



Face facts

James A. Heinrich, M.D. F.A.C.S.

PACIFIC COAST COSMETIC & LASER MEDICAL CENTER, INC.

Summer 2009

Recapture your facial beauty!

A necklift could be the right solution for you!



As we celebrate the summer season, we are showing more of our décolleté. Be proud of your neck! You do not have to live with the neckbands and jowls that may have started to appear as you age.

A necklift could be the key to a younger, more youthful looking you.

There are a number of reasons your neck may have become unattractive. As we age, the skin loses elasticity and begins to sag. The muscles that support the skin start to weaken and stretch. Fat deposits may collect beneath your skin and loose skin may appear to hang. Some conditions are part of the natural aging process while others are due to a genetic predisposition. Regardless of the cause, your neck may make you

look much older than you feel.

You have several different treatment options and sometimes a combination of treatments and procedures provide the best results. Dr. Heinrich may reshape the skin on your neck as well as tighten the muscles underneath. Liposuction may be used if there are fat deposits on the neck. A necklift is typically performed with local anesthesia and sedation on an outpatient procedure basis.

Dr. Heinrich and his informed team can provide you with more information on necklifts and what options might be right for you.

Remember, always treat your neck as you do your face using moisturizers and other anti-aging and restorative products (Retin A, vitamin C, etc.) and of course never forget sunscreen!

Enjoy the Summer!

Summer fun is in full swing now and as we enjoy our time outdoors we must remember to protect our skin.

A few key tips to remember:

- ▶ Apply sunblock at least 20 minutes before going outdoors.
- ▶ Use sunblock even on cloudy days.
- ▶ Be liberal with the amount of sunblock used.
- ▶ Look for at least one of the following ingredients in your sunblock: Titanium dioxide, Zinc oxide, Helioplex, Parsol 1789, Avobenzone.
- ▶ Mineral makeup containing Zinc oxide or Titanium dioxide applied over a moisturizer with sunblock is a great everyday practice.

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PLEASE VISIT OUR WEBSITE FOR MORE INFORMATION

PacificCoastCosmetic.com

Ask Dr. Heinrich

Dr. Heinrich answers some common questions about skin rejuvenation.

—Peels, Retin-A, Microexfoliating Scrub, Botanical Exfoliator, the Clarisonic facial brush, what is the best treatment for you?



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Did you know...

We Are What We Eat!

Leafy green vegetables like kale and spinach are rich in vitamin E, which is essential for smooth, healthy skin.

Antioxidant-rich fruits, like raspberries, blueberries, and strawberries, as well as those with vitamin C, can help heal and smooth weathered skin.



Q *Are peels an effective way to freshen up the look of my skin? I'm starting to see fine lines around my eyes and the overall texture of my skin becoming more uneven.*

A Chemical peels are used to improve the appearance of the skin by removing the outermost layers so that new regenerated skin can appear. Depending upon the type and strength of chemical used, peels vary in intensity and depth. Peels usually take 15 minutes to a half hour and are repeated over a period of weeks. Dr. Heinrich and his staff carefully assess your skin to determine the correct formulation of peel that yields optimal results.

Q *I currently use Retin-A on my skin nightly, is there any other vitamin complex I should be applying to my skin?*

A Retin-A is the best overall age fighter, proven by hundreds of studies. It is clear that if you want younger looking skin you should be using Retin-A. Another vitamin complex that provides significant anti aging results is Vitamin C. Vitamin C creams or serums mop up the free radicals that trigger wrinkling and sagging. It also helps smooth and firm skin and fades brown spots. By adding Vitamin C to your skincare regimen you are boosting your skin's defense and ability to repair itself.

Q *I have been using a lightening cream on my face consistently and it has helped fade my brown spots, is there anything else i can do at home to help improve the texture of my skin?*

A Evenly textured skin is the secret to a youthful appearance, however as we get older our skin's texture deteriorates because of accumulated sun damage and the rate of cell turnover slows. There are many in-office procedures and treatments that will do wonders for your skin but if you are looking for something to do at home, exfoliation is the answer. Exfoliation is a crucial step in maintaining healthy skin because it can reduce dark spots and uneven skin tone. The goal of exfoliation is to remove dead skin cells from the outermost layer of skin and showcase the smoother, brighter skin underneath. After cleansing your skin you can apply an exfoliating product to damp skin and massage with fingertips or a washcloth. A few exfoliators to consider are Biomedic Microexfoliating Scrub, Fenix Botanical Exfoliator, and Fenix Green Tea Exfoliator. Using the Clarisonic facial brush is another great way to achieve gently exfoliation of your skin on a daily basis. Using the facial brush with your cleanser daily is an effective way to keep pores clear and remove the outer layer of dead skin cells that create a dull and uneven skin tone.

Speak with Dr. Heinrich and his staff to find out how to successfully incorporate these products into your skincare routine.

NEW! *in our office*

INTRODUCTORY OFFER!
RECEIVE A FREE
CLINIQUE MEDICAL PROCEDURE
OPTIMIZING KIT WHEN YOU
SIGN UP FOR A LASER TREATMENT.
(value \$235.)



We are proud to offer a new medical grade product line — Clinique Medical. Clinique® and Allergan® specifically designed this new line of skin care products for patients undergoing cosmetic treatments. This product line is only available through physician's offices.

The products work to improve your skin's receptivity to laser treatments and chemical peels. The products aid in the recovery process by encouraging even skin tone, and helping to decrease post-procedure redness and inflammation.

All products in the Clinique Medical line are allergy tested, 100% fragrance free, and are formulated with pharmaceutical grade ingredients. The products work together to both speed your skin's

recovery process, as well as minimize any skin sensitivities you may experience after a cosmetic procedure. Take advantage of our introductory offer for this new product line!



LASER TREATMENTS AND DR. HEINRICH
Our Laser specialists, Cami and Lisa work closely with Dr. Heinrich to ensure the optimal result for our patients using proven state-of-the-art technology. Lisa and Cami are Registered Nurses with specialized training in the use of laser equipment and patient care. *Please contact our office or visit our web site for more information.*

We offer Lumiere Bio-restorative eye cream with PSP.



Lumiere energizes, revitalizes and rejuvenates the delicate eye area.

From Switzerland, Neocutis formulated Lumiere eye cream. This restorative creme was named one of 2009's best anti-aging beauty buys. It is an eye cream spiked with caffeine, collagen plumping growth factors and enough hyaluronic acid to soften the sharpest crow's feet. This cream is very light, so it won't cause little white bumps around the eyes, as some heavier eye creams sometimes do. Speak with our staff for more information and give Lumiere a try!

Botox® Anniversary

CELEBRATE & SAVE \$50.

Botox® and Allergan in celebration of 7 years, 11 million procedures, and many satisfied patients are offering a \$50. rebate to our patients.

Patients treated with Botox® before September 30th, 2009 are eligible to receive a \$50. rebate from Allergan.

We will provide you with proof of treatment that you send to Allergan to receive your rebate.

Call us to schedule your Botox® today!

Clinique® is a registered trademark of Clinique Laboratories, LLC.
ALLERGAN® is a registered trademark of Allergan, Inc.

Introducing Latisse®!



This is one of the most exciting beauty advances since Botox. Latisse®, a product that makes eyelashes grow longer, thicker, and darker, has recently received FDA approval. Available only through physicians, Latisse® is a once-daily prescription treatment applied to the base of the upper eyelashes with a sterile applicator. Latisse® users can expect to experience longer, fuller and darker eyelashes in as little as eight weeks. Several of our staff are using Latisse® and would be happy to share their results with you.

Please call our office at 949-364-2440 for more information.

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