

face facts

Aesthetic Solutions ■ Volume 4, Issue 2 2009 ■ www.aesthetic-solutions.com

It's good to have options

Aesthetic Solutions is proud to announce the arrival of the latest FDA approved wrinkle treatment, Dysport™! The US Food and Drug administration approved Dysport™ for the treatment of frown lines and wrinkles in April 2009, but it has been available in Europe for decades. Similar to Botox®, Dysport™ helps to reduce the appearance of wrinkles by relaxing overactive muscles that cause fine lines and creases. This is one of the most anticipated introductions of a product in the field of aesthetic medicine in years! We are excited to offer our patients a choice when selecting a wrinkle treatment!

As we get older our skin loses elasticity, facial lines and creases become deeper and more permanently etched in, which can cause a stern, unhappy, or tired look. Dysport™ is also a botulinum toxin. Like Botox®, it is injected directly into the overactive muscles, relaxing the muscles for 3-6 months. The relaxation of the hyper-functional muscles smooths out lines and creases, restoring a more youthful and less stressed expression on your face.

Dysport vs. Botox? While Dysport™ and Botox® are both botulinum toxin products that help reduce wrinkles, they have completely different formulations that are not interchangeable. There are distinct dosing differences. Although both are measured in units, the number of units injected is not comparable when treating the same area to get the same result. Our experienced physicians sometimes prefer one product to another in certain facial areas. Dysport™ seems to have a faster



onset and has a greater "field" of effect while Botox® tends to remain more localized, allowing for greater precision

to the treated area. "Having more products to choose from is beneficial to patients because it enables physicians to select the best treatment for individual patient needs," says our Facial Plastic and Reconstructive Surgeon, Dr. J. Charles Finn.

Our physicians have a head start injecting Dysport™!

During the last four years, Aesthetic Solutions has participated in several pivotal clinical trials for the FDA approval and continue to participate in clinical trials evaluating the long term safety and efficacy of Dysport™. Dr. Cox and Dr. Finn also participated in Phase III post approval clinical trials for Botox® and have extensive experience injecting both botulinum toxins prior to the product's availability to other physicians. Our patients have the advantage of coming to physicians who are very knowledgeable and familiar with the product, having completed the clinical trials for the FDA as well as being within the top two percentile in the country amongst Botox® injectors.

Now that you have a choice in wrinkle treatment, choose the physicians with the most experience!

Dr. Cox and Dr. Finn have extensive experience with Dysport™ and Botox®.

They are uniquely qualified to choose which product is best for you.

Physician update

Dr. Cox authored the article "New Insights into Injectable Soft Tissue Fillers; Complications and Management" to be published in the journal "Dermatologic Surgery".

Dr. Cox and Dr. Soderberg co-authored the article "Idiopathic Hemifacial Atrophy Treated with Serial Injections of Calcium Hydroxylapatite" to be published in the journal "Dermatologic Surgery".

Dr. Finn participates in the fight against domestic abuse through a program named FACE TO FACE, a pro bono program sponsored by the American Academy of Facial Plastic and Reconstructive Surgery. AAFPRS offers free consultations and reconstructive surgeries to battered and abused women all over the United States and abroad. In April, 2009, Dr. Finn volunteered his skills as a facial plastic surgeon to perform multiple reconstructive surgeries on a patient who was a victim of domestic abuse.

Both **Dr. Cox and Dr. Soderberg** were proud to participate in Skin Cancer Takes Friends, a campaign created by the American Society for Dermatologic Surgery and Oil of Olay providing free skin cancer screenings the entire month of May 2009 to help in the fight against skin cancer.

Dr. Cox gave lectures for American Society for Aesthetic and Plastic Surgery meeting: Live Laser and Filler demonstrations in Las Vegas, NV on May 2, 2009. Dr. Cox's lectures were titled "Cosmeceuticals—What's New—Eyelash Rejuvenation" and "Live Demo—Elements of the Perfect Lip".

Dr. Cox was a guest speaker at the Juvederm Aesthetics Roundtable Presentation session in Raleigh, NC, July 2009.

As a principal investigator for the Latisse clinical study, **Dr. Cox** offered her expertise at the Allergan Latisse Summit: National Satellite Event.

In July, 2009, **Dr. Finn** signed on to participate in the AAFPRS Foundation FACE TO FACE program, Veterans Initiative offering pro bono services for wounded veterans.

This August, **Dr. Cox** traveled to Bermuda to attend and speak at the Controversies and Conversations in Laser and Cosmetic Surgery Symposium. Dr. Cox gave lectures on "Non and Minimally Invasive Body Shaping" and "Beyond Botox: Is There Cause For Excitement". Dr. Cox took the opportunity to have some fun and brought along her 3 children to enjoy a last summer vacation before the school year.

Dr. Finn lectured on Dysport™ and instructed physicians on proper injection technique for botulinum toxins and injectable fillers at a Duke University Dysport™ Facial Aesthetics Training program in August, 2009.

Dr. Cox was recently interviewed about skincare for rosacea-prone skin and the different treatment options available to treat the symptoms of rosacea. Look for the article in the August issue of "Martha Stewart Living".



Dr. Finn with his daughter Caitlin



In surgery



Ear exam



Dr. Finn traveled to the Dominican Republic in March, 2009, to participate in the program, DR HELP, a group of medical professionals who travel annually to the Dominican Republic to offer pro-bono medical treatment and much needed health care to areas in abject poverty on this developing island nation.

Last year, DR HELP provided medical care to nearly 1,200 individuals, while distributing thousands of dollars worth of medications and health care supplies. This year Dr. Finn brought along his 17-year old daughter, Caitlin, to take part in this humanitarian medical outreach trip as a Spanish translator.



Dr. Cox was honored to be asked to speak at the 10th International Congress of Dermatology in Prague, Czech Republic, May 2009. The 10th International Congress of Dermatology was the congress which brought together people from all over the world to share experience, knowledge, and enrich our culture.

More than 4,500 physicians from 105 countries attended the congress. Dr. Cox was asked to share her expertise on fat removal techniques. Her lecture was titled "How Do New Fat Removal Technologies Compare to Traditional Liposuction".

What's coming up?



September 12-13, 2009

Support Dr. Finn and his daughter as they cycle to raise awareness about Multiple Sclerosis.

The Bike MS: Historic New Bern Ride is a part of the largest fund raising cycling series in the country and is the largest cycling event in North Carolina. Each September over 2,000 cyclists and hundreds of volunteers join together in historic New Bern to ride 30, 75, or 100 miles to benefit the National MS Society. In 2008, over \$1.5 million was raised through Bike MS!

Each participant is charged with the task of raising money for the mission which is used to fund research, programs, services, education and advocacy for the over 4,500 individuals living with multiple sclerosis in eastern North Carolina. This year, Dr. Finn and his daughter, Caitlin are riding with the Durham Academy Cycledelics which is one of the top fund raising teams year after year. Together they have already raised \$10,000!



In an effort to raise money for this year's event Dr. Finn personally challenges you to donate to the Durham Academy Cycledelics, and he will match all donations dollar for dollar. If you would like to make a contribution to their fund raising efforts, please visit the website www.msbike.org, and search for Charlie or Caitlin Finn and make your donation.

About MS: Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S. and 2.5 million worldwide. Aesthetic Solutions has always supported woman's health issues as women are the majority of our patients. Breast cancer awareness and research is one of our major and consistent contributions and we are proud to add funding of Multiple Sclerosis to our list of supporting charities.

Product Special: Smooth Summer Body

New Vivite® Daily Firming Lotion (reg \$67) and Vivite® Exfoliating Facial Cleanser (reg \$39) \$85, with complimentary body scrub.



Try this perfect combination of products and keep your skin sumptuously smooth and wonderfully nourished all summer long. Vivite® Exfoliating Facial Cleanser, which is not only good for the face but is a great exfoliating scrub for the body, helps loosen the unproductive top layer of skin. Follow with the new Vivite® Daily Firming Lotion formulated to tone and tighten—improving the appearance of dimpled "orange peel" skin for a smooth sleek look. The advanced formulation of these products exfoliates, hydrates and moisturizes to help keep skin soft and supple. Both products contain 15% glycolic and antioxidants.

Rid your skin of unsightly bumps.

Great option for Keratosis Pilaris, a common skin condition characterized by small, red bumps primarily on the back and upper arms. The Vivite® Daily Firming Lotion, used in conjunction with the Vivite® Exfoliating Cleanser, smoothes away those rough bumps to reveal smooth, supple skin.

Offer good thru 9/30/09.

Facing Rosacea

For most people, a flushed face is a typical reaction to emotions ranging from excitement to embarrassment and sometimes even anger. Yet for an estimated 14 million Americans, facial redness and swelling are characteristics of rosacea. Easily confused with acne or even chronic blushing, which is a symptom of rosacea, sufferers can spend countless years—and dollars—trying to self-correct the problem with drugstore products that often only aggravate the condition. Rosacea can be socially and emotionally distressing. Often people do not realize the flushing they are experiencing is actually a medical condition. The good news is that diagnosed rosacea can be effectively treated and controlled with a supervised treatment plan.

What is Rosacea and what are the signs of rosacea?

Rosacea is a chronic and often progressive skin disease that typically starts as a flushing or subtle redness on the cheeks, nose, chin or forehead that comes and goes. Over time, the redness becomes more persistent and ruddier, pimples called papules and pustules appear and small, dilated blood vessels may become visible. The eyes also may be irritated and bloodshot. Most people affected by the condition are fair-skinned between the ages of 30 and 50. Rosacea often runs in families, with women being affected more than men.

Treatment options

There is no cure for rosacea, but there are several treatments and protocols that can help alleviate the symptoms. Standard medical therapies for rosacea include topical and oral anti-inflammatory and antibiotic medications. Newer advanced approaches to rosacea include laser and light therapies that target persistent redness and dilated blood vessels. Laser and light treatments have been known to achieve longer-lasting improvements.

Topical and oral prescription treatments

Prescription products and antibiotics are often prescribed to help reduce lesions, bumps and blemishes. These prescription products are often covered by insurance companies but may take 6-10 weeks to show improvement.

Laser and light therapy

Laser and light treatments are quick, safe and effective treatments for the symptoms of rosacea. These treatments take 15 to 30 minutes and are performed at six- to 12-week intervals. Patients may require several initial treatments and then return annually for treatment of new blood vessels. These treatments are not covered by insurance, but for some people the effectiveness of these treatments and relief from rosacea symptoms are well worth the out of pocket expense. Intense Pulsed Light (IPL) treatments can help minimize visible blood vessels and persistent redness. IPL therapy uses multiple wavelengths of light to treat dilated blood vessels in the face. The VBeam laser emits specific wavelengths of light that target the tiny visible blood vessels just under the skin. The light is specifically absorbed by the targeted blood vessels. The blood vessels are coagulated and then reabsorbed by the body during the healing process.

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Rosacea, continued

Most common rosacea triggers

The best prevention for rosacea may be to avoid "triggers," or things that make the face red or flushed. Common triggers include hot or spicy foods, alcohol, sun exposure, physical exertion, extremes of emotion, rubbing the face and using irritating topical products and cosmetics. Hormone fluctuations, like those associated with pregnancy and menopause, can also add to the problem.

Red relief tips

Proper skin care is essential to rosacea care. Develop a steady skin care regimen with products that work to heal and protect your skin. Schedule a consultation with April, Paramedical Esthetician, at The Product Bar to discuss what products will work best for you. Irritation is rosacea's number one enemy. Steer clear of products and tools that strip the skin like astringents, scrubs, rough washcloths, loofahs and skin brushes.

Clinique Medical Probiotic Cleanser, a gentle cleanser that helps protect your skin and maintain its barrier with natural lipids. It also makes a great eye make-up remover! \$20

Avene Gentle Cleanser for Intolerant Skin \$20

Use GloMineral cosmetics. Some cosmetics can irritate the skin, but in addition to brilliantly covering up the redness, GloMinerals contains anti-inflammatory ingredients and provides broad-spectrum UV protection.

GloMineral Pressed Base \$40

Always wear sunscreen! Rosacea flare-ups also can be minimized by protecting the skin from the sun. Our providers strongly recommend the daily use of a broad-spectrum (UVA and UVB protective) sunscreen.

Elta MD UV Daily, SPF 40 \$24

Elta MD UV Physical SPF 4, tinted \$27

Clinique Medical Daily SPF 38 \$20

Use products that incorporate human growth factors and antioxidants.

Neocutis skin care line, the human growth factors in these products, aid in repairing skin barrier function.

Bio Gel \$150 **Journee** \$120 **Bio Skin Cream** \$130

Hyalis Refining Serum . . . \$50 **Lumiere Restorative Eye Cream** . . . \$75

Revale Intense Recovery is specially formulated with CoffeeBerry®, a potent antioxidant, and nourishing emollients to soothe and repair the skin. . . . \$130

Red reducer products

Avene Diroséal Anti-Redness nighttime cream formulated with retinaldehyde increases the thickness of the epidermis while neutralizing redness, with little to no irritation. . . . \$40

Clinique Medical Optimizing Treatment Cream \$20



Best of SUMMER Sale

20% off all Hats and Sunscreens!

Offer good now through September 30

Put your freshest face forward!

During the summer months we're exposed to more sunshine than normal. Although you may be diligent in your daily sun protection from harsh UVA/UVB rays, freckles and sun spots can get worse during the summer. Repair the damage with our fabulous skin saver duo treatment. First treat yourself to one of our superficial chemical peels, the perfect treatment to exfoliate your sun damaged skin and a great treatment to prepare your skin for the brown banishing Intense Pulsed Light (IPL) treatment. Jump-start tired post summer skin with this double deal sure to deliver smoother, clearer, healthier, and younger looking skin!

SEPTEMBER/OCTOBER DOUBLE DEAL

\$99 Chemical peels and \$100 off IPL treatments per area

Chemical peel offer good Sept. 1 – Oct. 31. IPL treatment offer good Oct. 1 – Oct. 31.

Smile reminder: Aesthetic Solutions is committed to providing you the highest level of service, and so we have recently implemented a new technology solution that will allow us to send you important, timely messages without interrupting your busy schedule. This new service gives us the ability to send messages to the device of your choice (cell phone, e-mail, or pda). You will receive a message from us reminding you of your next appointment date and time one week prior to the scheduled visit. Simply respond at your convenience. A second reminder will go out two days prior to the scheduled visit only if there is no reply from the previous reminder.