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DR. ELAINE'S[®]
advanced skin treatment



Mark your calendars, we're having a Patient Appreciation Sale

As our way of saying 'thank you' for your support, during the week of July 11th through July 15th you will receive 20% Off on all Dr. Elaine's[®] Advanced Skin Treatment Products, Botox (for wrinkles), Juvederm (for wrinkles), Thermage (for tissue tightening) and Zeltiq CoolSculpting (for fat reduction) treatments.

These treatments don't go on sale very often and are limited to availability during the week of the sale so be sure to give us a call and reserve your appointment time now so you don't miss out!

Start making a list of all the Dr. Elaine's[®] products you want to purchase while they are on sale. It's a great time to stock up. Keep in mind that products can also be ordered during the sale at your convenience through our website and shipping is free at www.SkinTreatment.com. We have products available for all skin types to help soften fine lines, even skin tone, effectively treat acne, rejuvenate and revitalize your skin.

Be an Insider

Come along with us through the social media age and 'be an insider'. Be the first to learn about sales, special offers and giveaways. Register through our website at www.SkinTreatment.com to receive emails providing you with the latest information about what we are offering. In addition to the extensive information available on our website, you can also view our newsletters.

Like us on Facebook at facebook.com/ElaineCookMD to register for giveaways and get information only available to followers. Take a look at the uncensored views of Dr. Elaine at blog.skintreatment.com. You can also get to the blog through our website or by searching Daily Skin Fix.

What's New at ASTC?

Dr. Elaine has added two new items to her extensive line of products:

Perfecting Hand & Body Moisturizer 4oz - A purse/ travel size version of our alpha-hydroxy acid body moisturizer that exfoliates and smoothes extra dry skin.

Super Sheer Sunscreen SPF 50 - Combines high UVB absorption and powerful UVA blockage in an elegant silky sheer, matte finish.

We are now offering Zeltiq CoolSculpting for fat reduction and Thermage CPT for skin tightening. See articles in this newsletter for information on these exciting new procedures.

Congratulations to the following winners:

Susan G. Komen for the Cure--In the Pink Luncheon Drawing for \$1250.00 Gift Certificates- Molly Caviness and Savannah Singleton

Spring Fling Office Drawing for a Free Zeltiq CoolSculpting Treatment- Kim Martin

Facebook Sweepstakes Drawing for a Free Zeltiq CoolSculpting Treatment- Shayne Lane

Be sure to 'LIKE' us on Facebook

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and follow us on Twitter @drelaines to get the most current information on sales and special opportunities to win free procedures!

Remember you can purchase Dr. Elaine's skin care through our website at www.SkinTreatment.com. Every Day FREE! Shipping

If you would prefer to receive your newsletter via email or want to be removed from our mailing list, please call 806-358-1117 or email us at skincare@skintreatment.com

CoolSculpt Your Body

Dieting and exercise are great but realistically most of us have fat in areas we wish we didn't (i.e. muffin top, love handles, tummy bulge, back fat, and inner thighs). We have the solution with Zeltiq CoolSculpting. It is the best non-invasive fat reduction procedure averaging a 22% reduction with each treatment.

What is Zeltiq CoolSculpting?

CoolSculpting is a new procedure that delivers effective non-invasive fat reduction. Based on the proven science of Cryolipolysis, the procedure targets fat cells, eliminating them through the body's natural lymphatic process. It provides significant, durable, and reliable results while avoiding potential risks and downtime associated with traditional liposuction or laser lipo.

How does CoolSculpting Fat Removal work?

The treatment selectively targets subcutaneous fat cells with precisely controlled cooling to remove fat by causing cell death and elimination.

What are the benefits?

It's an effective non-invasive procedure that helps people who have pockets of fat that bother them. It is designed to kill only the fat cells without injury to the skin or other tissue. This non-surgical approach is good for patients who want specific areas of fat reduction, and those who don't want more invasive liposuction for fat removal.

What are the risks?

Temporary redness, minor bruising, tingling, or numbness in the treated area. An occasional patient experiences more significant discomfort after the procedure, lasting about a week, and responding to medication. Blood vessels, nerves and muscles are not affected.

Where does the fat go?

The dead fat cells are naturally cleared through the lymphatic system. Then the body processes the removed fat like any other dietary fat.

What kind of results can I expect with CoolSculpting?

The procedure can reduce the fat layer by 20 to 40%. Scientific testing has found an average reduction of 22% after one treatment. If additional fat removal is desired, another CoolSculpting treatment can be done after two to four months, for an additional 22% reduction, resulting in a total fat loss of 40% in the treated area. Final losses may be more or less for each individual.

Is Zeltiq a substitute for weight loss?

It is not an overall weight-reduction program. Ideal candidates should be near their ideal body weight with a healthy lifestyle and seeking treatment in a specific area, such as reducing stomach fat.

What areas are treated?

CoolSculpting helps you lose belly fat, love handles and back fat. Fat on upper arms and thighs can also be treated.

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Ask Dr. Elaine

Q. What's wrong with price shopping for Botox?

A: Botox price shopping involves both whether you are charged by site treated vs. charged for the number of units, as well as the price per unit. Charge by site and patients can know their charge before they come in. But the number of units needed for the optimum result is not the same for everyone, and that can only be determined in person.

My problem with that is patients who need more than the number of units the quote is based upon will be under treated, as it's not financially feasible to inject 30 units for the price of 20. Patients who need less units than the quote is based upon will overpay. We always tell callers that an average patient needs X units for X area, and that is X cost, but the actual cost will be discussed before treatment based on their individual needs.

But I think the more important issue is dilution. Because Botox is a powder diluted before injection, the patient has no way to know how many units they are really getting. The injector can dilute one 100 unit vial with 2 cc and use the contents on 3 patients, or with 6 cc of saline and stretch the same number of real "units" on 10 patients for the same cost to the injector, allowing them to charge less while making the same or more profit. If you're quoted a Botox price that sounds too good to be true, it probably is. Odds are you're not getting a bargain but a watered down version, which may give adequate immediate results but not last very long.

Very low prices per unit are often a sign that your "unit" may not really be a whole "unit." You notice that charges for dermal fillers like Juvederm and Restylane do not vary nearly as much as Botox, and that's because they come in pre-filled syringes that cannot easily be diluted or used on more than one patient. The only solution for the patient is to go to a physician they trust and judge by their results.

We charge by the unit. If you have a specific dollar amount limit, let me know. We can work with it.

Facial Skin Tightening

As we age, the collagen in our skin breaks down resulting in wrinkles and sagging skin. No one likes what age does to our face and eyes. We'd all like to be a bit firmer and tighter than we are now. What if you could get back to the you that you used to know?

Thermage® has been a successful addition to our practice by offering facial skin tightening to help smooth, tighten and contour your skin for a naturally younger looking appearance. So, we are very excited to announce that we have invested in the newest upgrade to Thermage® technology with the new Thermage® CPT System that provides superior results and greater patient comfort. The new treatment tips allow more tissue to be heated to the target temperature and heating is more evenly distributed for better results. The new vibrating handpiece provides greater patient comfort which also enhances treatment outcome.

This system is a leap forward in skin tightening and contouring technology. Best of all, you can turn back the clock on your skin without rearranging your life for complex procedures or long recoveries.

CoolSculpt Your Body

When will I see results?

You may start to see changes as quickly as three weeks after treatment, and with the most dramatic results over a 2 to 4 month period. The body continues flushing out fat cells for up to four months.

How many Coolsculpting treatments will I need?

For some patients, a single treatment may be all that is needed to lose fat. Others may want additional fat reducing treatment to the area for more pronounced effects, such as a flatter stomach.

What happens during the procedure?

The device draws the fat bulge up between two cooling panels. The sensation is a firm tug and pull to ensure the tissue will be cooled most efficiently. Treatment of a single area usually lasts one hour.

Does it hurt?

You will be seated in our reclining chair during the procedure. As the panels go to work in the first few minutes, you will feel a sensation of intense cold which soon dissipates. Many people spend this time reading, watching our TV, using their iPad, or talking on the phone.

What will I look like immediately afterwards?

You may have redness or bruising in the treated area, but this is temporary. The procedure is completely non-invasive, so you return to normal activities immediately. There is no drainage, no bleeding and no compression garment required.

Are Zeltiq Coolsculpting Fat Removal results permanent?

After the procedure, the treated fat cells are eliminated from the body. As long as you maintain your weight, long-term results remain stable.



Thoughts

One of the many positive things about having children is how they force you to keep up with trends. When I was in medical school and residency we did not have the entire universe of knowledge at our fingertips. But with the rise of the internet, I can access the latest medical information, discuss dermatology problems and treatments with trusted colleagues, participate in conversations with people all over the world, and share the benefits of my training and experience. And also of course, watch funny cat videos on YouTube, keep an eye on my daughters on Facebook, and shop at 3 am.

I've enjoyed writing my blog, Daily Skin Fix, where I can give my candid opinions on cosmetic dermatology and skin care, drawing on the knowledge and experience I have gathered over the years seeing countless patients and developing multiple prototypes for our skin care products. We discuss a variety of topics. Among them: cosmetic skin problems, treatments and procedures, and anything and everything about skin care products. Basically, I discuss whatever I want on any given day.

My lawyer wants me to tell you that "these online communications do not constitute medical advice, an evaluation, or consultation and must not be considered a replacement or substitute for a formal evaluation in the office." This is for your own good as well as mine. It is a forum for the open exchange of information, ideas and opinions. There, now my lawyer is happy.

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It's a brave new world, and we have to keep up.

Elaine Cook M.D.