

# Fraxel® Thulium Laser

## A Great New Treatment for Sun Damage

This is the newest addition to the Fraxel laser line (it joins the Erbium and the CO<sub>2</sub> Fraxel lasers) and it is proving to be excellent for sun damage, uneven pigment, rough skin texture and the overall weathering look on the skin called 'photoaging' and most brown spots and keratoses. The FDA just gave an additional clearance for this laser for precancerous solar keratoses in late 2010.

It has minimal downtime for most patients (unless keratoses are present) and needs only numbing cream prior to treatment. One of the more impressive features of this laser is the ability to treat large areas such as the chest, arms and legs in people with extensive sun damage.

**Special Offer!**  
See back page.



# Non-Surgical Fat Layer Reduction

## Zeltiq™ Cool Sculpting

This is the "cool solution" for your exercise-resistant fat: such as muffin-top, post-pregnancy fat pooch, love handles or back fat. This non-invasive procedure uses a new precisely controlled cooling method called Cryolipolysis™ which has shown significant potential as a safe non-surgical method to target, cool and eliminate fat cells without damage to neighboring tissue. With properly selected patients, the Zeltiq™ procedure has proven to reduce the thickness of the fat

layer. Full results take 2-4 months and for some patients a second treatment may be beneficial.

You can read a book, watch a movie or even take a nap during your treatment.



**Special Offer!**  
See back page.

# David H. McDaniel M.D.



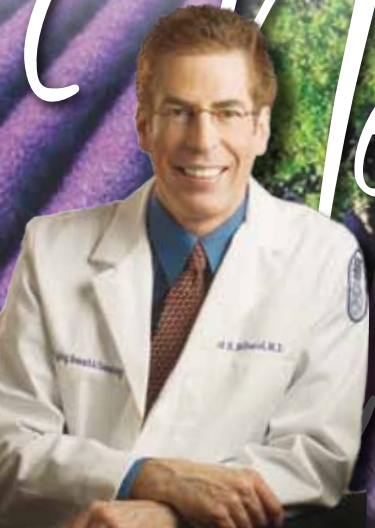
## Laser & Cosmetic Center

125 Market Street  
Virginia Beach, VA 23462  
757-437-8900  
www.LSVCV.com

PR-SRT STD  
U.S. Postage  
PAID  
Norfolk, VA  
Permit No. 175

WINTER/SPRING 2011

# Newsletter



**David H. McDaniel, M.D., FAAD**  
Director, Laser & Cosmetic Center  
Assistant Professor of Clinical Dermatology  
Eastern Virginia Medical School  
Director, Institute of Anti-Aging Research  
Co-Director, Hampton University  
Skin of Color Research Institute

# Special offers

Now through May 31, 2011

**Botox® Special**  
or Dysport®

**\$75-\$125 OFF\***

\$50 OFF & Additional \$25-\$75 When combined with our VIP Card

\*Facial Botox® & Dysport® fees typically range from \$398-\$598.

**Filler Specials**

**\$75 OFF\*** 1st Syringe

**\$100 OFF\*** 2nd Syringe at same visit

\*Juvederm®, Restylane®, Perlane®, Prevelle®, Radiesse® 0.75-1.0cc syringes. Regular fees typically are \$437-\$542 per syringe.

**Spider Leg Vein Sclerotherapy**

**\$50 OFF**

Per Treatment

Regular fees typically range from \$191-\$489.

**IPL Intense Pulsed Light**

**\$75 OFF**

Each treatment area

1. Face
2. Chest
3. Forearms

Reg. 1.)\$498, 2.)\$542, 3.)\$576

Stay Up to date on Special Offers & News  
Send your email to [specials@lsvcv.com](mailto:specials@lsvcv.com)

**Brilliant Distinctions Rewards Program**  
Botox® Juvederm® Latisse®  
If you are not a member, please call us.

**Sculptra Special**

**\$100 OFF** 1st Treatment  
**\$150 OFF** 2nd Treatment  
**\$225 OFF** 3rd Treatment

Regular fees \$665 per vial.  
While discount card supplies last.

**Laser Hair Removal**

Buy One, Get One

**1/2 OFF**

Bikini or Underarms  
Regular fees typically \$242 & \$195 per treatment

**Gift Cards & Gift Packages**

For Valentine's Day, Birthdays, Anniversaries etc.  
Call 437-8900 for details




**Express Service**

**Botox® & Filler**

Special appointment times are now available for Botox® or Filler patients who only need injections and who need quick "in & out" services.

Call 437-8900

Repair Sun Damage/Photo Aging

**Fraxel® Thulium or Erbium Laser**

**\$200 OFF** Face  
**\$150 OFF** Chest or Forearms

(Reg \$985, \$737, \$898)

Legs & Arms can also be treated!- Call us.

**Zeltiq™ Cool Sculpting**

**Non-Surgical Fat Layer Reduction**

Love Handles, Abdomen or Back

**\$150 OFF** 1st Anatomic Area  
**\$300 OFF** 2nd Anatomic Area

(Reg. fees typically \$950-\$2175 per treatment)

**Latisse™**

**Not Enough Lashes?**

Grow them LONGER, FULLER, DARKER with Latisse™

**\$96** per bottle

**Buy One, Get One 1/2 OFF**

1. Revale™ Day or Night or Intense Recovery Cream
2. SkinCeuticals® A.G.E. Interrupter/A.G.E. Eye
3. SkinCeuticals® Phloretin CF
4. SkinCeuticals® Pigment Regulator
5. Priori® Cellular Recovery DNA Repair
6. Priori® CoffeeBerry® Brightening Facial Complex
7. Priori® Age Defying Body Cream

Regular Fees: 1. \$109-\$130, 2. \$150/\$85, 3. \$152, 4. \$85, 5) \$90, 6) \$81, 7) \$120  
(If Multiple products are selected then the 1/2 off discount applies to the lower priced item)

**Tighten Eyelids**

Non-Surgically with Thermage CPT®

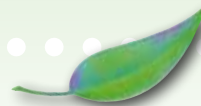
**\$300 OFF**

Upper and/or lower lids

(Reg. \$785-\$1385)

**FREE GentleWaves™** - Receive one GentleWaves™ LED treatment with any procedure at the time of treatment (Reg. fees typically \$132 or higher per treatment)

**January Special** - All Nov & Dec 2010 written fee quote prices will be honored through Jan 31, 2011  
\*Cannot be combined with 2011 specials



# NON-SURGICAL SKIN REJUVENATION OPTIONS



\*Results may vary.

**NEW! FREE!**

# MINI SEMINARS

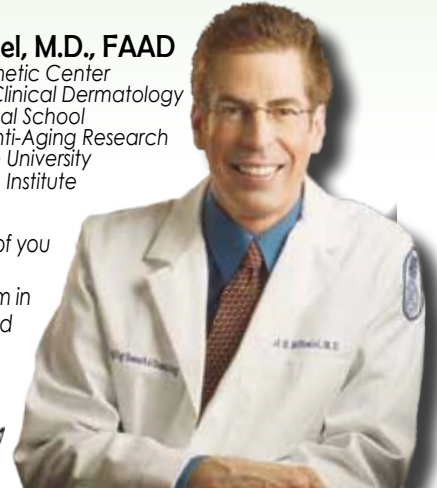
Dear Friends &amp; Patients,

I am very pleased to announce the beginning of our mini seminar series. As many of you know I speak at major medical meetings around the world, but only have occasional major public seminars locally. I am excited that we now have the facilities to do more informal 'mini seminars' using our new videoconferencing room in our new center. We will offer teaching that is more in depth on a specific topic and also more interactive with Q&A and more personal contact. I have some great guest speakers as well. Our theme is health and beauty. My presentations will primarily discuss cosmetic surgery and health, but our guests will focus on other aspects such as nutrition, fashion, exercise, stress management and some other 'surprises' to be added throughout the year. I hope you will join us. Please email us so you can stay updated and connected as we add more new topics and events.

Best Regards,



**David H. McDaniel, M.D., FAAD**  
 Director, Laser & Cosmetic Center  
 Assistant Professor of Clinical Dermatology  
 Eastern Virginia Medical School  
 Director, Institute of Anti-Aging Research  
 Co-Director, Hampton University  
 Skin of Color Research Institute



## "Anti-Aging" University MINI SEMINAR SCHEDULE\*

| Date        | Time          | Topic  | Faculty                 |
|-------------|---------------|--|-------------------------|
| January 11  | Tues. 5:30pm  | Anti-Aging: Non Surgical Options                                 | David H. McDaniel, M.D. |
| January 18  | Tues. 12:30pm | Laser Skin Rejuvenation  | David H. McDaniel, M.D. |
| January 26  | Wed. 12:30pm  | Anti-Aging & Antioxidants  | David H. McDaniel, M.D. |
| February 9  | Wed. 5:30pm   | Bio-Identical Hormone Replacement                                | Jennifer Krup, M.D.     |
| February 16 | Wed. 5:30pm   | Up close & Personal- Defining Your Look in a High Definition Age | Kim Wadsworth           |
| February 22 | Tues. 5:30pm  | Aging Gracefully   | David H. McDaniel, M.D. |
| March 1     | Tues. 5:30pm  | Stress Management  | Carolyn Castleberry     |
| March 9     | Wed. 5:30pm   | Looking & Feeling Younger through Fitness & Nutrition            | Jim White               |

Lunch or Light hors d'oeuvres provided

### Upcoming Topics\*\*

- Healthy Skin for Life!
- Botox & Fillers
- Sun Damage & How to Reverse the Signs
- Skin Cancer & Sun Protection
- Zeltiq Cool Sculpting Fat Reduction
- Laser Hair Removal
- Stress Management
- Beauty on a Budget
- MakeUp & Proper Skin Care
- Proper Nutrition for Healthy Skin & Body!
- Fashion Moves Forward- Business Appropriate Dress in a Casual World

### Some of our Great Speakers include:



**David H. McDaniel, MD**  
 Director, Laser & Cosmetic Center



**Jim White**  
 RD, ACSM, HFS & ADA  
 Spokesman



**Carolyn Castleberry**  
 Author, Speaker  
 Journalist, Consultant



**Kim Wadsworth**  
 Fashion Stylist and  
 Makeup Artist



**Jennifer Krup, M.D.**

\*\*Email us at [miniseminar@lsvcv.com](mailto:miniseminar@lsvcv.com) for Current Schedule and Dates!

Dr. McDaniel has been selected by his peers to 'Best Doctors in America' for 2011-2012 for the 16th year in a row.



Our new conference room

Dr. McDaniel is featured as an "Anti-Aging Expert" in the December edition of ALLURE magazine!



**Register Now! Seating is Limited. Call 437-8900**  
 or Email us at [miniseminar@lsvcv.com](mailto:miniseminar@lsvcv.com)

\*Faculty, Topics & Dates subject to change