



La Jolla Medi-Day Spa Newsletter

Winter Issue 2009 — Vol. 1, No. 1

Winter Spa Specials

MINI MAKEOVER SPECIAL - \$399

- Aromatherapy massage
- Microdermabrasion with deluxe facial
- One area of Botox

REVIVAL Package – \$150

- Pumpkin Enzyme Peel
- Eye Zone Therapy
- Back Treatment and Massage

NEW CLIENTS

Enjoy a 30% OFF a Deep Cleansing Facial or Therapeutic Massage.

REFER A FRIEND

Both you and Friend enjoy 50% OFF a Facial or Massage (excludes Chemical Peels).

SPECIAL PROMO

Purchase 5 facials, receive 6th FREE!

GRAPE WINE PEEL

Promotional price of only \$115

FREE Skin Analysis and Makeup Consultations

Please make an appointment with Sandy at (858) 658-0595 or email at sandy@sandiegoface.com.



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From Dr. Roy David Amir



Happy New Year to all our patients! Our theme for the new year and onward is Minimal Downtime-Maximum Results! Because our medi spa is associated with a full cosmetic surgery practice we can offer truly medical grade facials and peels, as well as quality products that will give you real, long-lasting results - not just a 24 hour "glow." At the same time, we don't want you to have excessive healing or downtime from any of our spa-related services, including **upper eyelid surgery** and our **signature "mini" lift** which are performed with no general anesthesia in approximately one hour.

We plan to use this email format to inform you of interesting developments in the aesthetic industry as well as unique specials and discounts as they become available. Additional information will always be available on our spa website LJMedSpa.com.

Some exciting new products are on the horizon:

Botox is about to have competition! Reloxin is going to be released this year by Medicis, the company that makes Restylane. Word is that Reloxin is as effective as Botox. As for price point, we can assume that competition will benefit everyone and we will see lower prices on Botox, but no numbers are yet available. Stay tuned!

Latisse has just been FDA approved and can be used for growing longer/ fuller eyelashes. It will be available by prescription.

Finally, our practice now offers Total FX. Total FX has an excellent safety profile and quick recovery but is slightly more expensive than Active FX, and not every patient needs Total FX. For those of you who have had Active FX in the past year and are interested in even more improvement around the lips, a Total FX touch up will be offered at a reduced price.

From Nita Kazi, HHP, Esthetician



Hi everyone and Happy New Year! It's been a great 2008. We have enjoyed serving as your partner in your pursuit to look and feel your very best.

I am really excited about our combo treatments with microdermabrasion and chemical peels. We are achieving some truly remarkable results for patients. Our patients are loving the Obagi Nuderm home treatment for rapidly achieving smooth skin with significantly reduced pigmentation... And the Obagi Clenziderm is quickly making acne struggle old news! The Jane Iredale pure mineral cosmetics are also a huge hit to create the "no-makeup" look in a snap! Just come in for your free skin and makeup consultation.

If you're looking to reduce some of your "holiday stress", try our "ultimate relaxation package." Combining an aromatherapy facial and deep tissue massage is the best stress buster. By adding Botox to relax the frown lines and forehead muscles you achieve an added dimension of relaxation.

Don't forget, every 6th facial or massage is FREE, and you receive credit for referring a friend. We look forward to seeing you in the new year!

To opt out of this e-flyer or with any questions, contact Sandy at sandy@sandiegoface.com.

Beauty through the ages: 20s, 30s, 40s, 50s, 60s, and 70s

Beauty is not defined by age. If you want to enhance your beauty, get smart about what you can do for your skin in every decade. Not only can you learn to improve what you have, but also find out what options you have to change what you don't like.

Terrific twenties

Your skin is supple and full, with youthfulness abounding. Most people consider this the prime of their beauty and overall physical condition. Develop good habits around skin care: cleanse, moisturize, and protect. This young age is an ideal time to play with accentuating your features with makeup. If you are looking to make your eyes appear bigger, place eyeliner as close as possible along the upper and lower lashlines; do not line the inside of your eyelids. If you are trying to make your thin lips look fuller, avoid dark shades. Wear medium to light lip colors or try lip gloss.



If you are still suffering from occasional acne breakouts or maybe you want to improve the appearance of acne scars, consult your physician. You may benefit from laser resurfacing, dermabrasion, or a chemical peel.

Tremendous thirties

Small signs of aging start to appear around the eyes and mouth. Your skin may feel drier and thinner due to cell replacement slowing down and the breakdown of collagen, the protein that holds the skin together. Besides continuing

those good skin care habits, pay extra attention to hydrating your skin by drinking plenty of water and applying a moisturizer twice a day.



If you are looking to improve the appearance of wrinkles, your facial plastic surgeon may recommend an alpha-hydroxy cleanser, BOTOX® injections, or soft filler injections. Are you scheduling time for yourself? Learn relaxation techniques and make pampering yourself a priority. Stress negatively affects your skin and accelerates the aging process. Your body reacts to feeling overwhelmed, nervous, or anxious by producing excess oils in your skin. Be proactive in reducing stress and your skin will benefit.

Fabulous forties

The texture and tone of your skin is changing as pores become more enlarged and the skin appears more dull. Damage from the sun may be more visible with freckles, age spots, and changes in skin color. Cell renewal, collagen production, and exfoliation are not as quick as it once was. Common treatments include a prescription exfoliator to help get rid of dead skin cells or a chemical peel to rejuvenate the skin. You may be a candidate for eyelid surgery, or blepharoplasty, to address sagging skin around the eyes.

During this time, you may be struggling to balance your family, career, and community responsibilities. Are you getting adequate rest? During the deepest stage of sleep, your body



releases growth hormones for cell repair. Without this regenerative effect, your skin's texture, thickness, and elasticity are diminished. The average adult requires seven hours of sleep per night; help your skin rejuvenate and glow on a daily basis.

Fantastic fifties

Wrinkles and the toll of gravity are readily apparent. The loss of volume and fullness in the cheeks causes loose skin and sagging. Fat cells begin to collect under the eyes and around the neck and chin. The decrease in production of estrogen affects your skin, increasing dryness and reducing elasticity. Regular facials can help the skin's circulation. Minimally invasive procedures can restore fullness to your cheeks and lips, such as injectible fillers or you may consider a facelift.

A facelift rejuvenates the lower two-thirds of the face. The surgeon repositions and tightens underlying muscle and tissue. Excess skin is removed and the incisions are closed with fine sutures. Although the procedure will make you look 10 to 15 years younger, keep in mind that the aging process continues after surgery.



Sexy sixties

The skin is not producing as much oil, so it is important to moisturize. Look for an oil-free moisturizer with no perfumes or dyes. Conduct a skin self-exam regularly for any abnormal growths or unusual changes. See your physician if you have a spot that is not healing or continues to bleed.

As your skin becomes more lax, you may notice increased jowls and excess folds of skin. Your facial plastic surgeon may recommend a necklift to redefine the jawline and neck area. Additionally, cheek implants can restore fullness to the cheek area.



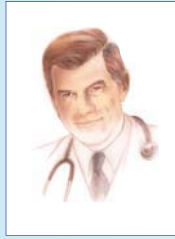
Superb seventies

You may notice that your skin color is lighter due to decreased circulation. You may also start to see brown spots or rough spots. These can be treated with a topical solution or laser resurfacing. Bruising is more common in this decade because your skin is thinner. Your doctor may recommend a vitamin K cream. If you have any new skin conditions that appear—e.g., rash, redness, raised bumps—be sure to show your doctor; some skin conditions may be related to medications you are taking and should be adjusted.



Beauty is apparent at every age. Embrace your decade and seize ways to enhance your appearance in every way you feel comfortable. ■

ASK THE SURGEON



I have a double chin. Is it possible to get rid of this by liposuction? How likely is it that my double chin could re-appear even after surgery?

You can reduce the appearance of a double chin by liposuction. It is effective in lessening the excess fat accumulation beneath the jawline. It does not address sagging skin, often referred to as a turkey waddle. Liposuction of the chin usually takes less than an hour, performed under light sedation with local anesthesia. A small incision is made behind the earlobe or under your chin. A cannula, or liposuction instruction, is inserted to loosen and remove the fat. The recovery period is short, with most patients returning to work within three or four days. Your double chin can reappear after surgery if you have an unhealthy lifestyle and do not maintain your weight. Talk to your facial plastic surgeon. Depending on your unique needs, there may be other options to consider in improving the appearance of your chin and jawline. ■

HEALTH TIP



Reduce the appearance of dark circles under your eyes through quick fixes and long-lasting options. As we age, the skin around our eyes starts to thin, which causes the blood vessels to become more apparent—i.e., dark circles. Concealers that are yellow-based or green-based will counteract the blue of the under eye circle. Be sure to choose a concealer that is hypoallergenic, fragrance free, opaque, and waterproof. Sometimes the dark circles are due to excess pigment in the skin. Lasers, creams, and skin peels may be used to lighten the skin. Allergies may be causing you to rub the eye area, causing tiny blood vessels to break and show through the skin. If you alleviate itchy eyes, you may reduce the eye rubbing and improve the appearance of the skin. Avoid applying eyeliner or mascara to the lower lashes so that you do not draw attention to the under eye area. ■

WHAT'S NEW?



A software program has been developed that uses a mathematical formula to alter the original form of an image into a more attractive version. Computer scientists asked 68 men and women, age 25 to 40 from Israel and Germany, to view photographs of male and female faces and pick the most attractive ones. The scientists took their responses and applied an algorithm involving 234 measurements between facial features, including the distances between the lips and the chin, the forehead and the eyes, and between the eyes. The program is able to take an original photograph and determine the most attractive set of distances, choose the ideal, and create an updated, computer-generated version. There are mixed reactions to the results of the before and after photographs; however, according to one of the creators, it may have practical applications in advertisements, films, and animation. ■

Getting to know your skin; which ones can be treated

If you have ever noticed a new blemish on your face and weren't sure of what it could be, you may want to research what it is and if there is a remedy to improve your appearance. Or maybe you have been living with redness on your cheeks and aren't sure if there is a simple treatment you could try. Most of us can point to some skin imperfection; the following is a list of common conditions. For more information-including treatment options-consult your facial plastic surgeon.

Hemangiomas, commonly called strawberry marks, are a collection of dilated capillaries that appear as bumpy, red blemishes. Most strawberries appear in infants, increase in size for a time, then shrink gradually and often disappear altogether.

Port wine stains are enlarged blood vessels under the skin that produce reddish to purplish discoloration of the skin, most often on the face. Port wine stains are present at birth, appearing in three out of 1,000 people. As the child grows, the birthmark will deepen in color and increase in size.

Café au lait spots are tan birthmarks caused by clusters of pigmented skin cells, i.e., an excess of melanin. Moles usually appear after birth. Those that appear at birth have a higher risk of becoming skin cancer, especially if it covers a large area.

Lentigines, also called age spots or liver spots, are harmless, oversized freckles. They appear as a result of aging and exposure to the sun.

Rosacea is distinguished by small, reddish bumps on the face that develop in middle aged individuals. Rosacea is not curable-although treatable-and the cause of the inflammation and redness is unknown.

Rhinophyma, or red-nose syndrome, is a severe form of rosacea localized on the nose. This type of blemish is a rare disorder that involves distended oil glands and a thickening of the upper layer of skin on the nose. Seborrhic keratoses are common, benign tumors associated with aging skin. They are warty thickenings that can be anywhere from light skin color to dark brown little growths.



Actinic keratoses are patches of rough, reddish skin occurring generally in fair-skinned people. The growths sometimes develop after prolonged sun exposure, beginning as flat scaly areas that later develop into a hard, wart-like surface and can develop into skin cancers.

Xanthelasma refers to small, fatty bumps beneath the surface of the skin. They are elevated, yellowish growths that usually occur on the eyelids and appear later in life.

Telangiectases, also called couperose skin, are tiny, broken and dilated capillaries, or spider veins, that appear beneath the surface of the skin. Most frequently, this type of blemish appears on the cheeks or nose.

Most skin blemishes can be camouflaged with make-up or treated via topical creams, steroids, antibiotics, laser treatment, or surgical removal. Make an appointment with your facial plastic surgeon today to discuss your aesthetic and medical concerns and the best mode of concealment or treatment. ■