

SkinSolutions

Dear Patients,



I hope you have enjoyed a pleasant summer and we want to welcome new and returning patients to our office.

During the summer months your skin suffers from pigmentation changes and possible sun damage. Despite your best efforts, you may find signs of new skin lesions now that summer is behind us.

Taking care of your skin is a top priority, as skin cancer is the most common of all cancers and incidence

of melanoma is increasing compared to years ago. A complete, thorough skin examination is an essential first step towards total skin health. Early detection of skin cancer is paramount.

Did you know that this year more than one million Americans will be diagnosed with some form of skin cancer? The good news is that most skin cancer is preventable, and, if detected and treated early, has a 99% cure rate. Read on to find out more about skin cancer detection.

The fall season is also an excellent time to refresh your look before the joys of the holiday season arrive. Our office offers several options to heal summer skin damage and reveal a fresh look for fall. We are happy to announce the addition of Ultherapy® to our practice, an FDA-approved, remarkable technology for lifting the skin. In this newsletter we will explore this new technology which can restore a youthful look with benefits of skin tightening with little to no downtime.

Great progress has been made through the years with improved treatments, products, and technologies for optimal skin care. It is my hope to share this knowledge with you as we offer state-of-the-art technologies for all skin problems and conditions at our facility.

At our practice, our patients are extremely important to us, and our goal, always, is to exceed their expectations. As always our office is available to assist you with any questions or concerns you may have.

Cordially,

Dr. Ariel Ostad



visionary aesthetic ultrasound

Within the last few years there has been a large demand for no downtime, non-invasive alternatives to common plastic surgery procedures. Our practice is proud to offer Ulthera, a ground-breaking device called Ultherapy® that is designed for full face, neck and body skin-tightening treatments; and is currently the only in-office aesthetics device approved by the FDA for a skin lift indication.



Ultrasound has been around for decades and is widely used around the world in medical applications. Developed by Harvard medical researchers, this patented proven technology uses ultrasound technology to first visualize and "see" what the skin looks like under the surface and then delivers calculated ultrasonic energy waves that lifts the skin and also stimulates the body's healing response to lay down new collagen. As featured on Dr. Oz, the Ulthera System is creating a brand new category in beauty and raising the bar for aesthetic medical procedures, with long-lasting results.



What is Ultherapy®?

Ultrasound technology delivers low-frequency sound waves down to the skin layer above the muscle where no other technology besides having an actual facelift has gone before. The Ultherapy® device takes radiation-free images of the inner layers of skin and heats the areas to be treated, causing the skin to respond by creating new collagen, tightening of the skin and a smoother complexion. The treatment precisely targets tissue beneath the skin's surface, leaving the top layers unharmed.

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After Summer Skin Guide

Sun Damage Solutions

After a long, hot summer season, many patients discover new signs of sun damage on their skin: sun spots, freckles, wrinkles and uneven skin tone. Luckily, new advancements in peels and laser technology allow our office to erase many signs of premature aging.

Fraxel Laser Treatment works by using pinpoint laser beams that penetrate beneath the skin's surface to eliminate old, damaged skin cells. The treatment stimulates the body's own natural healing process which replaces damaged skin with fresh, glowing, healthy skin. Unlike other laser technologies, Fraxel only treat five to thirty five percent of a given skin area, leaving most of the skin surface untouched to quicken the healing process. This laser can treat sensitive body parts such as hands, chest and neck, due to its high level of accuracy and safety. In the first hours after a Fraxel treatment, you would feel that your skin is soft and lighter than before, even start to see changes to skin tone. In the next 3-6 months, additional improvement will continuously occur, as deep layers of your skin are healing and release collagen and elastin, natural proteins that will rejuvenate your skin.

The **LUMA™ Peel Skin Lightening System** is a new class of chemical peel created by Dr. Ostad and exclusive to his practice. It involves a freshly mixed masque and a simple at-home regimen that is perfect for any skin type — even type 3 and above. It improves both the texture and appearance of the skin within two weeks. There is little or no irritation and any discomfort has been described as similar to mild sunburn. The masque is compounded on site during your visit to ensure potency and reliability. You will leave the office wearing the masque, remove it at home, and follow up with home care products included in your peel package. These products enhance the peel's effects — stimulation of collagen production, improved skin tone and texture and eradication of fine lines and pigmentation. As little as one treatment for melasma or sun damage can diminish unsightly pigmentation.

Which LUMA™ Peel is Right For You?

- LUMA™ I Peel Skin Lightening System is a superficial peel designed to improve the texture and appearance of hyperpigmented skin. It can address uneven skin tone, deep pigment issues or melasma.
- LUMA™ II Skin Lightening System helps reduce fine lines, wrinkles and brown spots. It is designed to smooth and brighten the skin and is appropriate for a wide demographic of skin types, even those with darker complexions. It can be performed in a series of 4-6 treatments, every two to three weeks for enhanced effects.

The **Vitalize Peel** is considered a very powerful and safe peel. The peel treatment works to counter the effects and imperfections resulting from sun damage, environmental hazards and aging. The treatment is one of few superficial chemical peels suitable for people with all skin types, tones and complexions. While you will be able to see noticeable results after one treatment, you will find the results to be quite dramatic after a series of vitalize peel treatments. There is no down time associated with a vitalize peel treatment, nor is there any noticeable discomfort.

The **Rejuvenize Peel** dramatically evens skin tone, diminishes the appearance of sun damage and brings back that "glow." It is recommended for skin types I-III. Rejuvenize is a medium-depth peel which means there are 2-3 days of downtime where you will experience moderate to severe redness and flaking. The results however, are extraordinary, so the trade off in time may be worth it for you.

The **Glycolic Peel** is sugar and citric acid peel, also called a "lunch time" peel, (translation: no downtime). It's effective for light skin pigmentation problems, reduction of sebaceous gland oil (prime contributor to pimples and acne), sun spots, and other minor skin problems. Usually multiple treatments are needed as it is not a deep peel.

Did You Know?

According to the Skin Cancer Foundation, up to **90 percent** of the visible changes commonly attributed to aging are caused by the sun.

Skin Check

Monitoring Changes in Your Skin

Consider this: the survival rate for patients whose melanoma is detected early, before the tumor has penetrated the skin, is about 99 percent. The survival rate falls to 15 percent for those with advanced disease.

One of the easiest ways to "catch" skin cancer in its early stages is to have a full body check at least once a year. In the meantime, follow the A, B, C, D's of moles and melanoma.

Most people have some skin marks, such as freckles, moles, birthmarks. Some of these marks may be the signs of skin cancer. Warning signs of melanoma include:

- **Asymmetry:** Melanomas are usually characterized by an irregular and asymmetrical shape. This means that one half of the spot does not match the other half.
- **Border:** The edges of the old mole may turn scalloped or rough. New skin spots with undefined borders may also appear.
- **Color:** Existing or new fast growing moles with uneven coloring (various shades of brown or black, colorless areas) are the first signs of skin cancer. These spots may later become red, blue or white.
- **Diameter:** Early melanoma spots usually are greater than 6mm in diameter.

Also, lesions/areas that bleed and do not heal should be examined.

Erase Unsightly Leg Veins

Endovenous Laser Treatment (EVLT) is a non-surgical alternative to more invasive methods of treating varicose veins. In the past, vein stripping has been the main treatment which is done under general anesthesia but results in higher likelihood of veins coming back as well as causing surgical scars over the veins. The EVLT process is simple. Dr. Ostad begins with a comprehensive consultation and medical history. We look for signs and symptoms of ropey veins above and below the knee. Then we use a Doppler ultrasound to look at both thighs to rule out potential reflux or incompetence of the vein. With this new EVLT system, you can have your varicose veins treated as an outpatient procedure in about 45 minutes with local anesthesia and be able to actually walk home. The procedure leaves no scars, has minimal postoperative pain, a quick recovery period and provides almost immediate relief from your symptoms. This treatment relieves symptoms of cramping and discomfort and many of the veins in the leg will shrink after this procedure. The procedure may also be covered by your insurance carrier.



SCLEROTHERAPY is a minimally invasive method to remove varicose leg veins and spider veins (telangiectasia). Even large veins can be treated with sclerotherapy, avoiding surgeries and quickening recoveries for patients. The procedure is performed with micro injections with a tiny needle of a special solution that shrinks the size of the veins and over the next 3-6 months helps the body to transform the visible veins to scar tissue without causing any problems with the body's blood circulation. Some of the feeder veins may be treated and lessen the chance of recurrence, and the procedure is almost painless. Often, a few injection sessions will be needed to remove red and blue spider veins, treating about eighty percent of visible veins.

Post-Pregnancy? Consider This.

The "Mask of pregnancy" is also referred to as melasma and chloasma. Melasma causes dark, splotchy spots to appear on your face. These spots most commonly appear on your forehead and cheeks and are a result of increased pigmentation due to increased estrogen and occurs with pregnancy and birth control pill intake. When you become pregnant your body produces more hormones which cause an increase in your pigmentation. Nearly 50% of pregnant women show some signs of the "mask of pregnancy."

Fraxel Laser Treatment

As long as a patient is not breast feeding, Melasma can be improved by **Fraxel Laser Treatment**. This treatment works by using pinpoint laser beams that penetrate beneath the skin's surface to eliminate old, damaged skin cells. The treatment stimulates the body's own natural healing process which replaces damaged skin with fresh, glowing, healthy skin.

How does it work?

Unlike other laser technologies, Fraxel only treats thirty five to fifty percent of a given skin area, leaving most of the skin surface untouched to quicken the healing process. In the first hours after a Fraxel treatment, you would feel that your skin is soft and lighter than before, even start to see changes to skin tone. In the next 1-2 months, additional improvement will continuously occur, as deep layers of your skin are healing and release collagen and elastin, natural proteins that will rejuvenate your skin.

LUMA™ Peel Skin Lightening System

Melasma can also be improved by **The LUMA™ Peel Skin Lightening System**. This is the first standardized, non-acid chemical peel combining Arbutin and Vitamin A. It's virtually painless without burning, wounding or injuring the skin.

How does it work?

The LUMA I Masque is applied during an office visit. The masque is removed by the patient after a required length of time depending on their skin type. Patients leave the office with this masque on their face. Patients are responsible for adhering to an easy-to-follow, but strict, at-home regimen involving the application of several LUMA I products following masque removal.

Cool News in Fat Reduction

Great news for both men and women dealing with excess fat! Despite diet and exercise, having pockets of fat is a common problem we all can relate to. **CoolSculpting®** by Zeltiq is a FDA cleared non-invasive cooling solution reducing body fat by crystallizing it. The body naturally then eliminates the fat cells, reducing bulges, love handles, muffin tops, flanks and abdominal pouches safely with no down time at all.

Here are the facts: developed by Harvard scientists, this unique, patented, clinically proven procedure involves freezing fat cells without damage to your skin. While traditional liposuction is an invasive surgical procedure, **CoolSculpting®** is an exciting alternative to liposuction for those diet resistant problem areas. There are no knives. No suction hoses. No needles. No lasers, No downtime. You can resume your normal routine immediately.



On average, you'll see a 20% reduction of fat in the treated area after one visit. Results can be seen over a period of two to four months. Areas can be retreated as soon as 2 months after your treatment. How cool is that? There are no pills or supplements to take and resuming a normal diet and exercise regimen will prolong your investment and results.

Youth in a Bottle: The Liquid Facelift

It Only Takes 30 Minutes to Look 10 Years Younger

If you are considering cosmetic surgery but are concerned about dramatically altering your appearance, a minimally invasive treatment may be a better option. Minimally invasive procedures like dermal fillers, lasers and BOTOX® are quickly becoming the most popular cosmetic surgery procedures: there were over three million minimally invasive procedures performed in 2010 alone. Facial fillers and BOTOX® create a more natural rejuvenation than invasive cosmetic surgery and gives you the refreshed look you desire without the telltale signs that you've "had work done." The Liquid Facelift, often a combination of several fillers to mimic the effects of a traditional facelift, is quickly becoming the most sought-after procedure for men and women looking to revitalize their appearance without a lengthy and painful recovery. Our office is able to customize every Liquid Facelift performed by addressing your specific concerns.

BOTOX®

BOTOX® softens the appearance of facial lines by relaxing muscles that cause contractions underneath the skin. BOTOX® works well in the upper face to smooth out frown and crow's feet lines. BOTOX® is also useful in the neck to soften muscle bands and early jowling in some people. When injected into specific areas of the face, it relaxes the small muscles that cause frown lines, crow's feet, horizontal forehead creases, and other facial wrinkles. BOTOX® treatment decreases local muscle activity thereby preventing the appearance of "dynamic" wrinkles that are caused by repeated facial expressions. The effect generally lasts from four to five months. In some cases, after multiple treatments, results can last longer in between treatments.

Fillers

Dermal fillers actually add volume under the surface of the skin to plump up creases, and folds from the inside out, which makes them ideal for sculpting lips and hollow cheeks. Fillers soften the deep creases that branch from the nostrils to the corners of the mouth called the nasolabial folds, as well as to the marionette lines or commissures that form lines that resemble parentheses from the mouth to the chin. At a certain age, usually in the 40's and up, a loss of fullness in the face and flattened cheekbones tend to be added to the growing list of improvements women and men demand from a quick, non-surgical lift.

Radiesse®

Radiesse® is a volumizing filler which immediately provides the volume and lift needed to diminish the signs of aging. Radiesse® acts as a scaffold under the skin, providing structure and stimulating your own natural collagen to grow. It is the only filler that immediately replenishes lost volume and stimulates the production of your own natural collagen for long-lasting results. Radiesse® is FDA-approved for the correction of moderate to severe facial wrinkles and folds, including nasolabial folds. It is clinically proven to last a year or more in most patients.

Juvederm® and Restalyne®

Juvederm® and Restalyne® consist of hyaluronic gel which is a natural polysaccharide that is an ideal replacement for materials lost from aging skin. This gel filler was approved by the FDA in 2006 to add facial volume and smooth out nasolabial folds (creases around the corners of the mouth). Juvederm® or Restalyne® are primarily used for fine lines on the face as well as under the eyes. It is a temporary filler that lasts about six months and is safe to use on men and women of all skin types.

Sculptra®

Sculptra Aesthetic® is a long acting facial filler that helps build collagen and is injected into areas of volume loss. It works within the deep dermis of the skin to replace lost collagen, the very building block of facial structure and shapeliness. Collagen that is strengthened and fortified by Sculptra® provides a platform that progressively restores the look of fullness to volume loss areas of the face that have diminished over time. One of its many highlights is that it provides a more refined youthful looking appearance as it subtly and gradually corrects these facial defects, a result that can last up to two years. Sculptra's main component is poly-L-lactic acid that works to replace lost collagen in the deep dermis. Typically patients receive three treatments over a 2-3 month period however, how much is administered is highly relevant to the individual.



Ultherapy continued from page 1

One of the first effects of gravity is that the eyebrows descend, and the eyes start to appear smaller. Ultherapy® will lift the brow, which in turn opens up the eyes and gives a more refreshed appearance. The beauty of Ultherapy® is that it is a 30 to 60 minute procedure that uses the body's own subtle healing response to gently, gradually and reliably restore collagen and tighten underlying tissue.

Ultherapy® requires no special recuperation or preparation and typically only takes one treatment to get a meaningful response. Patients enjoy some initial effect immediately following the procedure, but the ultimate lifting will take place over two to three months as diminished collagen is rejuvenated and supplemented with new, stronger collagen. Just like exercise builds a muscle, it is this heat energy that builds collagen and provides an overall lifting effect to the face, neck and body.

GLAMOUR

Dr. Ostad was quoted in the August 2011 issue of *Glamour*



In May 2011, Dr. Ostad appeared on ABC New York



Dr. Ostad appeared on CBS New York on August 11th

ULTHERAPY



BEFORE



AFTER

Fall Savings

10% Off

Botox and Fillers

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Limit: 1 per person

Previous Purchase excluded. Packages Excluded.
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