



# Special Winter Promotions

Visit our website at [www.newbeautymd.com](http://www.newbeautymd.com) for more monthly promotions



**Latisse just \$95**  
Will grow longer  
fuller lashes

**\$1495**  
Thermage Non-surgical facelift or  
**\$1995**  
Thermage with Fractional CO2 Face

Not Valid with any other offer or already discounted item or service.  
Offer expires 1/15/12.

Purchase \$150  
in products and get a  
**\$25 Gift Card**

Not Valid with any other offer or already discounted item or service.  
Offer expires 1/15/12.

Botox \$10 per unit  
with the use of over  
30 units and  
Botox and Juvederm Combo  
**\$100 Off**

Not Valid with any other offer or already discounted item or service.  
Offer expires 1/15/12.

**LIGHT THERAPY**  
Photofacials **\$50 Off**  
single treatment or  
**\$100 Off** Laser Light Peel

Not Valid with any other offer or already discounted item or service.  
Offer expires 1/15/12.

**YOUR SKIN'S  
MAINTENANCE PROGRAM**  
Buy a series of 3 facials get  
**\$50 Gift Card**

Not Valid with any other offer or already discounted item or service.  
Offer expires 1/15/12.

**YOU DON'T NEED A  
WINTER COAT**  
Buy 4 lasers hair removal  
treatments get the  
**5th Free**

Not Valid with any other offer or already discounted item or service.  
Offer expires 1/15/12.

# FACE FACTs

Facial Aesthetic Concepts Newsletter Winter 2011



ALISO VIEJO | SAN CLEMENTE | RANCHO SANTA MARGARITA



Facial Aesthetic  
Concepts

**949.544.1668**

INSIDE THIS ISSUE  
WINTER 2011

Special Holiday  
Packages

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Certification?

PRP and the  
Latest Innovations

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Voted #1-5 years in a Row:  
Best of Orange County by  
the OC Register

Redefining the  
Concept of Youth.



## The Latest in the Battle of the "Bulge", CoolSculpting: Fat Reduction Without Surgery

At some point in our lives we've all struggled with fatty bulges that we would like to get rid of. Unfortunately there are some areas of the body that diet and exercise just can't seem to help. Thankfully a new concept based on an old theory has brought hope.

Doctors in the 50's noticed that children that habitually sucked on popsicles had some loss of fat in their cheeks. A clinical report documenting this phenomenon, called popsicle panniculitis, was the basis of the development of the CoolSculpting technology. CoolSculpting uses cooling instead of surgery or lasers to help your body eliminate fat deposits.

CoolSculpting is a FDA approved procedure that will eliminate fat in exercise resistant areas of the body. This results in natural looking fat reduction in stubborn areas such as the lower abdomen or those "love handles."

During the procedure an applicator is applied to the area being treated. That applicator delivers precision cooling to target and eliminate fat cells in specific areas of the body. The treatment is based on the principle of Cryolipolysis, the non-invasive cooling of fat cells to break them down without damage to other tissues. Fat cells are more vulnerable to cold temperatures than surrounding tissues so while fat cells are frozen other cells remain healthy and undamaged.

Each treatment produces, on average, a 23% loss of the fat treated. Before and after pictures show undeniable loss of fat volume in areas treated. Patients experience no discomfort during the procedure and see excellent results after 30 to 90 days following the procedure. Most patients experience a significant result from a single procedure but some patients may benefit from additional procedures.

The treatment is just \$1499 for the lower abdomen or \$749 for each love handle, thigh, or other individual area. That is significantly less than liposuction and has been proven to consistently provide results. Complimentary consultations are necessary to ensure you are a candidate for the procedure. For more information you may visit [newbeautymd.com](http://newbeautymd.com).



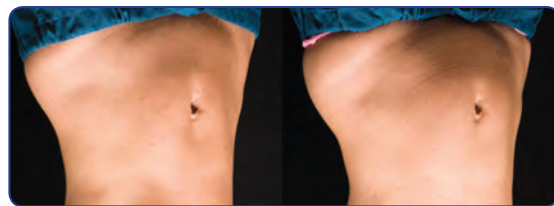
Before

90 Days After Treatment



Before

90 Days After Treatment



Fat Reduction Without Surgery

What is Board Certification?  
What you need to know.

Look Inside!



**Rancho Santa Margarita**  
22411 Antonio Pkwy., #C-120  
Rancho Santa Margarita, CA 92688

**San Clemente**  
665 Camino De Los Mares, #100A  
San Clemente, CA 92673

**Aliso Viejo**  
26831 Aliso Creek Rd., #201  
Aliso Viejo, CA 92656

Facial Aesthetic Concepts  
22411 Antonio Pkwy., Ste. C120  
Rancho Santa Margarita, CA 92688  
949.544.1668



## Facial Aging and Volume Restoration

What we perceive as an aged appearance is often times caused by a loss of volume of the skin, bone and most importantly fat. As we age the loss of volume of tissues produces sagging of the skin, formation of lines and wrinkles, as well as a hollow appearance to the eyes.



Before Sculptra



After Sculptra

options available to treat the primary cause of facial aging. Fat transfer, Sculptra, and fillers are currently the best options for volume enhancement to restore youthful contours. If you're interested in learning more about the options available you may schedule a complimentary consultation with Dr. Richard Gangnes or Dr. Timothy Miller.

## PRP's Newest Innovations and Procedures

For the last few years Dr. Gangnes has had increasing involvement with the University of California Irvine Facial Plastic Surgery training program. Recently he has been promoted to Associate Clinical Professor at UCI and continues to have an active role in training new surgeons on the latest clinical advances in Facial Plastic Surgery.

One recent study directed by Dr. Gangnes uses Platelet Rich Plasma (PRP) in various facial and skin rejuvenation procedures to enhance the results. For many years now PRP, the serum portion of a patient's blood, has been used in orthopedic medicine with much enthusiasm, particularly among professional athletes. Through many clinical trials and studies PRP has also shown to be useful in the field of cosmetic surgery and aesthetics.

Platelet Rich Plasma allows for rapid generation of the platelet-rich fibrin matrix and can be used to enhance healing

after facial procedures as well as to rejuvenate the face without tissue manipulation. Platelet Rich Plasma provides autologous (your own), natural, but concentrated platelet growth factor release and stimulation of surrounding tissue.



PRP plays a very important role in wound and tissue healing. Dr. Gangnes is currently using concentrated platelets with stem cells to enhance the results of cosmetic surgery, fat grafting, and laser skin resurfacing. PRP has shown to decrease healing time post surgically and after laser procedures. By delivering these blood components to the site of tissue injury in high numbers the process

of healing not only appears to be accelerated but enhanced, allowing patients to return to work and daily routines more quickly!

Dr. Gangnes is excited to discuss our newest innovations and procedures with you in a free personalized consultation.

*Don't Forget...*  
**Facial Aesthetic Concepts**  
*Sells Exclusive Skin Care Products!*

**Richard A. Gangnes, M.D. F.A.C.S.**  
**Timothy R. Miller, M.D.**  
 Board Certified Facial Plastic Surgeons

### Upcoming Events

#### Seminars

**One Cool Night**  
 CoolSculpting and Fractional CO2  
 In-Office Demo  
 Thursday, December 1st 7-8pm  
 Rancho Santa Margarita Office  
 Wine and hors d'oeuvres will be provided  
 Timothy R. Miller Facial Plastic Surgeon  
 Sharon Christopher PA-C

**Facial Aging and the Liquid Lift**  
 Wednesday, December 7th 6:30-8pm  
 San Clemente Office  
 Timothy R. Miller M.D.,  
 Facial Plastic Surgeon

#### Internet Webinar

CoolSculpting: Non-Surgical Fat Removal  
 Thursday, December 8th  
 6:30-7:30pm

To register for these events please call us  
 at  
 866-488-1757 or email us at  
 events@newbeautymd.com.

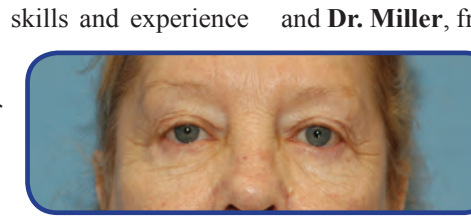
## Getting to Know Your Doctor's skills and Experience

How do you really know the skills and experience of your doctor or surgery center? Most people have heard, read or been told about the importance of going to "Board Certified" physicians or surgeons. But, **what is a "Board Certified" surgeon**, and are all Board Certifications the same?

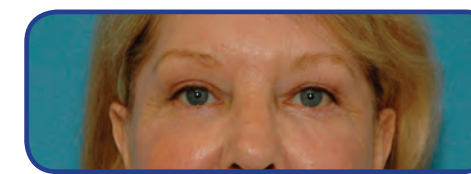
Believe it or not, **any medical doctor** can legally practice medicine and even perform surgery in **any specialty** they desire **regardless of training or experience**. Medical Boards were developed as a way to ensure appropriate training and expertise within certain specialties of medicine as a means of protecting the public. Additionally, holding a **membership**, being a diplomate or being approved by organizations devoted to plastic, facial plastic or cosmetic surgery is fine but it does **not equal Board Certification** because the requirements for membership can be as little as paying dues and rigorous testing is rarely required. Therefore, it is important to know if your doctor is Board Certified by a Board recognized by the Medical Board of California **AND** in which specialty the Certification is granted.

For plastic and **facial plastic surgery**, there are **only two** Boards that are recognized by the Medical Board of California: the **American Board of Plastic Surgery**, which focuses on general plastic surgery of the entire body, and the **American Board of Facial Plastic and Reconstructive Surgery**, which is the Board recognized by all 50 state medical boards as the certifying board for Facial Plastic Surgeons. The **Medical Board of California does not currently recognize the American Board of Cosmetic Surgery** and presently **any doctor** from any specialty or dentist can identify themselves as a **cosmetic surgeon** or specialist.

**Board Certified plastic** and facial plastic surgeons must undergo years of **specialized training**, followed by intensive written and oral examinations, which includes aesthetic evaluations and treatments. Candidates seeking certification in facial plastic surgery must meet additional rigorous requirements which include examination of their surgical records, operating in accredited surgery centers, and board certification in another surgical specialty. There are currently **only 915** double board certified Facial Plastic Surgeons in the world and **Dr. Gangnes**



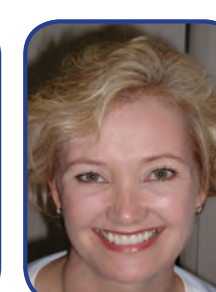
Before Eyelid Rejuvenation



After Eyelid Rejuvenation



Before Neck & Face



After Neck & Face



Before Neck



After Neck

and **Dr. Miller**, from Facial Aesthetic Concepts, are both double board certified.

Similarly, surgery centers have the equivalent of a board certification called **accreditation**. There are several accrediting bodies for outpatient surgery centers and, the three major are the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), American Association for Accreditation of Ambulatory Surgery Facilities (AAAASF), and Accreditation Association for Ambulatory Health Care (AAAHC). AAAHC accredited surgery centers are **recognized by the federal government** and approved by Medicare as high quality health care providers.

When considering a facial plastic or plastic surgeon, it is very important to verify the **credentials of your surgeon** and the **surgery center** in which your procedure is to be performed. We recommend you visit the website for the Board that has certified your surgeon as well as the accrediting body for the surgery center. You can visit [www.abfprs.org](http://www.abfprs.org), [www.abplsurg.org](http://www.abplsurg.org), [www.aaahc.org](http://www.aaahc.org), or [www.mbc.ca.gov/consumer/board\\_certified.html](http://www.mbc.ca.gov/consumer/board_certified.html) to confirm that your surgeon and facility are the best available.



**Free \$100 Gift Card**  
 Purchase any series of Photofacials or Laser Hair Removal and get a Free \$100 Gift Card

**Lifestyle Package**  
 Thermage non-surgical facelift combined with the FAcE Matrix fractional CO2 laser. Reg. \$2,500  
 Just \$1,995

**Rejuvenation Package**  
 Photofacial and Ultimate Facial for Just \$250.  
 Treatment of the face only.

**Free with \$150 Gift Card Purchase**  
 Buy a \$150 gift card and choose any cleanser and sunscreen or one of any FAcE or ImageMD product of your choice.

**Free \$20 Gift Card**  
 Purchase \$100 in FAcE or ImageMD Products and get a Free \$20 Gift Card

### 7 minute lift

A new product that produces immediate short term results, removing fine lines and wrinkles in just 7 minutes. This organic product tightens the skin with a blend of 12 essential oils producing immediate tightening, perfect for events, parties, or that special "date night."

**Dr. Gangnes After**      **Dr. Gangnes Before**