



ewsletter

In this issue

- Beautiful Skin Without Surgery
- Get Ready for Summer
- New Products, Procedures & FDA Approval
- Beauty on a Budget

A Message from Dr. McDaniel

I hope this finds you and your loved ones enjoying the pretty spring weather (now that it is finally here!). I saw the first sunburned patient of the year so it is time to get out your sunscreen and make sure you use your antioxidants (either

topically or orally helps to reduce sun damage and in some cases even sunburn).

We all are having to deal with the troubling economy in one way or other – many people want to avoid downtime from surgery or watch their budget

– so I have tried to write this newsletter with this in mind. I hope you enjoy it and find it helpful. Also a special thanks to all who brought in items for the Food Bank. Please join us in helping the Make –A-Wish Foundation – see details inside.

Wishing you good health,

David H. McDaniel, M.D., FAAD

Director, Laser Skin & Vein Center of Virginia
Assistant Professor of Clinical Dermatology & Plastic Surgery - Eastern Virginia Medical School

Dr. McDaniel in the news

Dr. McDaniel presented research on combining LED, microdermabrasion and skin peels at the annual meeting of the American Society of Laser Medicine & Surgery in April. Other research related to antioxidants and UV sun damage, pore size, and cellulite are being prepared for presentation or publication in medical journals.



His current research projects include the use of antioxidants to extend the lifespan of living cells. Other research continues testing various anti-aging skin care products as well as a novel lotion to non-surgically remove basal cell skin cancer.

The media have featured Dr. McDaniel for stories on LED photomodulation in the L.A. Times and also Glow Magazine in Canada. MSNBC recently featured Dr. McDaniel in a story about Better Skin from the Beauty Aisle.

Dr. McDaniel is also now a consultant for the Allergan-Clinique-Estee Lauder joint skin care development project.

No Time for a Facelift?

I hear this a lot lately – a schedule too busy to set aside time to recover from surgery – or now is not a good time for surgery due to the economy. Well, I understand this and I would say this is the best time since my career began to choose non-surgical methods with little or no downtime. Yes, there are the various financial benefits of doing this – but more importantly the results we are achieving have really improved very significantly in the last year or two – and what I have seen in our research and at recent meetings is really pretty exciting.

Some of these are improved versions of existing treatments and some are very new or soon to be introduced. I have tried to highlight with photos some new and some old, so there are more photos and less text in this issue. Please come in for a consultation with me if you would like to learn how these treatments might help you and your skin.





Not the right time for surgery?

Get a lift without surgery



Look refreshed and relaxed



Feel rejuvenated!



One of the more exciting new developments I have seen in recent years are the results we are beginning to see with non or minimally invasive skin tightening procedures especially for the chin/neck area.

Botox® and fillers still remain a great quick, simple and affordable way to look rested and refreshed without surgery.

I love creating fuller, better defined lips while keeping a proportional natural look – one that looks younger but not eye-catching.

Research Study Volunteers Needed

- Do you have a new basal cell carcinoma on the face, arms or legs?
- Sun-damage – wrinkles or uneven pigment on face, neck or chest?

Call (757) 417-8300 for details

Ageless beautiful skin

...revive your aging skin



Whether you have a sagging brow, eyelids, cheeks, chin or neck – or thin, crepey splotchy skin on your chest or hands – there are non-surgical options to help repair and restore them.

We are seeing some exciting results with sagging or crepey skin on **necks** and **upper eyelids** using some of the newest **non-surgical** treatments. Please come in and discuss these treatments with me if you are interested.

The new Fraxel® fractional CO₂ laser is a remarkable improvement over the older CO₂ lasers and allows a more artistic natural result without the problems of pigment loss seen in the past.

Results for acne scars are much improved as well with the newer fractional laser.

One of the more impressive things I see is the final result from proper combination of several of these non-surgical methods that are the wave of the future for non-surgical treatments.

(Care Credit is also available)



Ready for summer?

- Unsightly Spider Leg Veins
- Cellulite
- Laser Hair Removal
- Skin Cancer Check

- Make sure you have fresh sunscreen.
- Protect against UVA or “aging” rays – not just the UVB or ‘burning’ rays.
- Use wider brim hats, and tighter weave clothing fabrics with a UPF 30 or higher.
- See us for our SPF, Antioxidant and Moisturizer ‘summertime safety’ special.

Call us for a consultation!





Beauty on a budget

Visit our master esthetician for a treatment of your choice:

Under \$100 Refresh & Rejuvenate

- A Coffeeberry® enzyme masque and GentleWaves® LED treatment
- Full face wax and GentleWaves® LED skin rejuvenating treatment

Under \$150

- PCA pigment lightening peel with GentleWaves® LED treatment
 - Dermaplaning face with GentleWaves® LED treatment

Under \$250 Revive & Exfoliate

- Microdermabrasion with Priori Coffeeberry® masque and GentleWaves® LED skin rejuvenation (face)
- Micropolish facial, brow wax and GentleWaves® LED therapy
 - Vitalize Peel® with GentleWaves® LED therapy

Under \$500

Seeing Spots? (or spider veins) - Reverse some of the visible signs of aging with a Facial IPL (Intense Pulsed Light) treatment.

Just for Fun - Bring a Friend

For any treatment by our laser nurses or master esthetician bring a friend and you will BOTH receive a gift certificate for one FREE GentleWaves® Classic LED facial skin rejuvenation treatment (Regularly \$136.00)*.

(*Offer expires August 31, 2009 – gift certificates are transferable and valid until September 30, 2009).

Dr. McDaniel's top picks for skin care treatments

A.G.E. Interrupter and Phloretin CF® are significant scientifically well documented new products for anti-aging on the face – both for reparative and preventative benefits.

Atralin® is a very interesting newer version of tretinoin the active ingredient in Retin A® with very fine particles in a gentle gel formulation.

(Note: right now we have some \$100.00 Instant Savings Cards from the manufacturer to use with your Rx at your pharmacy while supplies last).

*Sign Up for
Special Offers,
Coupons & News
Send us your name
and current e-mail
address to:
specials@lsvcv.com*

New products and procedures

- A new Coffeeberry® enzyme antioxidant masque by Priori is showing real promise as an exciting new spa procedure for anti-aging, evening out skin tone, for calming and anti-inflammatory effects.
- There is a new way to make bruises fade rapidly using a laser which takes only seconds - helps if bruised from Botox® or fillers.
- New improvements in both Accent and Thermage skin tightening are now available for face and body.
- New numbing options are available for injectable fillers.

Late Breaking News: The FDA just cleared Reloxin® for cosmetic use. Reloxin® (known in Europe as Dyspot®) will compete with Botox® Cosmetic for facial wrinkles. The dosing and techniques are not interchangeable.

*Want to stay updated on
developing news about
Reloxin® and Botox®?
E-mail us your preferred
contact information:
botox.relloxin.news@lsvcv.com
or call us at (757) 437-8900*

Availability and pricing are expected within 30-90 days. See purple box to learn more information and to stay updated.



Latisse™

New FDA Approval for Latisse

In late December the FDA cleared Latisse™ for increasing the growth of eyelashes, making them longer, thicker and darker. This product really works! The drug was originally FDA cleared for glaucoma and then it was discovered that it grew eyelashes. A simple daily treatment using disposable applicators is now available for home use. Latisse™ can be purchased from us or you may take an Rx to the pharmacy of your choice.



Longer, thicker, darker lashes!

Latisse™ Introductory Offer – Now Available

- A **FREE consultation** with our Latisse™ staff
- Introductory pricing: **1 box \$92.00**
(Regular price: \$120.00 – 1 box = 1 month supply)
- Purchase your first 2 months and get a certificate for a **FREE eyebrow wax**. (regularly \$20.00)
- And while supplies last also receive a **Lancome black mascara FREE** (Regular retail: \$20-29)

Offer expires: 08/31/09

You can **Help a Child** through 'Make-A-Wish Foundation'. Allergan donated "\$500,000.00 and they will also donate \$5 when you register at www.Latisse.com. It takes only a moment – 4 quick questions ... and we will match their \$5 with another \$5 between now and July 31, 2009. (Up to \$1,000)."

Special Spring Savings Offers

Give a gift to yourself...or a friend

Refresh & Rejuvenate! Enhance your results and

Add an injectible filler to Botox® (or Add Botox® to a filler) and get **\$125.00 off**

Dermal Fillers: Juvederm™, Restylane®, Radiesse™, Evolence®,

Perlane®, Cosmoderm®, Prevelle® (0.8 – 1.3cc)*

Additionally, any available manufacturer rebates may be added to this offer. If you need a second syringe for a more complete correction of wrinkles, furrows or scars you will receive

\$100.00 off if you get second syringe of filler the same day.

Combination of Botox® & any Filler above same day - **\$125.00 off****

Dr. McDaniel will personally inject your Botox® and/or filler. Our nurses are also available for your Botox® treatments

EXTRA BONUS: A gift certificate for one FREE facial microdermabrasion & GentleWaves® Classic treatment with Botox® or filler treatment alone. (\$209 regular fee).

Hurry, these offers expire July 31, 2009

Gift Certificates are Available for Your Friends too!

*Special Spring offers are not valid with any other offers. *Regular fees typically are \$518 per syringe (except for Cosmoderm® which is \$437 and for Radiesse™ which is \$775 per syringe). **Fees generally \$1,116 but may be lower or higher depending on quantity used.*

Botox® Specials

*Botox® VIP Cards
are Back!*

First Visit: \$25 OFF

Second Visit: \$50 OFF

Third Visit: \$75 OFF

*(Facial Botox® fees typically
range from \$288 to \$598)*

Offer expires 07/31/09

Mother/Daughter Specials

*Mother's Day – Wedding –
or 'just because'*

*Come in together and have a deluxe
facial or have a deluxe facial or*

GentleWaves®

*Euro Facial treatment at our
regular price and get the
second identical one*

FREE

(Regularly: \$143 or \$196)

Gift Certificates Available

Offer expires 06/30/09

Brighten Your Complexion

Vivite Special Offer

*3 products of an AHA
glycolic acid and antioxidant
skin care line –*

- *Daily Facial Cleanser*
- *Night Renewal Facial Cream*
- *Daily Antioxidant Facial Serum*

\$97

(Regular price: \$227.00)

While supplies last

Offer expires 05/31/09



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