



# THE WEST INSTITUTE

## FOR SKIN, LASER, AND BODY CONTOURING

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*“Think maintenance instead of surgery.”*

## Happy Anniversary to Us!

We are celebrating one year in our spacious new suite! Whether you have been a loyal patient of ours for years, or you are new to the West Institute, we think you'll be overwhelmingly pleased with our state-of-the-art, comfortable office in which personalized service and privacy are our priorities. The West Institute is complete with our own operating room, so our liposuction patients are sculpted using local anesthesia in the privacy of our suite, and can even watch a movie on our flat-screen TV during the procedure.

With this and future newsletters, we hope to update you on the latest developments and technology in cosmetic dermatology and dermatologic surgery...

## FILLER FACE LIFT

By now, dermal fillers like **Restylane®**, **Perlane®**, and **Juvederm®** have become household names. Most people know that these treatments can fill in the lines between the nose and mouth (the nasolabial folds), but did you know that Dr. West uses fillers, often in combination with Botox, to contour the entire face? Here's how it works: as you age, you lose volume in your face, including the area around the mouth which most people notice first, but there is also volume loss occurring in the cheeks and along the jawline. The result is sagging skin because there is less volume to hold it up. Also, with volume loss in the cheeks and jawline comes the formation of jowls. **In one minimally invasive treatment session, Dr. West can use a variety of fillers to lift sagging mouth corners, redefine the lipline (with or without plumping the lips), fill in cheeks hollows, redefine the jawline (minimizing jowls), and even fill in dark undereye hollows.** In the news lately: Following just 2 repeat injection sessions, Restylane® has now been shown to last 18 months! So, when you come back for more, you're building on a "base" and instead of continuing to lose volume (which would occur naturally), you'll continue to maintain youthful facial contours.

New on the horizon is the pending FDA- approval of **Sculptra™**, a long-lasting injectable substance which is used for deeper hollows, and gradually fills by stimulating your own body to produce collagen. Sculptra™ usually requires about 3 treatment sessions. Other more "immediate" fillers can be layered over Sculptra™ so you receive the benefits of the deeper correction plus filling in of lines on the surface. We also now offer **Evolence®**, the newest collagen, which requires no skin testing and gives a camera-ready immediate result with no downtime. For lips, including disappearing lip borders and fine lines above the lip, Dr. West's newest favorite is **Prevelle™**, which redefines the lips without the "plumped" look.



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# CELLULITE...

## DOES ANYTHING REALLY WORK?

You've come to the right place! For years there have been creams and "treatments" advertised that just aren't effective. Now the technology has finally caught up with the hype. Two FDA-approved non-invasive devices have been trimming and smoothing tushies, thighs, abdomens, and arms for over a year now. **VELASHAPE™** not only smooths cellulite, but is the first device to receive FDA approval for circumferential reduction of treated areas. A second device, **REFIRME™**, uses "Elos" technology, which stands for "electro-optical synergy." While VelaShape™ combines radiofrequency energy and infrared light to treat body areas, ReFirme™ uses similar technology to smooth and tighten skin on the neck and face. Both VelaShape™ and ReFirme™ are done several times, a few weeks apart, with minimal discomfort and zero downtime...so you can do it even if you have a social event every weekend!

## THERMAGE™ ...

**THERMAGE™**... what's new about that? Most people have heard of Thermage™ skin tightening

treatment. What you may not have heard is that Thermage™ radiofrequency skin tightening has evolved significantly since its inception. **We can now achieve skin tightening on all areas of the body, including the abdomen and thighs, and can even lift the buttocks using this completely non-invasive technology.** Thermage™ is also effective for reducing cellulite and as an adjunct to liposuction (performed in the office using local anesthesia). **Call to schedule your complimentary Thermage™ consultation for ANY body area that could use some skin tightening and contouring!**



## SKIN FITNESS!

Skin is the largest organ of your body...and the most neglected. Most people focus on their face, neck, chest and (hopefully) hands. As a board-certified dermatologist, Dr. West looks at the whole picture. Every new patient is offered a complete skin examination, and if you are already a patient, feel free to request a full body check at any visit to the office. Maintaining the "fitness" of the skin includes using a daily sunscreen to all sun-exposed areas (we have a variety of recommendations for different skin types and different seasons), body topicals containing active ingredients, and light and laser treatments to reverse years of sun-damage. **LED**, or light-emitting diode (**GentleWaves®**), is one of the newest and most exciting ways to maintain skin fitness: the series of quick, completely non-invasive light treatments induces collagen formation in the skin, which is a preventative measure against aging. The specific wavelength of light emitted by the LED device modulates cell function, including cell proliferation and repair of damaged cells, all in the time it takes to stop at Starbucks and with **NO** redness or other side effects. GentleWaves® LED treatments also help reduce redness following procedures and in patients with sensitive skin or rosacea.

**FRAXEL®** is now the gold-standard in skin resurfacing ... **smoothing the skin's surface**, evening out blotchiness, and reversing sun damage without oozing or crusting. This amazing "fractional" device sends energy down to the dermis, stimulating collagen, by creating tiny columns called microthermal zones distributed like pixels on a digital image. Because the skin between the columns remains intact, it is able to heal within 2 days. Three to five treatment sessions are recommended (about 3 weeks apart). Fraxel® can also be used to resurface skin on the neck, chest, hands and any other area. Fraxel treatment is also extremely effective for improving **stretch marks and acne scars**.

# MIRROR, MIRROR

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## ON THE WALL AT THE GYM...

If you exercise regularly and watch what you eat, then you know how frustrating it can be to look at pockets of fat that won't budge. You know where we mean.. "muffin tops," lower ab pouches, bra bulge, saddlebags, even jiggly arms (there is muscle under there!). If you thought that lipo was out of the question because you have to be put to sleep, then think again! Dr. West has been performing lipo using local anesthesia (just numbing up the area with the fat pocket) for more than a decade. What's new about it? Now, after numbing the area (while you are awake and watching a movie), Dr. West uses a gentle ultrasound probe (called **VASER®**) to melt the fat prior to suctioning it out with a tiny vacuum tube. The incisions are tiny and you walk right out of the office, go back to work the next day, and can start working out within a few days. If it sounds too good to be true...stop in and take a look at our "before" and "after" photos (or check out our website) and see for yourself! **Or schedule a complimentary liposuction consultation with Dr. West and her knowledgeable staff.**



**BEFORE**



**AFTER**

## Q & A

### Questions & Answers

**Q. What is the best in-office procedure for dry, dull winter skin?**

*A. The new **TransDerm Ionto** is a two step procedure: first, microdermabrasion is applied to exfoliate the dead skin from the stratum corneum (the skin's top layer), resulting in glowing, radiant skin. Next, the TransDerm Ionto is used to "force feed" hyaluronic acid, a natural hydrator, into the skin by using electrical pulses which feel like vibration. This is a great winter treatment for dry, sun damaged skin aggravated by plane travel and outdoor activities. A series of four treatment sessions is recommended to achieve hydrated, glowing, healthy skin.*

**Q. Is there any treatment for large pores?**

*Fraxel®, short for "fractional" laser resurfacing, is an in-office procedure that can significantly change the texture of your skin with minimal downtime. By placing tiny columns of laser energy down into the dermis, Fraxel® treats individual "pixels" of skin which are too tiny for the naked eye to see, but which smooth the surface of the skin and initiate the synthesis of new collagen. Fraxel® is the gold-standard for the treatment of acne scars and the most effective treatment for reducing the appearance of large pores.*

## YOU HEARD IT HERE FIRST...

**A new competitor to Botox is on the horizon... Dr. West has been invited as one of a select few physicians around the country to be part of the National Faculty in preparation for the upcoming release of Reloxin (pending FDA-approval, of course). This new wrinkle relaxer will have a slightly quicker onset of action compared to Botox, and may last up to 5 months. The West Institute will have Reloxin available as soon as it is released!**

**Look for Dr. West's article on aging skin from head to toe and in-between, and what to do about it, in the March 2009 issue of *Health* magazine.**



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[www.westskinlaser.com](http://www.westskinlaser.com)

## A Gift From the Distributors of Restylane<sup>®</sup>, Perlane<sup>®</sup> and Evolence<sup>®</sup>

Take advantage of this special offer now!  
Dr. West will be treating patients through 12/26/08

**This holiday season give yourself the gift of beauty  
Save up to \$100 on your Restylane<sup>®</sup> or Perlane<sup>®</sup> treatment**

For a limited time only, receive a  
\$50 rebate on a 1-ml syringe or a \$100 rebate on two 1-ml  
syringes of Restylane<sup>®</sup> or Perlane<sup>®</sup>.

To Qualify, receive your treatment by January 4, 2009.

Certain restrictions apply.

See offer terms and conditions for details

### **\$50 Rebate on Evolence<sup>®</sup>**

Limit one rebate per patient. To Qualify receive your treatment by 12/31/08.  
Certain restrictions apply. See offer terms and conditions

## Special Promotions:

Schedule your  
liposuction procedure  
and receive 15% off  
through March, 2009

Purchase a package of 6 LED  
treatments and receive the  
7th treatment for FREE!

**Fraxel<sup>®</sup> Promotion:** With the  
purchase of a package of a  
package of Fraxel<sup>®</sup> treatments  
have your hands treated as our  
gift to you! Offer Expires 2/1/09

### **Sign-up Now!**

Don't forget to enroll in our  
Restylane<sup>®</sup> and Botox rewards programs

## *Check off your Holiday wish list at the West Institute*

- West Gift Card**  
(Great for products or services!)
- The Clarisonic Brush System**  
(Can you say squeaky clean?)
- West MD Men's Line**  
(Great for guys on your holiday list)
- West Travel Kits**  
(Perfect gift for all you Jet Setters)