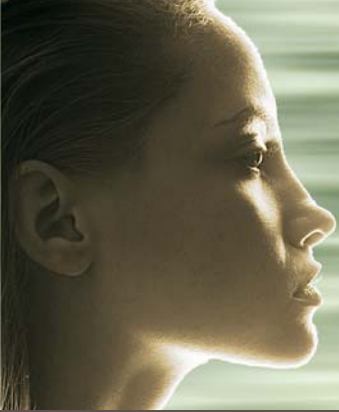


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face facts

Aesthetic Solutions ■ Volume 2, Issue 2 Fall, 2007 ■ www.aesthetic-solutions.com

Hey guys, wanna bring sexy back?

If you think skin care products and cosmetic surgery are only for women, think again! A healthy and youthful appearance has taken on a real competitive edge for men. Many men say they are motivated by the need to compete with younger counterparts in the job market and therefore want to be able to present their best foot (or face) forward. The evidence is in the statistics. Male cosmetic procedures have increased by 59% last year alone. A competitive job market is not the only reason men are consulting a cosmetic surgeon. Just like women, they want to improve self-esteem, by looking younger or less tired.



The age of the metrosexual man

“Metrosexual” is a term used for the modern man who attends to his appearance and hygiene meticulously. Men are becoming more comfortable acknowledging their need to take care of themselves and are now taking pride in how they look. What started out as a stigma has turned into a compliment, because after all, who doesn't want a partner who knows how to take care of his body inside and out? If a man wants the way he looks on the outside to match the way he feels on the inside, Aesthetic Solutions offers a plethora of procedures!

What men want...

Facial rejuvenation, a more proportional nose, trimmer waistline, and stronger chin are common requests from men seeking cosmetic procedures according to the 2006 survey conducted by the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS)

Top 5 Procedures For Men

Surgical

- Nose Reshaping (Rhinoplasty)
- Eyelid Surgery
- Hair Transplantation
- Liposuction for abdomen, flanks, and chest
- Breast Reduction (Gynecomastic)

Minimally Invasive

- Botox for excessive wrinkling in brow and forehead
- Laser Hair Removal for back of neck and shoulders
- Microdermabrasion for smoother skin
- Chemical Peels for sun damage
- Fillers for lost volume and naso-labial folds

SOURCE: American Society of Plastic Surgeons (ASPS) 2006 Statistics

BEAUTY BREAK!

10% OFF all products purchased at The Product Bar (downstairs in suite 202) on Patient Appreciation Day.

Thursday, August 30, 2007 and Friday, August 31, 2007

Annette Drury, Esthetician and Front Office Coordinator of The Product Bar, will be downstairs at The Product Bar both Thursday and Friday to help you from 8:30am to 5:00 pm. We will have refreshments and goodies in addition to 10% off all products. Please come visit us!

SEE PAGE 3 for more beauty breaks featured this Fall at Aesthetic Solutions.

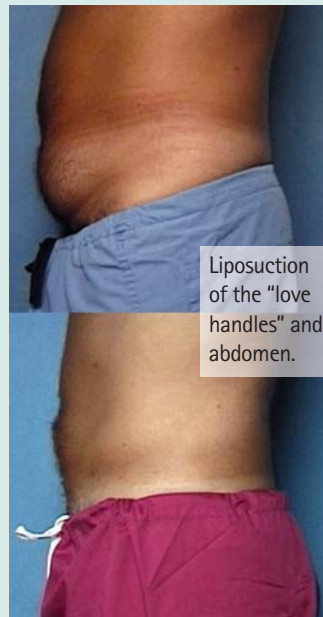
Aesthetic Solutions for Men

Skin Salvation – A man's skin requires just as much attention as a woman's does. Start small—basic skincare can have dramatic effects on tone, texture, and anti-aging. Aesthetic Solutions now offers a product line specifically for men that includes a cleanser, moisturizer, and a rejuvenation serum.

Balancing Act – The shape of the nose has quite a considerable effect on overall facial appearance.

Cosmetic rhinoplasty can restore balance to the face if the nose is too wide, too narrow, crooked, or otherwise misshapen. This procedure may also correct problems with nasal breathing. During surgery, small incisions are made through the nostrils to reposition, reconstruct, or shave away the bone and cartilage that frame the nose. Reconstructive surgery may be more elaborate. **Chin augmentation**, may also improve facial harmony and can be performed in conjunction with rhinoplasty for a more pleasing proportion of facial features. A weak chin can make a normal nose appear large, which makes an already prominent nose seem even more exaggerated. The chin implant is placed directly on top of the bone through a small incision underneath the chin creating an extension of the bone itself.

Lose the Love Handles – Over the years men and women alike tend to collect fatty deposits that are resistant to diet and exercise. Although almost any area of the body can be treated with liposuction, the most common trouble spots for men are the abdomen and "love handles". **Tumescent liposuction** is an excellent solution to trim these problem areas. Because men retain skin elasticity longer than women, surgery can be an especially effective procedure for them. The problem area is infused with a liquid solution that numbs the tissue as well as constricts blood vessels to ensure minimal blood loss. The fat is then removed by suction through a



wand-like micro-cannula. This procedure is performed under local anesthesia. Recovery is short and patients may return to work within a few days. A compression garment is necessary for approximately one week after the procedure and can be easily hidden under clothing. Results are immediate, but will continue to improve over time as long as the patient is compliant with maintaining his weight.

Hot Shots! Botox is the simplest solution to reduce wrinkles and requires no down time! Tiny injections in the face relax the contracting muscles responsible for the furrowed brow, forehead lines, and crow's feet. The result is a much smoother, more refreshed look. The goal is not to eliminate facial expression, but rather to soften the look of scowling. The most common areas for Botox for men are the forehead, in between the eyebrows, and the crow's feet. The results are seen within a few weeks and typically last 3 to 5 months.

Pump it Up – For a more youthful appearance, it's all about adding volume! As we age, we lose collagen and elastin in the face, causing skin to wrinkle and sag. The fillers **Restylane**® and **Juvederm**® plump up isolated wrinkles, while more

robust products **Juvederm Plus**® and **Perlane**® are better at rebuilding sallow skin and replacing lost volume. All of the above last about half a year. **Sculptra**® is a different kind of filler that may last up to several years. Sculptra® lays down particles under the skin which stimulate a response at the deeper layers of tissue which gradually thicken over time.

Hair Today, Gone Tomorrow – **Laser hair removal** is a safe and effective way to remove unwanted hair. Many men are tired of shaving everyday and battling razor burns and ingrown hairs. The five-o'clock shadow, hair on the nape of the neck, chest and back are the most targeted areas of hair removal for men. The laser selectively targets the dark pigment at the root of the hair follicle. The laser's energy is transformed into heat, disabling the follicle and leaving the surrounding tissue unaffected. As the laser targets only hair that is in the active phase of growth, three to five laser sessions spaced six to eight weeks apart are typically necessary to permanently disable all of the follicles within a treated area.

On the Horizon... The future of liposuction is right around the corner. FDA approval is still pending for Ultrashape, a procedure that uses ultrasound waves to mechanically rupture fat cells. The broken up fatty tissue is then metabolized by the body leaving a smoother, more sculpted result. The Ultrashape will not replace surgical liposuction, but it will provide results for those seeking small contour improvement. The Ultrashape has already been put into practice by physicians in Europe and South America. Dr. Cox serves on the US Advisory Board for Ultrashape and if the FDA approves their findings, then we will be one of the first practices in the country to offer this revolutionary procedure. We're keeping our fingers crossed!

Staff updates



Jodie



Charisse

Some new faces you've seen over the last 6 months belong to Jodie and Charisse. Jodie relocated to the Triangle area from Wisconsin in January as our Front Office Coordinator. Charisse joined our team last August and is an LPN.

In addition to working 13 years for a multi-specialty practice, Jodie was a fitness instructor and personal trainer in Milwaukee, Wisconsin and Newport Beach, CA. Our staff has really been inspired by Jodie's devotion to good health and fitness. Several of us have joined the gym and have changed our eating habits seeking strong arms, flat stomachs and more positive energy as seen in Jodie. Jodie's husband Dan is the Assistant Soccer Coach for NC State University and the reason for Jodie's move to NC.

Charisse left her LPN job at a nursing home to join our team, and brings her sweet, caring demeanor with her. Charisse and boyfriend John just married in August. Their 2 year-old daughter Ivy wore a white dress that matched Charisse's and had a ball dancing. The happy couple spent a week recovering in Aruba.

Updates

The Product Bar AT Aesthetic Solutions *Where Skin Cocktails Are Made*

Vivité!

VIVITÉ is a new advanced anti-aging skin care line created by Allergan, the makers of MD Forte and PreVage MD. VIVITÉ is a unique physician-dispensed skin care line utilizing GLX Technology™ which combines glycolic acid with the power of antioxidants.



VIVITÉ kit.....	\$249
Exfoliating Facial Cleanser	\$39
Daily Antioxidant Facial Serum.....	\$109
Night Renewal Facial Cream	\$79
Revitalizing Eye Treatment.....	\$69

Fall Beauty Breaks

Smooth and Sleek in September!

Take \$100 off laser hair removal treatments the month of September 2007.

The cooler months of the year are the perfect time to invest in laser hair removal after the summer tans have faded. Girls, schedule your treatment today for a long-term solution for persistent prickly legs or a smooth bikini line! Guys, get the bare back you've always wanted! Laser hair removal fees based on the number of pulses used per treatment. *75 pulse minimum (\$225) required for special to apply.*

Optimize in October!

Take \$100 off IPL treatments in the month of October 2007.

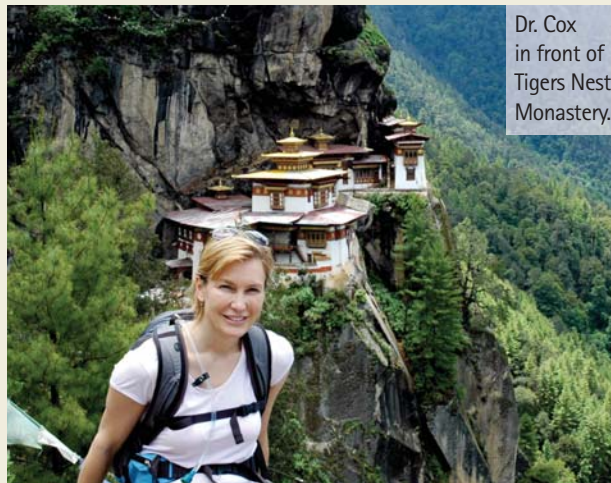
Jump-start tired post-summer skin with an Intense Pulsed Light (IPL) treatment to correct sun damage. Optimize your winter skin care regimen with this treatment to help banish brown discoloration, reduce redness, and improve your skin's tone and texture. The next time you look in the mirror see clearer, healthier, younger looking skin!



Congratulations!

Dr. Cox was recently elected to the position of Board of Director for the American Society for Dermatologic Surgery (ASDS), the nation's largest specialty group in dermatology. Dr. Cox will take office at the ASDS Annual Meeting, October 11-14, 2007, in Chicago. Both Dr. Cox and Dr. Finn will lecture at this upcoming meeting.

Founded in 1970, the American Society for Dermatologic Surgery is the largest specialty organization in the world exclusively representing dermasurgeons, board-certified physicians who are specifically trained to treat the health, function and appearance of the skin and soft tissue with both medically necessary and cosmetic procedures, using surgical and non-surgical methods.



Dr. Cox in front of Tigers Nest Monastery.

Dr. Cox and her daughter, Caitlin, have traveled around the world to participate in the Solar Sisters Program in Bhutan. The Solar Sisters Program is operated by the Himalayan Light Foundation, which is committed to assisting villagers in developing countries obtain valuable renewable energy systems for their vital service needs and general quality of life enhancement. Dr. Cox and Caitlin helped with the installation of a solar energy power system in a rural village in Bhutan. These solar energy systems help rural communities who could not otherwise afford electrical systems. Bhutan is a remote country in the Himalayas. Bhutan is one of the poorest countries in the world, but in this one small country you'll find ancient Buddhist culture, traditional village life, fortresses, monasteries, and nature reserves.



Dr. Cox installing a solar light panel.