



# La Jolla Medi-Day Spa Newsletter

Summer Issue 2009

## Summer Spa Specials

All specials good through September 30, 2009

### VITAMIN C RENEWAL

Ideal for the client who desires to have a luminous, hydrated, firmer skin. The Firming facial leaves the skin feeling and looking healthier with a radiant, firmer complexion - Ideal for all occasions.

Includes free Skinceuticals Sunscreen!

**SPECIAL: \$99.00 / Regular Price: \$120**

### BOTOX AND FILLERS

\$100 OFF EACH AREA OF BOTOX AND/OR  
\$100 OFF EACH SYRINGE OF JUVEDERM OR RADIESSE!!!

**SPECIAL: \$100 off** Reg Price: \$300/area (botox) + \$550-\$750 (fillers)

*\*Cannot be combined with other offers or discounts/Offer applies to regular prices.*

### MICRODERM SPECIAL

Gently exfoliate the dull, dry, and damaged skin layer to encourage skin's regeneration of collagen, elastin, and healthy skin cells. Enjoy decreased fine lines and refined skin texture and tone. Treatment includes cleanse, microdermabrasion, massage, glycolic peel, treatment mask, and moisturizer.

**Microderm AND Glycolic Peel ONLY \$120.00**

**PLUS FREE SKINCEUTICALS CLEANSER!!!**

**SPECIAL: \$120 / Reg Price: \$160**

### CLARIFYING PACKAGE

Improve oily, acne prone skin with a deep pore clarifying cleanse, exfoliation, light extractions, high-frequency, and treatment masque.

Deep Cleansing Deluxe Facial \$110.00

PLUS a FREE Clarifying Cleanser

**SPECIAL: \$110 / Reg Price: \$140**

### FREE EYE CREAM WITH ANY NU-DERM KIT!

ELASTIderm isn't just another eye cream. It really works to reduce visible fine lines and wrinkles and bring back the SNAP. Elastiderm contains ingredients that are gentle, yet powerful, and is only available through your skincare professional.

**SPECIAL: Free! with purchase of Nu-Derm Kit / Reg Price: \$95**

### ULTIMATE LASER PACKAGE!

Full face Active FX Laser Obagi plus Nuderm Kit with retinol plus Soothing post-Procedure Facial.

**SPECIAL: \$2,550 / Reg Price: \$3,550**

### FREE LATISSE (EYELASH GROWTH TREATMENT)!

One free month of Latisse with any filler or 2 syringes of botox purchased at regular price.

### EYELID REJUVENATION PACKAGE!

- Upper Eyelid Lift (30 minute procedure by Dr. Amir with local anesthetic)
- Lower Eyelid Active FX (dramatic skin tightening without surgery)\*

**SPECIAL: \$2,500.00 / Reg Price: \$3,000.00**

*\*Combination is best for patients without excess fat in lower lids; otherwise may add lower eyelid lift.*

## From Dr. Roy David Amir



Greetings to all our patients and clients, we all hope you're enjoying the San Diego summer...

As we reach the peak heat of the season, I'd like to remind everyone of the importance of sun protection and skin care. Retinol and hydroquinone based products from Obagi and Skinceuticals are a great defense against brown spots and premature aging, and our staff and esthetician are always ready to discuss these with you.

Along with maintenance skin care, the following represent some of our most popular procedures and products this summer:

Latisse is the new eyelash lengthening product from Medicis and many of you, including our staff, have been thrilled with your new look. Getting started with Latisse is easy, and even free! See our specials for more information.

Obagi Nu-Derm We have found nothing to compare with this product for at-home treatment of hyperpigmentation and skin aging. When combined with a series of microdermabrasion treatments, this kit produces amazing results with zero downtime.

La Jolla Lift® is our signature face-firming procedure and has been a hit with those interested in achieving a dramatic freshening of their appearance this summer. This procedure tightens the jowls and neck as well as any traditional facelift, but only takes about one hour and requires no general or IV anesthesia.

Active FX skin resurfacing is terrific for tightening the skin and removing wrinkles and sun damage. This fractionated technology allows safe skin treatment even during summer months. Total FX has proven effective for deeper lines as well as acne scars in darker skinned Asian and Hispanic patients.

*We would like to congratulate B.R. from Menifee, our most recent raffle prize winner, who will receive \$1000 off any laser or surgical procedure of her choice. This promotion will continue through the end of the current year, and we encourage all those who haven't entered to sign up through our spa website.*

## BRING A FRIEND AND SAVE!

Schedule your full face Active FX procedure on the same day as a friend and you will both receive \$500 off as well as a complimentary Nu-Derm Post Laser Kit!

**SPECIAL: \$2,000.00** (Regular Price: \$2,500 + \$200.00 = \$3,000.00)

*Good through September 30, 2009*

To opt out of this e-flyer or with any questions, contact Sandy at [sandy@sandiegoface.com](mailto:sandy@sandiegoface.com).

# Latest trends show increase in minimal invasive procedures on men, women, and for work reasons

Patients continue to invest in their appearance and their health. A recent survey conducted by the American Academy of Facial Plastic and Reconstructive Surgery found interesting trends in 2008. While the overall demand for cosmetic surgery has decreased due to the economic climate, the request for non-invasive procedures has increased. The most requested minimally invasive procedures included Botox®, dermal fillers such as hyaluronic acid, and skin resurfacing treatments such as chemical peels and dermabrasion. The recent poll of surgeons found that both men and women spent money on procedures to look and feel refreshed.

Why are patients willing to invest in their appearance? Three out of four physicians said they treated patients who requested procedures to stay competitive in the workplace. Other noteworthy trends included men requesting cosmetic surgery to be more attractive to their partners (43 percent), couples undergoing facial plastic surgery procedures together (41 percent), and woman seeking treatment to look and feel their best for their wedding day (39 percent).

Certain trends were attributed to ethnic enhancement. Facial plastic surgeons reported rhinoplasty (nasal surgery) as the most popular procedure requested by African-American (85 percent) and Hispanic (57 percent) patients. Blepharoplasty, or eyelid surgery, was the most requested treatment by Asian-American patients (61 percent); facelifts were the most popular surgical procedure among Caucasian patients (40 percent). Ethnic facial plastic surgery is on the rise as 83 percent of physicians surveyed said facial plastic surgery will increase among these populations. This growth is likely to be attributed to an increase in minority specialists whom ethnic patients regard as more attuned to their needs, and a greater acceptance of cosmetic surgery as a whole.

In 2008, approximately 84 percent of patients seeking facial plastic surgery were female. The most common cosmetic surgical procedures undergone by women were facelifts (average of 55 procedures per surgeon) and blepharoplasty, or eyelid surgery (45 procedures). This



procedure was in high demand for women looking to eliminate drooping and puffiness in the lid.

A growing number of younger women are visiting physicians' offices specifically for Botox. According to this year's survey, 60 percent of facial plastic surgeons treated women under the age of 35 for the injectable. According to physicians, younger women are seeking this treatment to improve their youthful appearance and prevent deeper wrinkles from appearing later in life.

During the downturn of the economy, many non-specialists are marketing their services at a low rate. More than half of all surgeons surveyed found advertising associated with specific injectable fillers, lasers, or other cosmetic treatments to be deceptive. Many non-medical personnel have entered the arena of cosmetic treatments and the buyer needs to beware. If an advertisement for a cosmetic procedure appears to be too good to be true, it may be.

The future of facial plastic surgery is bright for both physicians and consumers. The popularity of cosmetic fillers will continue to grow as novel treatments (e.g., Reloxin) and technologies are introduced into the market. ■

# Chin and cheek implants can help restore youthfulness and enhance

**F**acial implants are used to improve and enhance your facial contours.

Chin and cheek implants provide a more harmonious balance to your overall face, making you feel more confident about your appearance. There are various types and sizes available. Facial plastic surgeons are able to replace bony deficiency, to improve balance of facial features, or to reposition the sagging skin upward and outward to fill hollows and depressions. Whether you are looking to strengthen your jawline, restore volume, or provide reconstruction, implants might be your solution. Find out what procedures are available and how you may benefit.

## Expectations

Facial implants can improve your appearance and may increase your self-esteem. You should not expect perfection. Your facial plastic surgeon will explain the details of your surgery and the realistic outcomes. Some younger patients request implants to balance their profile. Patients in their 50s and 60s may combine a facelift with cheek implants to restore a youthful appearance or to increase volume in sunken cheeks. Be sure to discuss what you want and expect with your facial plastic surgeon.



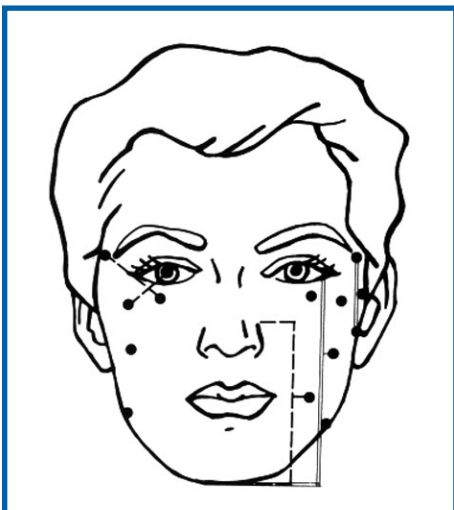
*This young woman underwent a medium extended silicone chin implant and neck lipocontouring to provide better balance in her overall facial features. Photo courtesy of the American Academy of Facial Plastic and Reconstructive Surgery.*

## Preparations

Your surgeon will perform a thorough evaluation of your face and determine the best treatment plan for you. Be prepared to ask questions and ensure that you understand all aspects of the proposed procedure.

Your facial plastic surgeon will provide details of the surgery, including if you will require only local anesthesia combined with a sedative or a general anesthesia. Your operation may take place in an office-based facility, a freestanding surgical center, or a hospital outpatient facility. You may have to stay overnight if you are having extensive surgery. Additionally, you will find out if you can drive home afterward, what you can eat or drink the night before your surgery, and if you should stop taking any medications. You may take oral antibiotics before and after the procedure to prevent infection. All pre- and post-operative instructions will be shared with you in detail.

*Most facial plastic surgeons evaluate the relationship among the six points shown to the left when determining whether a patient might benefit from a cheek implant and, if so, where to place the implant.*



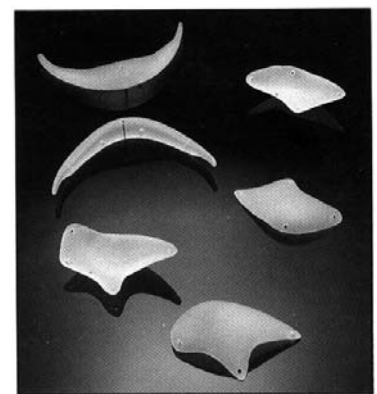
## Chin surgery

Many people have a chin that is too small for their face. Flat, under-projected chins are usually genetic, although traumatic injury or previous jaw surgery can also result in deformity. Chin augmentation can help restore balance to the lower face and jawline.

A weak or receding chin can sometimes make your nose seem larger or more projected. During consultation, you can discuss if a chin implant will bring your profile back into

balance or if a combination of rhinoplasty (nose surgery) and chin augmentation is the solution.

The implant is placed through a tiny incision under the chin or inside the mouth along the lower lip. The procedure may take from 30 minutes to an hour. During the procedure, the surgeon inserts the implant into a pocket over the front of the jawbone. Sutures close the incision. Usually, the chin is taped after surgery to minimize swelling and discomfort. It may be difficult to smile or talk temporarily. Your facial plastic surgeon will instruct you about dental hygiene, eating, and any restrictions to your activities after surgery.



*Cheek and chin implants come in a variety of sizes and shapes (see photo above).*

## your profile

### Cheek surgery

One of the strongest characteristics of youth is fullness of the cheeks, indicating an abundance of healthy soft tissues and fat that is present under the skin. Also a sign of vitality, the cheekbones are responsible for defining the face, highlighting the eyes, and adding overall balance to your features. Not everyone can retain contour and fullness with age. Not everyone has prominent cheekbones.

When there is depletion of tissue and fat and minimal cheekbones, the skin sags, appears flattened or sunken, and may cause folds and wrinkles around the mouth. The mid-face or cheek implant can hold up the collapsed tissue and restore the youthful appearance of adequately padded skin at healthy levels of distention and elasticity. This improves the contour, creates balance, and bolsters self-esteem.

The incision is made inside your upper lip or inside your lower eyelid. A pocket is formed and the implant is inserted and secured. The procedure may take from 30 to 45 minutes. Your ability to move your mouth and lips may be restricted temporarily after the surgery. Stitches used to close the incisions usually dissolve within 10 days.

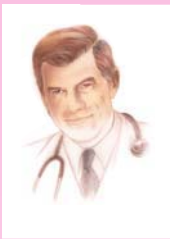
### Lower jaw surgery

The angle of the jaw can be augmented with an implant. Incisions are made inside the mouth on either side of the lower lip. A pocket is created and the lower-jaw implant is inserted and secured. The procedure may take one to two hours. Dissolving sutures are used to close the incisions. There may be swelling following surgery. Your activities and ability to smile or talk will be limited for several days.

### The new you

Give yourself plenty of time to recover. Facial implants can produce some remarkable changes. It may help you achieve more defined and angled facial features that are considered a sign of beauty. Most people will comment on how great you look, not realizing that you even had surgery. For more information on implants, make a consultation appointment with your facial plastic surgeon today. ■

## ASK THE SURGEON



*Is it necessary to buy the sunscreen with the highest SPF? How much more effective is a product with SPF 80 versus SPF 30?*

No, it is not necessary to buy the sunscreen with the highest sun protection factor (SPF). You should always wear sunscreen with at least an SPF of 15. Apply 30 minutes before venturing outdoors and reapply every two hours; reapply immediately following swimming or after considerable sweating. SPF of 15 means that your skin is protected 15 times longer from the sun's harmful ultraviolet B (UVB) rays than without sunscreen. Look for a product that protects against both UVB and ultraviolet A (UVA) rays. The difference in UVB protection between an SPF 100 and SPF 30 product is marginal. For example, SPF 30 deflects 97 percent of UVB rays, while SPF 50 blocks 98 percent and SPF 100 blocks 99 percent. According to the Skin Cancer Foundation, numbers above 50 offer negligible increases in protection. The Food and Drug Administration is proposing to cap the SPF at 50 with strict rating and labeling laws. Until this happens, you will probably see many products vying for the market share with big SPF numbers. ■

## BEAUTY TIP



What is the best way to keep your skin radiant during the summer months? Keeping your skin clean, hydrated, and protected will ensure a natural glow. Be sure to use a mild soap; wash the dirt and excess oil from your skin preferably twice a day. Avoid a cleanser that has perfumes or dyes. Your skin loses a lot of moisture throughout the day due to evaporation. To aid your skin against drying out, drink plenty of water and apply a moisturizer after washing your face. Look for a moisturizer that is water-based with no perfumes or dyes. Check the labels of your favorite lotions and foundations, do they contain sunscreen? Protect your skin from aging prematurely by routinely applying sunscreen with a sun protection factor (SPF) of at least 15. Refrain from smoking, which increases wrinkles. ■

## WHAT'S NEW?



Dysport® is derived from botulinum toxin A and has been approved for aesthetic use in the United States. It is similar to Botox®—both work to paralyze muscles that contract and cause wrinkles. Botox®, however, is suspended in sodium chloride; Dysport® is suspended in lactose. It takes 10 minutes to inject Dysport®, with results showing in one to two days and results lasting three to five months. Talk to your doctor to see if Botox® or Dysport® might be right for you.

Another new product on the market is Evolence®. This new dermal filler is used to smooth and soften wrinkles by adding volume back into your skin. Results are immediate and last at least six months. This filler is made of an advanced collagen compound; it does not require a skin pre-test. It is recommended for the improvement of moderate-to-deep facial wrinkles and folds, e.g., smile lines. ■

# Trust your face to a facial plastic surgeon

**Y**ou are considering facial plastic surgery. How do you go about finding the right surgeon? To whom do you trust your face? Your facial plastic surgeon should possess the following qualities:

- Experience and excellent training
- Compassion and empathy
- Good judgment
- Good surgical skills
- Strong sense of ethics
- Pleasant personality
- Board certification in appropriate specialty



Consider the following guidelines.

- Research your physician. Does he or she practice in a specialty you normally would associate with facial enhancement or improvement?
- Is this doctor a surgeon, trained in an appropriate specialty?
- Is this doctor board certified? By what board?

Board certification is a process offered by a number of medical specialty organizations in order to evaluate its physician members in terms of their knowledge, experience, judgment, decision-making, and ethics. The goal is ultimately to improve the level of care that the public receives. Certification by a medical board means that a physician has met the standards set by that particular board. For example, the American Board of Facial Plastic and Reconstructive Surgery requires that the surgeon be a graduate of an approved Accreditation Council for Graduate Medical Education (ACGME) surgical residency program, possess a valid medical state license, undergo peer review evaluation of his or her surgical experience, achieve satisfactory passing of a rigorous written and oral exam, provide references by several other reputable surgeons, and possess a high code of ethics ([www.abfprs.org](http://www.abfprs.org)).

Other boards such as the American Board of Plastic Surgery, the American Board of Otolaryngology, etc., certify physicians who are trained in surgery of this region. It would seem to be less pertinent if the board

certification were in a specialty far removed from the area of expertise you are seeking.

- If a surgeon, does he or she have privileges to operate in an approved surgical facility such as a hospital or accredited surgery center?
- How long has the surgeon been practicing this specialty?
- When you visit the surgeon's office, are you comfortable with the surroundings and how the staff treats you?
- When you meet the surgeon, are you comfortable with him or her and able to develop a good rapport?
- Does the physician take time to really listen

to your concerns and clearly answer all your questions in plain language?

- Are your best options explained to you, including the pros and cons of that procedure or surgery?
- Is this doctor going to be the one treating you or will some of this be relegated to another person?

These questions are intended to help you wisely select a suitable facial plastic surgeon. There are other pertinent questions that can be asked as well. There is no intention to imply that a particular specialty is the only one appropriate for a given patient. Excellent physicians may be affiliated with a number of different organizations and educational entities. It is always important for a prospective patient to spend time in a face-to-face consultation with the physician and try to develop a level of comfort, trust, and openness with that physician. Sometimes visiting more than one physician is helpful.

Take your time, ask questions, and allow yourself to choose a physician you feel is right for you and your situation. The seven qualities listed in the bulleted list are valued and you should see as many of them as possible in your physician. The wise patient will want to trust their face to a surgeon who merits that trust. ■