

**INSIDE: SUMMER 2008 ISSUE**

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Immediate Results, Greater Longevity



Before

Immediately After

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Active Lifestyles

Neck & Chest  
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Treatment for  
Overlooked Areas

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**FACE FACTS**

Facial Aesthetic Concepts Newsletter Summer 2008

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**INSIDE THIS ISSUE**  
SUMMER 2008

Radiesse®  
Immediate Results,  
Greater Longevity

FAcE Microlift  
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Neck and Chest  
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Overlooked Areas

**Sunscreen Tips for Summer Sun**

Most people are now aware of the dangers of excessive sun exposure. These dangers include an increased risk of skin cancers, unsightly brown spots, wrinkles, and the premature loss of the skin's youthful elasticity. As a result of these dangers, there has been a dramatic increase in the number of people using sunscreens on a daily basis. But what determines if the sunscreen you're using is providing enough protection? Until now the only guide available was the SPF, or Sun Protection Factor.

Unfortunately, the SPF alone is not enough of a guide to measure the protection needed in a sunscreen. This is because the sun produces two types of ultraviolet rays, termed UVA and UVB. The SPF value (15, 30, 40 etc.), only measures a product's ability to screen or block the sun's burning rays or UVB rays. The SPF value is determined by comparing the amount of time needed to produce a sunburn on

protected skin to the amount of time needed to cause a sunburn on unprotected skin. For example, if a person has an initial burning time of 10 minutes and uses an SPF of 2 that person can remain in the sun twice as long, or 20 minutes, before becoming red. This measure, however, does not consider the products ability to screen or block

UVA rays. A sunscreen can have an SPF of 30 and not block or protect against any UVA rays.

Why is this important? UVA rays are responsible for deeper skin damage and the aging effects of the sun, namely lines, wrinkles and leathery skin. New research also shows that

and on the right side of Australian drivers, whose steering wheels are on the other side of the car. So, what can you do to ensure you and your family are being protected in the best possible manner?

Make sure the sunscreen you select has UVA protection. Unfortunately, sunscreens currently do not have to report on the level of UVA protection they provide. Most though, will indicate on the label whether they block UVA and how well. Fortunately, the FDA will soon require sunscreen manufacturers to report on the level of UVA protection provided in their products.

There are two types of sunscreen ingredients, **physical blockers** and **chemical blockers**, for UVA protection. Physical blockers such as zinc oxide or titanium dioxide have long been used as effective ingredients in sunscreens for UVA protection. Recently, Mexoryl was approved by the FDA as a chemical block that provides the most effective organic protection from UVA rays. There are also a few other chemical blockers, benzophen-

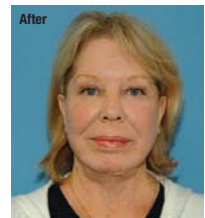
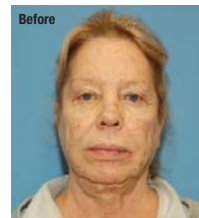


UVA rays can contribute to skin cancers. The different effects of UVA and UVB rays are evident in individuals with long travel commutes. Car windows block some UVB rays but block little or no UVA. According to *The Skin Cancer Foundation*, skin damage is often greater on the left side of the body and face in American drivers

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**The FAcE Microlift for Active Lifestyles:  
A New Trend for a Fresh New Look**

The FAcE Microlift has quickly become one of the more sought after procedures performed by the double certified surgeons at Facial Aesthetic Concepts, Drs. Gangnes and Miller. The Microlift was originally developed by Dr. Gangnes in 2003 as a way of achieving the facial rejuvenation effects of a facelift but without lengthy surgery, lengthy incisions, and without lengthy healing. More than 350 Microlifts have been performed by Dr. Gangnes and Dr. Miller. This innovative procedure can be combined with other enhancement procedures such as fat grafting, brow-lifting, eyelid surgery, and various types of laser skin rejuvenation.



Continued on page 2

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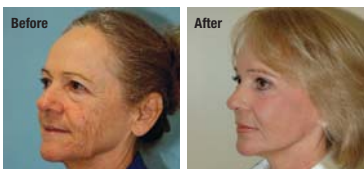
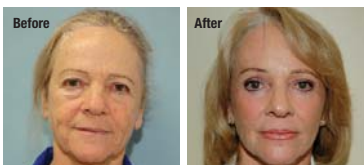
## The FACe Microlift for Active Lifestyles: A New Trend for a Fresh New Look

Continued from page 1

nation procedures. Because of its increasing popularity, our editors decided to interview Dr. Gangnes about this innovative procedure:

**Dr. Gangnes, how was the FACe Microlift developed?**

Dr. Gangnes: "We recognized that many patients have active lifestyles, both professionally and socially, that they didn't want to have interrupted by long surgical recoveries. A proce-



cedure for on-the-go individuals was needed to accommodate this new dynamic. We quickly found that beautiful results were attainable with much less surgery and only a few days recovery. The techniques we developed were a dramatic departure from the conventional thinking of plastic surgeons. It was very much of a "less is more" approach. We then began, 5 years ago, to refine our technique to achieve better, natural, longer lasting results, and this is where we are today."

**What exactly is the FACe Microlift for active lifestyles?**

Dr. Gangnes: "It is actually a minimal incision facelift procedure, with release and tightening of the superficial muscle layer of the face. There is limited elevation of the skin so that the only area of the skin to heal is about a finger width in front of the ear. There is usually no bruising, no pain, and visible sutures are removed in four days."

**How quickly may one return to work?**

Dr. Gangnes: "This, of course, varies depending on one's

vocation and sensitivity to social downtime. All bandages are removed within 4 days but some residual swelling can persist beyond 4 days. Generally patients are comfortable returning to work in just a long weekend, 4 to 5 days. We frequently perform fat grafting along with the Microlift to create cheek softening, decrease hollowness of the eyes, produce lip enhancement and basically to soften facial contours; but even with fat grafting many patients return to work in 4 to 5 days."

**Do patients have to go completely asleep for this procedure?**

Dr. Gangnes: "Only if a patient wants to. We perform just as many Microlifts without using general anesthesia. Many times patients prefer not to undergo the process or cost associated with general anesthesia. Our goal is to ensure patient comfort and satisfaction by providing our patients exactly what they want."

**Who are the best candidates for the Microlift?**

Dr. Gangnes: "Patients who achieve the best results are those patients, irrespective of age, who benefit from a lifting and tightening of the cheek, jawline and neck. People who like the improvement they see in the mirror when the cheeks are gently lifted and tightened are generally good candidates for the Microlift for active lifestyles. Dr. Miller and I always examine our patients to determine if this procedure is best for them, however, and discuss how they can achieve their personal goals."

**Is the Microlift costly?**

Dr. Gangnes: "The Microlift is under \$4500, making it an affordable option for many patients."

**Where do you see plastic surgery going from here?**

Dr. Gangnes: "When I started performing this procedure almost 5 years ago, my plastic surgery colleagues were skeptical of our ability to achieve such good results with less surgery. As we have further refined this procedure and performed over 300 of them personally, I find that there has been a distinct shift in the plastic surgery community toward less invasive procedures, and recognition that these procedures not only fulfill our patients needs from a recovery, anesthesia, and cost perspective, but most importantly achieve very gratifying aesthetic outcomes. \*

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## Radiesse Gives Immediate Results and Greater Longevity

In the last few years aesthetic medicine has pushed to develop non-surgical techniques that can produce excellent results. At Facial Aesthetic Concepts we are using Radiesse to improve the appearance of various types of facial contours from cheek augmentation to nasal contouring.

Radiesse treatment can be performed in a short 30 minute appointment, produce immediate results, with only 24 hours of mild swelling. Radiesse is a calcium based injectable filler that adds volume to facial contours, smoothing wrinkles and enhancing facial features.

Developed with safety and longevity in mind, Radiesse is an injectable filler that offers superior versatility for both cosmetic and reconstructive use without surgery. What sets Radiesse apart from other dermal fillers? The answer is in its durability, longevity, and versatility. The unique composition of Radiesse provides immediate visual improvement common with other

fillers, along with the benefit of long-lasting results, of up to two years. This is because Radiesse is made of very tiny, smooth calcium hydroxylapatite (CaHA) microspheres. The microspheres (particles) form a scaffold through which your body's own collagen grows, and this produces the desired long-term effect. These unique advantages make Radiesse the ideal choice for facial shaping and contouring.

For a limited time Radiesse will be offered for only \$649 for a 1.3mL syringe. That's a savings of \$225 from the usual price of \$875. A single 1.3mL syringe is usually enough to fill in the lines around the mouth, augment a chin or cheeks, or even reshape a nose. Imagine one treatment for softer, more youthful facial contours. Now imagine that treatment lasting for years.

Take advantage of the enclosed promotions and receive an additional \$100 off our already reduced price. \*



## Treatment Options for the Neck and Décolleté

The neck and décolleté (the latter term denoting the front of the female chest and pronounced "deck-low-tay") is regularly uncovered in today's fashion, particularly during the warmer months. Additionally, the neck and décolleté are often forgotten about when sunscreens are applied. Consequently, the neck and décolleté are directly exposed to the sun's damaging rays and the harmful effects of this exposure accumulate over the years. The results are unsightly brown spots, generalized redness, and loosened older appearing skin.

At Facial Aesthetic Concepts, several treatment options are available. For those seeking improvement in pigmentation, our PDT and our popular Laser Light Peel treatments are extremely effective and well tolerated. Significant improvement in lines, wrinkles, and looseness can be achieved with our Portrait resurfacing treatments, which uses the newest technology, *plasma energy*, to achieve its miraculous results. The neck and décolleté before and after photos demonstrate what is achievable

after only one treatment with the Portrait device. Often overlooked but never left unseen, the neck and décolleté have many different treatment options that can turn dull, spotted skin to soft beautiful skin. \*



## Sunscreen Tips for Summer Sun

Continued from page 1

nones, octocrylene, and avobenzene (Parsol 1789), that provide additional protection against UVB and UVA rays. The best protection is provided by a combination of chemical and physical blockers.

Bring in This  
Newsletter  
and Receive  
**10% Off Any  
Sunscreens**

Offer expires 9/17/08  
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At Facial Aesthetic Concepts we have a large selection of sunscreens with broad protection from UVA/UVB rays. We have waterproof sunscreens, oil-free sunscreens, moisturizing sunscreens, and more. We also recently added a translucent powder sunscreen that can be applied directly over makeup. The powder provides a 30 SPF with both UVA and UVB protection. No more removing makeup to reapply your sunscreen. \*

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