



face facts

BOTOX® INJECTIONS FOR HEADACHES

Dr. Sue Ellen Cox and Dr. J. Charlie Finn have been at the forefront of BOTOX® utilization for years. Allergan, the manufacturer of BOTOX®, has accredited Aesthetic Solutions as a BOTOX® Cosmetic National Training Center enabling other physicians to learn the correct techniques and proper administration of the therapy relative to the various indications for BOTOX®. Having gained unprecedented popularity as a cosmetic treatment for visible lines and wrinkles, BOTOX® Cosmetic is also proving that its effects are more than just skin deep.

Headaches are extremely common in the United States. According to the American Headache Society, it is estimated that more than 30 million people suffer from the debilitating effects of migraines, with 10 million more plagued with the pain from chronic, daily headaches. And women are twice as likely to get them as men.

Migraine headaches and associated headaches resulting from muscle contraction and chronic head and neck tension are all potentially relieved with the use of BOTOX®. For decades, BOTOX® has been used to treat strabismus (lazy eye), blepharospasm (uncontrolled eye blinking) and spasticity secondary to stroke, cerebral palsy and other neurological disorders in both adult and pediatric patients. More recently, cosmetic surgeons have relied on BOTOX® to temporarily relax the muscles that cause deep, persistent facial lines. Interestingly, many of these patients reported significant relief from their headaches, noting a substantial

decrease in both headache frequency, as well as intensity. A study done at Kaiser Permanente in San Diego found that among 271 headache patients treated with BOTOX®, 80 percent reported fewer and less painful headaches. Results from tracking migraine and tension headache sufferers clearly suggests that BOTOX® boasts multiple patient benefits.

BOTOX® (Botulinum Toxin Type A) for Headache

Botulinum Toxin Type A is a new therapeutic option for the preventive treatment of migraine and chronic tension-type headache offering several advantages over current drug therapy. Injections are given every three to four months - its effectiveness precludes the need for daily medication and/or the administration of acute therapies prescribed for severe attacks. Side effects from the injections are minimal and are usually limited to minor discomfort at the injection site which can be eased with an anesthetic gel.

Mechanism of Action

It is known that botulinum toxin can relax muscle spasm. However there is often a reduction in pain that goes beyond relief of muscle spasm. It is quite likely that small nerve fibers containing Substance P are affected by Botulinum toxin. Pain reduction with BOTOX® is not yet fully understood.

Types of Injections

Muscles around the eyes and forehead are injected with small amounts of BOTOX®. For frontal pain, we inject the muscles between the eyebrows, around the eyes, the temporal region, and sometimes the jaw.

However, many patients have headaches that involve the entire head, down the back of the neck, and into the upper shoulders. In these situations, we inject BOTOX® at the upper portion of the neck, spacing injections downwards between the shoulders. BOTOX® used in these muscle groups can also relieve muscle spasms and "knots" that can affect the back.

Timing of Injection and Duration of Effect

The majority of studies and treatment patterns with blepharospasm show that patients usually need to be injected every three months. However, there are

continued on page 3

on the inside

Restylane	2
Cosmoplast	3
Medical Aestheticians	4
Smoothbeam	4
Drs recent lectures	5
Specials	Backpage



RESTYLANE

NATURAL BEAUTY

The Revolutionary New Wrinkle Filler

Smoothing out folds and wrinkles by adding volume can make an enormous difference to your appearance. Restylane is made in Sweden, a nation known for health, nature, beauty and high-quality products. After decades of extensive research, Dr. Bengt Ågerup and the company Q-Med in Uppsala, Sweden, succeeded in developing a method to manufacture non-animal, stabilized, hyaluronic acid in the form of a gel, called NASHA. The first application, Restylane, was launched in 1996. To date, more than a million treatments have successfully been carried out with Restylane in more than 60 countries worldwide. Upon FDA approval in the United States, we will be one of the first physicians' offices in North Carolina to offer Restylane to our patients.

What is Restylane?

Restylane is a crystal-clear, biodegradable NASHA (Non-Animal Stabilized Hyaluronic Acid) gel. Hyaluronic acid is a substance that exists naturally in the body. Its most important function is to carry and bind water. Restylane is designed for different purposes and effects, from reducing wrinkles and folds to enhancing facial contours and sculpting lips.

Achieving the look you desire is as easy as it is quick. Unlike some other

injectable products for wrinkle treatment and lip enhancement, Restylane is not extracted from animals. No previous skin test is needed, which means that you can have the treatment immediately.

During treatment, Restylane is injected into the skin in tiny amounts with a very fine needle. When injected into the skin, Restylane produces volume that smooths the wrinkle or fold, shapes the facial contour or enhances the lips in a natural way. The result is immediate. The method of injecting Restylane is fast and safe and leaves no scars or other traces on the face. Restylane works best for deeper lines. When fine lines are present, Restylane may be combined with CosmoDerm (see next page). These fillers are complementary to each other.

How long does Restylane last?

Results are immediate and can last from 6 - 12 months; a duration that is two to three times longer than collagen. Unlike permanent treatments or implants, Restylane always offers the chance to re-evaluate the need when the initial effect has subsided. A follow-up treatment can be performed at any time after the previous treatment. Clinical experience indicates that regular follow-up treatments enhance duration.

Possible Side Effects

Immediately after the treatment, you can expect a slight redness, swelling, tenderness and an itching sensation in the treated area. This is a normal result

of the injection. The discomfort is only temporary and generally disappears in a few days. After the 6 to 12 months when Restylane begins to break down, water takes its place. When totally absorbed, Restylane turns into water and carbon dioxide and disappears without leaving any trace in your body.

Clinical Studies

The efficacy and safety of Restylane have been demonstrated in extensive clinical studies. A randomized, 6-month, double-blind, multi-specialty center compared the efficacy and tolerability of Restylane versus collagen for the fold from the nose to the corner of the mouth (nasolabial folds). The study included 138 patients and showed that 70 % of patients treated with Restylane maintained a clinically significant improvement up to 6 months and that Restylane was significantly more effective at 2 months.

Impressions of beauty change with time – as do our faces as we age. With Restylane, you can have a natural beauty lift with the body's own material.

With Restylane you are always in charge of your looks. Call our office today for your consultation and/or Restylane treatment ~~when FDA approved~~ (919) 403-6200.

BREAKING NEWS

Restylane FDA Approved
December 12, 2003!

CALL TODAY!

CosmoDerm™ and CosmoPlast™ FDA Approved in April 2003

An Alternative for Patients Allergic to Bovine Collagen

Collagen is the most abundant natural protein found in the body and provides structural support to the skin, muscle, tendons, and bone. Fibers of collagen are woven together, like threads in fabric, to form a framework into which new cells can grow. In the skin, collagen provides texture, resiliency and shape. Overexposure to the sun, the natural aging process and other lifestyle factors diminish the layer of collagen that supports the skin. Where collagen diminishes, unwelcome lines and wrinkles begin to appear.

Now collagen can be replaced using dermal fillers to temporarily restore a smoother, more youthful appearance. Derived from human collagen, CosmoDerm™ and CosmoPlast™ are innovative Collagen Replacement Therapies, that are injected just below the surface of the skin to replace the collagen layer, filling lines, wrinkles and scars from the inside out.

CosmoDerm™ and CosmoPlast™ are made from natural human collagen grown in controlled laboratory conditions. Cosmoderm™/Cosmoplast™ have been FDA approved for the correction of facial wrinkles, lip

Now we can smooth away telltale lines and wrinkles or add definition to the lip border in just one visit. Recovery time is short with side effects including temporary puffiness, bruising, redness and tenderness at the injection site.

Cosmoplast™/Cosmoderm™ should not be used in people who have an allergy to lidocaine. CosmoDerm™ and CosmoPlast™ offer these important advantages: Immediate treatment – no pre-treatment skin test required Formulated with an anesthetic for comfort Treatment and recovery usually take less than one hour Treatment results typically last three to four months. Cosmoderm and



augmentation, acne scars and other soft tissue deficiencies. There is no need for a pre-treatment skin test which enables you to receive Cosmoderm™/Cosmoplast™ the same day as your initial consultation or office visit.

Cosmoplast often work as a complement to Restylane.

continued from page 1

some patients who need to have the muscles around the eyes injected only once every two years. Usually, patients begin to experience relief from their headache in two to three weeks. Our patient, Sheri E. shares her recent experience: "I didn't know what it felt like to be without a headache. I've had a headache everyday for as long as I can remember. I feel like I can have a normal life now."

When a second injection is performed, the effect appears to last longer – up to four to six months.

Conclusions

BOTOX® is a new treatment for patients suffering from migraine headaches. It is 87% effective in chronic muscle tension-type headaches and 75% effective in patients who are not responding to any migraine therapy. It is a highly effective, minimal-risk

treatment that eliminates the need for daily medication or the frequent use of triptan therapy. Although the treatment may not completely resolve a patient's pain, it can certainly supplement the present treatment regimen. At Aesthetic Solutions we can collaborate with your prescribing physicians to develop a unique course of therapy designed specifically for you.

Medical Aestheticians Enrich the Physician Office Environment

It would be almost impossible to count every spa, salon, and over-the-counter skin cream that promises to reverse sun damage. It is even more challenging to actually trust the individual trying to sell you those promises. In the office of a dermatologic surgeon and a facial plastic surgeon, that trust is built on clinical experience and expertise.

Jennifer Jones Jahoo, our paramedical aesthetician, has collaborated for years with Dr. Finn and Dr. Cox to develop individually tailored pre- and post-operative skincare regimens for each and every one of our patients. Jennifer earned her accreditation in Aesthetics and Camouflage Makeup from the International Academy of Aesthetic Arts and continued her Clinical and Medical training with the Institute Dermed, a program specifically designed to meet the needs of the patient undergoing cosmetic

surgery and laser resurfacing procedures. With advanced certifications in Microdermabrasion™, Lightsheer™ laser hair removal, Gentlelase™ laser hair removal and Intense Pulsed Light™ therapy, Jennifer's experience is an ideal complement to Dr. Cox and Dr. Finn's practice.

Scheduling a consultation with Jennifer is one of the first steps in addressing your personal skin care needs. Together you will be able to determine areas of concern and discuss a suitable course of treatment. Building a relationship with Jennifer is a wonderful opportunity to explore the spectrum of services available at Aesthetic Solutions. From product recommendation to professional treatment options, she educates our clients on which products and procedures would work best for them in order to achieve optimum results.

Jennifer's experience has also equipped her to notice abnormal changes, suspicious lesions, and other issues regarding the condition of a patient's skin. Working with Dr. Cox and Dr. Finn, she is easily able to refer her clients to them for immediate evaluation – thus eliminating the inconvenience of scheduling another appointment with another doctor at yet another location.

At Aesthetic Solutions, our objective is to promote wellness, both inside and out. Regular visits with our paramedical aesthetician will not only alleviate skin problems, but also provide an hour or two of relaxing, soothing, therapeutic treatment. Please call our office today to schedule an appointment with Jennifer and finally discover just how beautiful your skin can be.

The Smoothbeam Laser: A Non-invasive laser treatment is now used to treat Acne and Wrinkles!

A number of people looking to clear up their acne have seen the light and the results have been significant. The Smoothbeam Laser is a non-invasive laser/light treatment that is FDA approved for acne treatment. The

Smoothbeam Laser is a non-invasive laser/light treatment that is FDA approved for acne treatment and for treatment of fine wrinkles. Rather than heating and removing the top skin tissue, non-ablative or non-wounding lasers work beneath the surface skin layer to improve skin tone and texture and minimize fine lines with few side effects and a speedy recovery.

Until now, topical and oral medications were the primary acne-fighting options for most patients. While generally effective, these drugs can present unwanted side effects and can take weeks until

improvement is visible. The Smoothbeam laser targets overactive sebaceous glands in the skin. Visible clearing of acne occurs in a few days following the procedure. We recommend a series of treatments over the course of several months to achieve optimal acne clearance.

The Smoothbeam treatments are relatively simple and take about 30 minutes. A topical numbing gel is applied 1 hour prior to the treatment to reduce discomfort. Patients can return to school or work immediately after treatment. Mild side effects may include redness and slight changes in skin tone.

For more information on the Smoothbeam Laser and other procedures, visit www.aesthetic-solutions.com, or schedule an appointment for a consultation.



Before

1 Treatment

4 Treatments

Physician Current Events

Glaxo SmithKline, Wyeth-Ayerst, Eli Lilly, Bayer Biological. The preeminent authorities in life science, biotechnology, and pharmaceutical research and development know that in the field of medicine, North Carolina's Research Triangle is the epicenter of innovation. As the Triangle continues to captivate the Fortune 500, it has already succeeded in attracting two of the nation's top physicians to the area.

Dr. J. Charles Finn, a facial plastic surgeon, and **Dr. Sue Ellen Cox**, a dermatologic surgeon, are a husband-and-wife team whose areas of renowned expertise culminate at Aesthetic Solutions, a state-of-the-art facility strategically positioned in Chapel Hill. Dr. Cox, an assistant clinical professor with the Department of Dermatology at the University of North Carolina at Chapel Hill School of Medicine, and Dr. Finn, an assistant consulting professor with the Department of Surgery at Duke University School of Medicine, travel extensively throughout the country to attend conferences, deliver presentations, and moderate panels. Listed below are highlights from 2003 and scheduled lectures for 2004.

As we develop a lecture series to be presented in our office for the new year, we would be delighted to receive your suggestions and inquiries via email, regarding topics that you are interested in learning more about. Please email our Patient Coordinator, Jill Streeter, at jstreeter@aesthetic-solutions.com and visit our website, www.aesthetic-solutions.com as we update our calendar with future events.

Recent In-Office Seminars:

November 6 and November 20, 2003—Holiday Make-up Seminars with Glo Minerals Make-up.

Currently Scheduled In-Office Seminars:

January 29, 2004 – BOTOX® and Injectable Fillers
Spring 2004 – To be announced. Suggestions welcome!

Dr. Sue Ellen Cox attended conferences in her specialized field of dermatology and advanced cosmetic techniques throughout the year. At

the American Academy of Dermatology Annual Meeting in Chicago in July, Dr. Cox delivered two presentations: "Setting up and Running A Successful Cosmetic Practice," and "BOTOX®, From A to Z." In New Orleans at the American Society for Dermatologic Surgery annual meeting, she presented "Tips for Starting a Cosmetic/Dermatologic Surgery Practice," "Use of Botulinum Toxin for Headaches," and moderated the "Botulinum Toxin" session.

Scheduled lectures in 2004 include "BOTOX Satisfaction," "Ablative Laser Skin Tightening," and "AAAH Liposuction Study" at the American Academy of Dermatology meeting in February in Washington, D.C.

Dr. Sue Ellen Cox greatly believes in gathering as much knowledge and training as possible to best serve her patients safely with the most satisfying results. Dr. Cox continues to further her medical education by attending conferences and hands-on workshops. The focuses of these meetings range from BOTOX® techniques to injectable fillers to tumescent liposuction.

In 2003, she attended the Allergan BOTOX, Cosmetic National Training Center Summit in Dallas, TX, January 17-19, 2003; the Lumenis Masters in Intense Pulse Light Therapy Training Course held in Baltimore, MD, May 10, 2003; the Thomson Advanced Therapeutics Communications 2003 Faculty Training & Orientation Meeting in Denver, CO, July 11-13, 2003; the American Academy of Dermatology Annual Meeting held this year in Chicago, IL, July 25-28, 2003; the Thomson Advanced Therapeutics Communications "Advances in Facial Contouring - A Focus on New Fillers" seminar in Montreal, Canada, August 8-10, 2003; the Peer-to-Peer Educational Workshop on proper injection techniques for botulinum neurotoxin at Wake Forest University School of Medicine, Winston-Salem, NC, September 25, 2003; and the American Society for Dermatologic Surgery Annual Meeting which convened in New Orleans, LA, October 8-10, 2003.

In 2004, **Dr. Cox** is scheduled to attend the 28th Hawaii Dermatology Seminar in Waikoloa Village, Hawaii, January 9-17, 2004; the American Academy of Dermatology Annual Meeting in Washington, D.C., February 9-11, 2004; she has been invited to moderate for the

combined American Society for Dermatologic Surgery, American Academy of Facial Plastic and Reconstructive Surgery, and the American Society of Ophthalmic Plastic and Reconstructive Surgery Winter Facial Enhancement meeting in Snowmass, CO, February 13-18, 2004; and she will attend the 2004 National Education Faculty Development Meeting in Florida, February 27-29, 2004.

Dr. J. Charles Finn also travels coast to coast to research new studies and present his unique findings on surgical techniques. Dr. Finn lectured at the American Society for Dermatologic Surgery annual meeting on "Neck and Browlifts," "Septal Mucosal Lining and Forehead Flaps," and "BOTOX for Facial Paralysis" in New Orleans in October 2003. He is scheduled to lecture at the American Academy of Dermatology annual meeting in Washington, D.C. February 9, 2004 on "Facial Anesthesia" video presentation, "Lipoaugmentation and Surgery" and "Minimal Incision Facelifts." In February 2004, Dr. Finn will also travel to the 28th Hawaii Dermatology Conference to present "BOTOX and Facial Paralysis," and "Nasal Reconstruction" as well as attend the 2004 National Education Faculty Development Meeting, Florida, February 27-29, 2004.

Like Dr. Cox, **Dr. Finn** advances his medical education through specialized training courses. In 2003, Dr. Finn completed these programs: the Lumenis Masters in Intense Pulse Light Therapy Training Course, Baltimore, MD; the Thomson Advanced Therapeutics Communications "Advances in Facial Contouring - A Focus on New Fillers," Montreal, Canada, August 8-10, 2003, and he also attended the American Society for Dermatologic Surgery annual meeting, New Orleans, LA, October 8-10, 2003.

This year the Aesthetic Solutions staff sponsored 38 children at the Central Children's Home of North Carolina and 11 children at the Masonic Home for Children at Oxford. We greatly enjoyed shopping for Christmas gifts for the children. If you would like to make donations, please contact the Central Children's Home of North Carolina at (919) 693-7617, or the Masonic Home for Children at Oxford (919) 603-3910.



SPECIALS

THE GIFT OF BOTOX[®] COSMETIC

Share the gift of Botox[®] with a friend who has not yet experienced its dramatic results!

Save \$50.00 on your next Botox[®] treatment when you introduce a friend to Botox[®]! Both you and your friend receive a \$50.00 discount on your treatments! Simply cut out the gift offer and give it to your friend. Put your name in the space allowed. Then mention offer #0301 and your friend's name when scheduling your appointment.

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Offer expires 2/27/04



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