



Youth Renewed
Laser Skin &
Vein Center
OF VIRGINIA

Newsletter

Dr. McDaniel In The News

Dr. McDaniel was the invited keynote speaker in July for Elizabeth Arden's launch of their newest antioxidant skin care product – Pre-vage Body – which will be available this Fall. Over 50 beauty writers and editors attended Dr. McDaniel's lecture on the science of aging and antioxidants. Look for stories about this in leading beauty magazines in the months ahead.

The October issue of Allure magazine features Dr. McDaniel's research and testing on new skin pigment lightening products which provide a natural alternative to Rx hydroquinone based lighteners (which are widely used but which have become controversial for potential safety issues). One of these, Vivite Vibrance, has just become available in recent weeks through physician's offices including ours.

Dr. McDaniel is an invited speaker at a major international meeting early in 2009 about dietary antioxidants and anti-aging effects and also was an invited speaker in Paris in September where he lectured for several hours on the theory of LED photomodulation which he helped develop.



Scientific papers on non-surgical treatment of cellulite, skin pigment lightening, and LED therapy are currently in preparation or under review for publication. Yet another project underway relates to how to extend the lifespan of living cells.

Dr. McDaniel was recently elected by his peers for inclusion in the Best Doctors in America now spanning the years of 1994 to 2008.



Hampton University Skin of Color Research Institute

Hampton University President William R. Harvey has established the Hampton University Skin of Color Research Institute (HUSCRI) and has named HU faculty members Dr. David McDaniel and Dr. Valerie Harvey as co-directors. A wide range of racial and ethnic groups, including African-Americans, Asians, Hispanics/Latinos, and Native Americans, constitute people who have skin of color. Dr. McDaniel explains that with the Hampton University Skin of Color Research Institute, the hope is to gain a better understanding of conditions that affect skin of color, leading to optimum diagnosis and treatment. "We live in an era of unprecedented scientific knowledge and yet so much of the research has not included skin of color," said McDaniel. "We have the opportunity and privilege to serve the dermatology community worldwide as we apply this knowledge in our research at a basic level down to genes and DNA – but translate this research to the bedside in a practical way that benefits all dermatologists and their patients."

A Message from Dr. McDaniel

I hope this newsletter will be informative for you and your family. This is the time of year that traditionally we try to repair the damage from the sun, weather or other environmental damage from the summer. This was a quite unusual summer in that I have seen some of the darkest tans in over a decade. I believe the clear milder weather simply allowed everyone to be outdoors more. As many of you know the FDA is planning to expand sunscreen labeling to include protection from the UVA or 'Aging' rays which we now know are a major problem for the skin's health and beauty. My research on antioxidants increasingly convinces me of the critical importance for all of us of antioxidants not only applied to the skin but also through our diet for optimal health, wellness and longevity. So while this issue of the newsletter focuses on 'repair', look for more news in future issues on 'prevention' and 'maintenance'.

Also look for some significant changes in our website in the months ahead that will begin to feature more information on these areas as well as cosmetic surgery as some of my latest research becomes available to share. Meanwhile there are some exciting new developments discussed in this issue – with special emphasis on what I believe are the rather dramatic advances in skin rejuvenation that the new Fraxel® CO₂ laser provides.

With an eye on the challenging economy I have tried to include some money saving tips as well as some special offers to help with your Fall skin rejuvenation plans. I wish you and your family the best for the coming holidays.

Best Regards,



David H. McDaniel, M.D., FAAD
Director, Laser Skin & Vein Center of Virginia

Assistant Professor of Clinical Dermatology & Plastic Surgery - Eastern Virginia Medical School





Looking Younger *Naturally*

non-surgical skin rejuvenation



Fraxel® CO₂ Laser Skin Resurfacing

The new Fraxel® Repair CO₂ laser is a major advance over the older CO₂ lasers (eg. you do not have to be put to sleep, the recovery time is much briefer, etc.). Importantly, the neck, chest, hands and other areas can be successfully treated. We can also treat areas such as deep upper lip wrinkles that were only partially responsive to older lasers, chemical peels or other therapies. Typically only one treatment is required.

The most significant advance I believe is for skin tightening and also for treating deep lines on the upper lip. Many other improvements may also occur in skin texture and tone.

It is now possible to perform 'light' CO₂ Fraxel® resurfacing over large surface areas using a special wide angle lens. We are one of the first 8 centers to offer this version of Fraxel® Repair.

In case you are wondering, the current Fraxel® Restore Erbium laser still is the preferred treatment for many patients for early or mild aging changes – for skin of color with acne scars –and for overall skin rejuvenation where essentially no downtime is desirable. A series of treatments is needed but typically patients can go out afterwards with or without make-up (which can be applied immediately after the procedure before leaving the office).

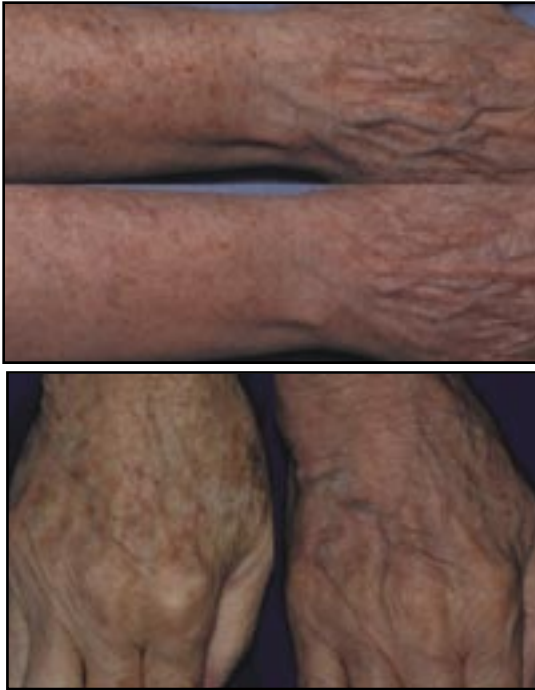
New Fraxel® Repair Laser

- Deep to medium to fine lines on face
- Moderate to severe sun-damage
- Face, neck, chest, hands & arms, legs may be treatable
- Facial skin laxity or sagging
- Sagging upper or lower eyelid skin
- Uneven pigment and brown spots
- Acne scars and many other scars

Note: Melasma, stretch marks, acne scars and milder wrinkles may be treated with the original Fraxel® Erbium Restore laser. Also, most acne scars and some stretch marks may now be treated on skin of color.



Fraxel[®] Repair CO₂ Laser Skin Resurfacing



Hand & Forearm Rejuvenation

Until relatively recently treating aging or sun-damaged chests or décolleté and hands or forearms was challenging to obtain nice results with good safety. Chemical peels such as TCA were usually used but often had variable results and prolonged healing times.

The newer more powerful models of IPL devices (Intense Pulsed Light) and the Fraxel[®] resurfacing lasers have really transformed treatments and results as you can see in these photos.

We have an extensive program for topical home therapy, light and laser treatments focused on non-surgical options for improving the appearance and health of your skin in these areas.

Chest/Décolleté Rejuvenation New Developments

For the last two decades of my career here in Virginia Beach, the ability to choose from a variety of procedures for sun-damaged chests which were really safe and effective – as well as with little or no down time – has been a highly desired cosmetic treatment option by many women in my practice.

I believe that by carefully choosing procedures and products, we now have the ability to make a real visible difference for many women who in the past either chose not to accept some of the older procedures – or in many cases I advised against therapies available for their particular case at that time.

How things have changed! Our ability to use the newer IPL (Intense Pulsed Light) device, the new Fraxel[®] Erbium

and Fraxel[®] CO₂ laser, GentleWaves LED, microdermabrasion and some of the super potent cosmeceuticals has given me a palette to choose from that I could not have imagined even a few years ago.



I might add that not all fractional laser devices or IPL devices are created equal. For example we typically suggest only two or three IPL treatments using our equipment and treatment protocols, yet we often still see people receiving a series of six treatments. As some of you know I often will also ‘mix & match’ procedures to achieve a pleasing, natural result (it also helps to keep your total cost and the number of visits lower).



kin Care & Research News



Botox® & Filler News

Botox® remains ever popular. Isolagen therapy (which uses your own skin cells to replace or supplement aging or damaged cells) appears to be finally headed towards the FDA and hopefully approved as recently completed clinical studies showed good results.

FDA Approves Evolence®

Evolence® is a new filler made of natural collagen which integrates beautifully and supports your skin's own existing collagen network by adding structure, strength and volume. Longer lasting than the collagen of years past, Evolence® also produces minimal swelling or bruising afterwards and does not require a skin pre-test. Made for deeper wrinkles and furrows, the cost is comparable to our other fillers. We are one of the first to offer Evolence® in Hampton Roads.

*Buy One at Regular Price and Get One For 1/2 OFF**

- Revale Skin (am or pm lotion)
- New Vivite Vibrance
- Revale Replenishing Eye Therapy
- Priori Smoothing Eye Serum
- Prevage MD
- Priori EvenTones
- New Skin Ceuticals Phloretin CF
- Priori Hand & Body Revitalizing Lotion

**Regular fees \$109, \$119, \$80, \$60, \$105, \$95, \$150, \$45. Offer expires December 31, 2008*

Accent Non-Surgical Skin Tightening – Improved Treatment



The new Accent XL version of the Accent device can be used for faces and necks. No anesthesia is required – only baby oil is applied to the skin and treatment is rapid with minimal discomfort. It can also be combined with Fraxel®, Fillers, IPL or Botox®.

We are now featuring Skin Ceuticals products including the new super potent antioxidant Phloretin CF.

Coming Soon:
Our new website which will feature anti-aging and cosmetic news.
Visit: www.lsvcv.com

Interested in our
RESEARCH STUDIES?
Visit: www.ia-ar.com



New Products & Procedures

- Vivite Vibrance is here for facial pigment lightening
- Skin Ceuticals Phloretin CF – the newest super potent antioxidant is also here now
- A new skin rejuvenation procedure, Skin Ceuticals/GentleWaves micropolish antioxidant-LED photomodulation therapy is now available for sun-damaged face, chest/décolleté, and hands
- We now offer Priori Coffeeberry anti-aging facials
- Dermaplaning is now available
- Coming this Fall: – Revale Skin Intense Recovery Treatment for the face
 - New Clinique Medical Skin Care products
 - Revale Skin Chest/Decolletage Rejuvenating Treatment

Special Fall Savings Offers

Give a gift to yourself ... or a friend.

Refresh & rejuvenate from the summer ... or prepare for the Holidays!

Botox[®] - \$100.00 off*

Juvederm[™], Restylane[®], Radiesse[™], Evolence[®], Perlane[®], Cosmoderm[®]

Dermal Fillers - \$100.00 off first syringe (0.8 – 1.3 cc)**

Note: Typically one syringe is sufficient for most patients, but if a second syringe is needed for more complete correction of wrinkles, furrows or scars **\$125.00 off** second syringe (0.8 – 1.3 cc)**

Combination of Botox[®] & any Filler above same day - \$225.00 off***

Hurry, these offers expire December 31, 2008

Dr. McDaniel will personally inject your Botox[®] and/or filler. Our nurses are also available for your Botox[®] treatments – (one of our team can usually accommodate short notice or same day requests for Botox[®] treatments).

EXTRA BONUS: A gift certificate for one FREE facial microdermabrasion & GentleWaves Classic treatment with a combo Botox[®] and filler treatment performed before November 20th, 2008 (\$209 regular fee).

Gift Certificates are Available for Your Friends too!

*Special Fall offers are not valid with any other offers. *Regular fees range from \$398 to \$598 depending on the number of anatomic areas treated (eg. crow's feet or frown lines or forehead lines). **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.*

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Tips for Anti-Aging Skin Care - *on a Budget*

- Invest in products with proven benefits
- Simplify your regimen (if possible) to a few great products
- Apply anti-aging creams and lotions in a very thin film – don't waste them
- Select procedures wisely – not all brands of equipment deliver the same results
- Mixing and matching procedures may give the same or greater benefit sometimes for less money than packages of one type of procedure – although sometimes packages may be a good value
- Seek expert advice. Get a plan for your skin and your budget – a consultation is usually less expensive than the cost of one product or treatment that doesn't work!

David H. McLeod

