



winter skin saver tips

With the dog days of summer behind us, the change in seasons means more than just shedding swimsuits for sweaters. Fall and winter's impending arrival also calls for health and lifestyle adjustments. Just as summer's heat and humidity create their individual breed of cosmetic headaches, winter's colder and drier weather has its own pitfalls that require an appropriate skin care regimen. Stay ahead of the elements and look your best this upcoming winter with these tips from the experts.

SEEK A SPECIALIST

Chilly temperatures and drying conditions can cause flare-ups for conditions such as acne, eczema and psoriasis. Consult with your dermatologist to discuss your prescriptions and skin care regimen for the winter months. Avoiding flare-ups can be as simple as changing a prescription facial wash to a prescription facial lotion.

SHORTEN THOSE SHOWERS

Avoid excessively long showers or baths. Although a relaxing stay in a warm bath may offer a pleasant respite from the wintery weather, hot water strips skin of its natural hydrating oils and can contribute to dryness.

HOOK UP THE HUMIDIFIER

If you suffer from chronic dry skin, consider investing in a humidifier to limit the dehydrating effects of indoor heating. Make sure to moisturize. A daily moisturizing routine

may be your first line of attack against winter's drying weather.

Choice Product: Avene Trixera Emollient Cleansing Gel, \$29; Avene Trixera Emollient Cream, \$29

DON'T SKIMP ON SPF

Don't forget your SPF! UV-protection isn't just a summer fad and the sun's rays don't take a season off. Even on an overcast winter day, the possibility for sun-related skin damage remains, with the sun's debilitating effects potentially causing moles, wrinkles, and even skin cancer. Daily sunscreen use remains your best defensive weapon. If you find some brands of sun protection too greasy or heavy for daily use, consider trying a light-weight, mineral-based sunscreen. Come visit our product bar and find the sunscreen that suits your specific needs.

Choice Product: MDSolarScience lotion SPF40, \$36; Elta Daily Moisturizer SPF40, \$24

GIVE HANDS EXTRA LOVE

Everyone's skin is more dry in the winter, and the hands are no exception. The skin on our hands is extremely thin, which

means they already have a limited amount of moisture. Apply moisturizer frequently, especially after washing your hands. Keep a moisturizer wherever you might wash your hands. It's easy to forget this step if your moisturizer is in the next room!

POWER WASH

As important as it is to moisturize during the winter months it is equally important to exfoliate. Overloading your skin with moisturizer to compensate for dryness will not always solve the problem and in fact may contribute to dry skin cell build up on the surface of the skin. Use an exfoliating scrub to remove dry skin cells and stimulate new skin cell growth followed by a moisturizer to hydrate new skin cells and brighten your skin. Professional in-office treatments such as chemical peels and vibradermabrasions are great options to keep your skin feeling softer, healthier and instantly more supple. Not only will your skin look fresher, but it will feel fantastic.

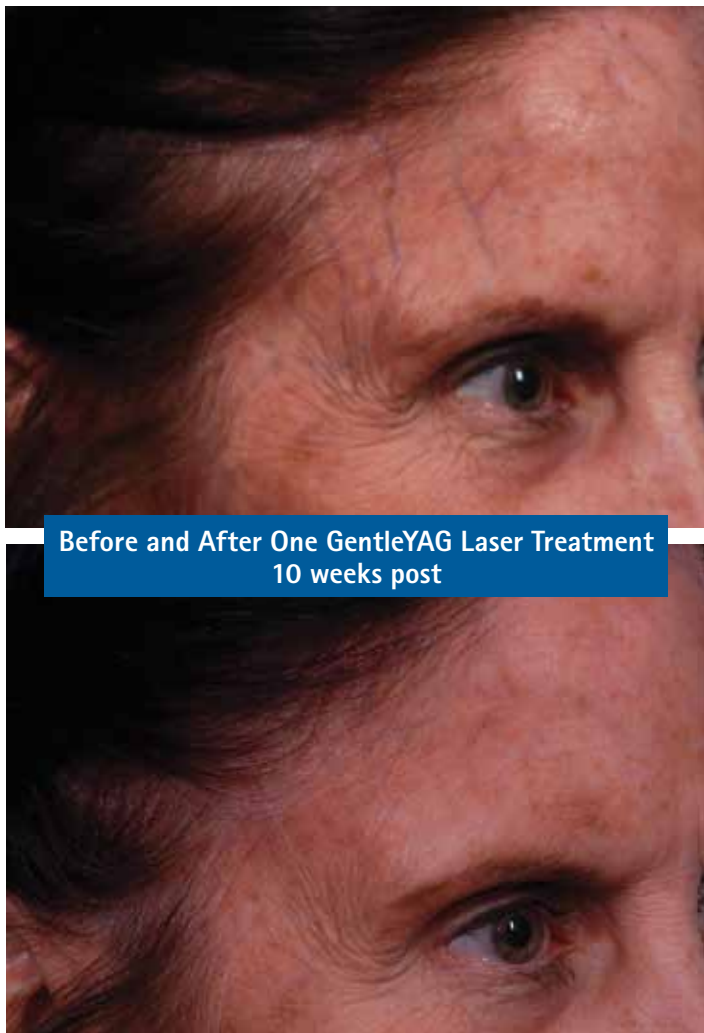
Choice Product: Vivite Exfoliating Cleanser, \$39; Neocutis Bio Cream, \$135; Clarisonic Pro Skin Cleansing System, \$195
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SKILL AND EXPERTISE FROM PHYSICIANS YOU CAN TRUST

Aesthetic Solutions offers experience, safety and commitment to clinical and academic excellence. We provide unparalleled care in medical, surgical, cosmetic and laser services. Aesthetic Solutions takes pride in our 16-year

history of success, and continues to make the commitment to provide our patients with treatments that are safe and effective and performed by skilled physicians.

Not so blue without you



Before and After One GentleYAG Laser Treatment
10 weeks post

Do you have prominent blue veins around your eyes and temples? Do you dislike the appearance of these veins so much you try to cover them up? Although many people are aware of the treatments options available for more widespread cosmetic concerns such as wrinkles, brown spots, and skin texture, many do not realize there is a solution for bothersome periocular blue veins.

Blue veins can present a significant cosmetic problem for many people because they are difficult to cover with makeup and they can give the appearance of dark circles under the eyes which makes one look tired and old. These veins grow increasingly common with age, as the already delicate skin around the eyes thins and appears more translucent. Others have lived with periocular blue veins since childhood. No matter the age in which they manifest, few patients welcome their appearance. Yet, many individuals continue to endure this cosmetic annoyance, unaware that a simple remedy exists.

The GentleYAG laser can treat periocular blue veins with very impressive results. This long-pulse high energy laser efficiently reduces the appearance of periocular veins without invasive surgery or down time. GentleYAG is also FDA approved for use with all skin types. For optimal results, you may require multiple treatment sessions spaced 6 weeks apart. Following GentleYAG, mild bruising and swelling can occur, but these side-effects generally diminish quickly. In pursuing GentleYAG or other cosmetic laser treatments, it is important to find a reputable board certified dermatologic surgeon with laser experience.

Don't resign yourself to life with blue veins! If periocular veins bother you, laser treatments can put an end to your blues. Call us at 919-403-6200 to book an appointment! Cost per treatment: \$375

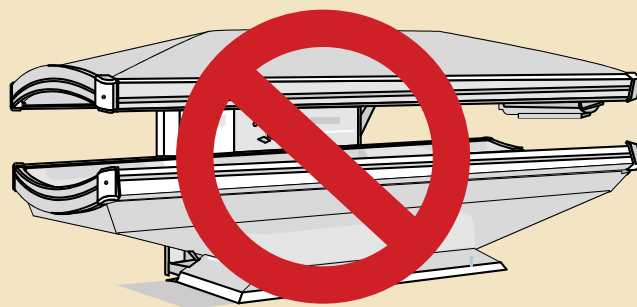
Melanoma and tanning beds

For those of us not genetically endowed with a naturally hued complexion, the tanning bed can seem like a tempting solution in pursuit of a "healthy" glow. Frequently, the appeal of fashionably bronzed skin in the short-term seems to outweigh the long-term consequences of **premature aging and skin damage**. Many consumers falsely believe that indoor tanning is a safer alternative to outdoor sunbathing. In reality, tanning beds emit the same harmful carcinogenic UV rays found in natural sunlight. Consequently, indoor tanning is an extremely dangerous, and potentially even **lethal cosmetic habit**.

Studies by the International Agency for Research on Cancer (IARC), a branch of the World Health Organization, have shed light on a decisive link between indoor tanning practices and melanoma, the most deadly form of skin cancer. While previous condemnations of indoor tanning by the medical community have sometimes relied more on conditional evidence, these findings concretely prove the dangers of indoor tanning. According to this research, both men and women have a 15 percent higher risk of developing melanoma than individuals who avoided indoor tanning. More startling, the IARC found a direct correlation between early exposure to tanning beds and the likelihood of melanoma, noting a 75 percent increased risk of the disease among individuals that began tanning before the age of 35.

These findings are especially disturbing given that teenagers and adolescents comprise the majority of tanning salon patrons. Thus, such research underscores the need to prevent teens and minors from using tanning beds, a recommendation endorsed by both The Skin Cancer Foundation and the American Cancer Foundation. In addition, earlier scientific findings have established a link between tanning beds and other skin cancers, including squamous cell carcinoma. Indoor tanning's obvious cancer risks have led the World Health Organization, the United States Department of Health and Human Services, and the IARC to strongly discourage the use of tanning beds, categorizing them under the same dangerous label as tobacco, another widely known carcinogen. In addition, the American Academy of Dermatology officially opposes the use of indoor tanning equipment and has looked to lawmakers to ban all indoor tanning services and facilities.

As the facts about tanning and cancer risks speak for themselves, everyone should consider what lengths they're willing to go for the short-lived benefit of a tanned complexion. If the promise of premature aging doesn't discourage you from visiting the tanning salon, consider the possibility of a premature death. Thankfully, the fair-skinned can safely keep up with the tanning trend with the use of sunless tanning products. With the availability of these non-carcinogenic options, no one has an excuse to risk their health in the tanning bed. Beauty may sometimes come with a price, but this one isn't worth paying.



Don't forget the SPF



MDSolarSciences

In the fight against premature aging, one could argue that sunscreen serves as the dermatological version of the fountain of youth. Time and again, medical experts stress the overwhelming advantages of daily sun protection. Everyone, regardless of age or skin type, can benefit from shielding his or

her skin from the sun's harmful rays, no matter the season. While this sensible advice seems simple enough to follow, many people dislike the feel of common sunscreen brands and want to avoid the hassle and mess of these sticky, oily, or greasy lotions. In addition, some sunscreens provide effective sun protection, but may compromise the overall health of the skin as the result of potentially harmful ingredients. These factors can cause even the most well-intentioned individuals to keep sunscreen out of their daily cosmetic routine, regardless of sunscreen's obvious benefits.

The MDSolarSciences advantage

MDSolarSciences has created a line of sun protection products that offer a promising solution to the drawbacks of other sunscreens. The MDSolarSciences brand was developed by dermatologists and formulated to remove the most known potentially dangerous and irritating ingredients that may cause skin irritations. **MDSolarSciences are lightweight and mineral-based formulas of titanium and zinc oxide, these products utilize organic ingredients that provide powerful protection without compromising the general health of your skin or the safety of the environment.** Unlike many sun blocks, MDSolarSciences lotions and gels are broad spectrum, defending the skin against UVA and UVB rays, both of which contribute to premature aging and the development of skin cancer.

You'll LOVE the way they feel!

As we've been discovering around the office and through feedback from our patients, these sunscreens offer a velvety, delicate texture and blend easily under make-up and other skincare products. Once these lotions soak into the skin, they're essentially invisible, making them ideal for daily use. The MDSolarSciences brand offers a diverse line of products for distinct needs and preferences, including:

Ultra Sport Stick, SPF 40: Ideal for athletics and other rigorous outdoor activities. This product is generally intended for the face and other delicate areas. \$16

Quick Dry Body Spray, SPF 40: Ideal for users with an active lifestyle who spend large amounts of time outdoors. The body spray is easy to apply and extremely water-resistant. \$28.

Ultra Mineral Screen Gel, SPF 50: Ideal for users most prone to sun burn, users who recently underwent a cosmetic procedure that increases sun sensitivity, and users who spend large amounts of time in the sun. This gel offers the highest level of protection. \$30

Mineral Screen Lotion, SPF 40: Serves as both a sunscreen and a moisturizer, the Mineral Screen Lotion is safe for children and use on delicate areas. The lotion blends easily under make-up. \$36

Mineral Screen Gel, SPF 30: Ideal for users with sensitive skin, including acne or rosacea sufferers. This product also provides a non-comedogenic formula to avoid clogging pores. \$28

Mineral Screen Tinted Gel, SPF 30: Ideal for sensitive skin, the tint keeps skin looking healthy and glowing. The formula is non-comedogenic and therefore will not clog pores. \$28

If you find yourself making excuses to avoid using sunscreen on a regular basis, consider a sun protection brand like MDSolarSciences. While sunscreen's cosmetic and health advantages speak for themselves, MDSolarSciences also offers effective protection without the usual drawbacks of ordinary sunscreens. Come find out for yourself at our product bar!



REJUVENATION SPECIAL

It is the perfect time of year for Fraxel Dual Wavelength laser treatments! Take advantage of our special during the **entire months of October and November** and celebrate the New Year looking revived and rejuvenated.

\$50 off Fraxel Dual Wavelength Laser!

Fraxel Dual Wavelength laser has two different wavelengths to more effectively provide treatments for both skin resurfacing such as wrinkles, fine lines, acne scars, smoother skin, and pigmentation issues like sunspots, age spots, and melasma, or "the mask of pregnancy." Fraxel is a proven, safe approach to repairing aging and sun-damaged skin, with many of the benefits of ablative laser skin resurfacing, but without the downtime, side effects and lengthy recovery period.

THE PERFECT GIFTS FOR EVERYONE ON YOUR LIST

In search of that perfect present for a close co-worker, friend or loved one? Give the gift of beauty! High quality skin care products, **Colorscience mineral cosmetics**, fabulous sun protective shirts and gift certificates are the perfect gift.

20% off all products and merchandise November 28 through December 23!

*Offer not valid on previously discounted items.

FACEBOOK CELEBRATION!

Since entering the social media world, we have enjoyed sharing information and interacting with our loyal Facebook fans. In honor of our fans, we have decided to celebrate by giving our Facebook fans a skin care product or treatment each time we gain 50 more fans.

For every 50 "likes," we will randomly select a fan to receive a fabulous gift!

Check out our Facebook page to see what gift you might win as our Facebook "likes" grow.

One lucky Facebook fan will receive a Clarisonic Pro Cleansing Brush once we hit 550 fans! Valued at \$195!



TRIA Skin clarifying system: the non-medicated acne solution



The perils and frustrations of acne are well-known to many. Breakouts and black-heads can diminish self-esteem, reduce confidence and leave people uncomfortable in their own skin. Fortunately, acne sufferers unhappy with their current skin regime may find relief with the TRIA Skin Clarifying system. Acne medications carry the risk of serious side-effects, leaving patients wary of pursuing these kinds of treatments. In contrast, the TRIA Skin Clarifying System takes a non-medicated approach to combating acne. This three-step method offers both safe and effective relief from acne symptoms. Dr. Cox started the at-home treatment on her son and has seen impressive levels of improvement in her son's acne after just one month of treatment.

The TRIA Skin Clarifying System relies on technology similar to the Photodynamic Therapy using the Blue U light in our office. Users of the TRIA System cleanse with a gentle exfoliant to unclog pores and prep the skin for Blue Light Treatment. This Skin Perfecting Blue Light penetrates deep below the surface of the skin to kill acne-causing bacteria and improve overall skin health and quality. Many patients have found that using the Skin Perfecting Blue Light for just five minutes a day can significantly reduce acne symptoms and leave skin looking clear and glowing. In addition, following up the Blue Light with the TRIA Rebuilding Complex reduces the signs of aging and heals inflammation.

In our experience, the TRIA Skin Clarifying System presents an amazingly effective alternative to acne medications. If you suffer from acne and remain unsatisfied with your present method of treatment, consider the TRIA Skin Clarifying System. If you have any questions, feel free to give us a call! Cost: \$235

Meet Zoe,

Dr. Cox's new puppy! She is 11 weeks old and a mix between a poodle and border collie. Dr. Cox set up a playpen for Zoe at the office behind the building, but her favorite spot is underneath the desk right at her feet. She is the cutest addition to AS ever!



WINTER SKIN

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REFINE YOUR ROUTINE

Just like your wardrobe changes with the season, so should your skin care products. Make sure you are using the appropriate products during the winter months. For example, an anti-aging product formulated in a gel worked great during warmer months but switching to a lotion or cream will help increase hydration and rejuvenate your skin during the cold and dry months of the year. Dry skin will show fine lines and wrinkles much easier than soft hydrated skin. Schedule a complimentary appointment with our cosmetologist, Kim to discuss your skin care regimen. We offer simple, scientifically-based, and physician directed skin care products that will improve the appearance of your skin and complement the treatments offered at Aesthetic Solutions.

LIGHTEN UP

Many people discontinue retinoids, glycolics and skin bleaching products to give their skin a break during summer months. Now is the time to start these products again to promote cell turn over, rejuvenate your skin and correct sun damage.

Choice Product: Obagi NU Derm System, \$220 ; Vivite Vibrance Therapy, \$119; Vivite Vibrance Décolleté Therapy, \$129

Stay warm!