



Face facts

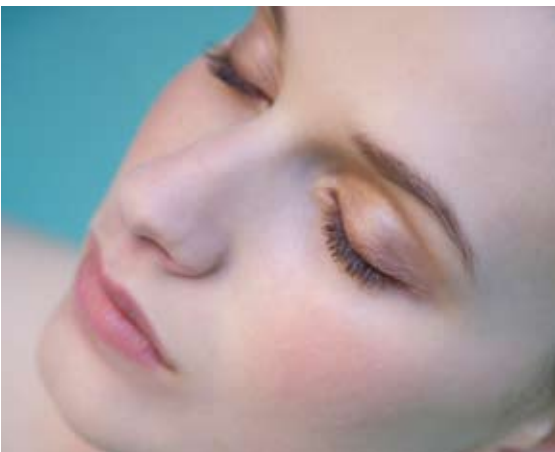
James A. Heinrich, M.D. F.A.C.S.

PACIFIC COAST COSMETIC & LASER MEDICAL CENTER, INC. Spring 2009

Rediscover Youthful Skin!

Advanced Laser Technology Offers Many Options to Rejuvenate Your Skin.

Today there seems to be an endless array of options for skin rejuvenation. As you consider what you may want to have done, it's important to understand how each procedure can accomplish different objectives. Major advances in lasers over the past 20 years have revolutionized the treatment of many skin conditions. Today, there is a wide spectrum of laser technologies available for skin rejuvenation and resurfacing. Dr. Heinrich's Cosmetic and Laser Center offers the latest technology in laser treatments, read on to learn specifically what each laser is designed to treat.



ActiveFX™ is a fractional laser procedure performed in a single treatment with minimal downtime. With a fractional treatment only a fraction of the skin's surface is treated leaving small bridges of untreated skin. This technique allows for faster healing so is ideal for those who cannot have a longer downtime.

ActiveFX™ treatment produces dramatic results by smoothing out wrinkles and fine lines, improves skin tone and texture, causes skin tightening, and stimulates new collagen formation. The procedure is done in the office with a topical cream

anesthetic. About 2 days after the treatment your sun-damaged skin will begin to flake off. Redness of the skin should subside after about one week. Although most effects of the procedure are visible immediately new collagen continues forming so most people look even better 3-5 months after the procedure.

MAJOR ADVANCES IN LASERS OVER THE PAST 20 YEARS HAVE REVOLUTIONIZED THE TREATMENT OF MANY SKIN CONDITIONS.

DeepFX™ is a laser treatment similar to ActiveFX™ except that the CO2 laser beam penetrates much deeper into the skin producing even more dramatic results. Wrinkles are softened, skin tone and texture is improved, and new collagen formation plumps the skin. This procedure is done with topical anesthetic and post treatment the skin will appear as if it has been sunburned. As the skin heals it will begin to flake off revealing tighter and smoother skin beneath.

Photo rejuvenation is a laser procedure that utilizes Intense Pulsed Light. A special wavelength of light is delivered to the skin and the light is either absorbed superficially by broken capillaries and dark pigment or deeper by larger vessels and collagen. Dilated capillaries coagulate, dark pigment areas slough off and new collagen layers are laid down. This laser specifically treats spider veins, age spots, sun damage, mottled pigmentation, ruddy complexion and rosacea. This is truly a zero downtime procedure, which can be done over lunch and then return to work. Excellent long-

term results of renewed and more youthful skin can be achieved with a series of 4-6 treatments.

Fraxel® is another fractional laser treatment that targets fine lines, uneven skin tone, brown spots, and sunspots. It heats the skin deep into the dermis layer treating intensively while leaving surrounding tissue unaffected. The body's natural healing process creates new, healthy tighter tissue. The results are immediate and progressive with optimal results visible in about 2-3 months. Downtime is minimal with some patients being able to return to work the same day, while others need a few days for redness and swelling to disappear. An effective treatment regimen is 3-5 sessions spaced 2-4 weeks apart.

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PLEASE VISIT
OUR WEBSITE FOR
MORE INFORMATION

PacificCoastCosmetic.com

News from Dr. Heinrich



James A. Heinrich, M.D., F.A.C.S.
Board Certified
American Board of Facial Plastic and
Reconstructive Surgery
American Board of Otolaryngology
—Head and Neck Surgery

WE ARE PLEASED TO WELCOME...

... the Mission Center for Longevity & Aesthetic Medicine.

The Mission Center for Longevity & Aesthetic Medicine will give patients the opportunity to gain insight into their health and provide them with tools to improve and maintain optimal health and wellness.

Dr. Heinrich is pleased to welcome Mission Center for Longevity & Aesthetic Medicine into his office. Executive Physicals have been available for more than 25 years. Their goal was to make it convenient for busy executives to have a physical examination in a short amount of time and hopefully to diagnose any health issues that could be life threatening.

Many things have changed over the past 25 years. Individuals are living longer and want to maintain their physical and mental health so that they can continue to live the active lifestyle that they have enjoyed for many years. Both men and women are not willing to let aging change the quality of their lives.

Mission Center for Longevity & Aesthetic Medicine will be opening on March 1, 2009 and will be housed within Dr. Heinrich's office. Dr. Heinrich will be the Medical Director and the physicians who will be seeing patients at the Center are internists Dr. Kenneth Rexinger and Dr. Jesus Valadez. Three registered nurses will join the team as Health and Longevity Specialists. The Center is affiliated with Mission Hospital and will have access to the advanced diagnostic capabilities currently being offered at the hospital.

Mission Center for Longevity & Aesthetic Medicine is designed to combine the convenience of the "executive physical" of the past with a personal health assessment that analyzes an individual's current health and lifestyle, then provides specific recommendations that will improve your health today, tomorrow, and in the future.

Mission Center for Longevity & Aesthetic Medicine utilizes the latest technology available to determine the quality of your health, lifestyle, and potential longevity.

The Health and Longevity Exam provides state-of-the-art testing that will provide the information necessary to assist you in achieving optimal health and longevity. It will determine your risk factors and provide you with the tools to reduce them.

OPENING
MARCH 1, 2009

The Health and Longevity Exam will help identify any health issues or concerns you may have. It provides answers to your questions about your current health conditions and family history. It is also an excellent tool for athletes who want to improve their performance or for anyone who simply wants to improve their overall quality of life.

The Health and Longevity Exam combines the basics of an extensive physical examination with the following unique features that are only available at our center:

- Exercise Tolerance & Pulmonary Function Test utilizing VO2MAX technology
- Complete Cardiac Screen
- Biological Age Analysis
- Skin Cancer Screening with digital Mole Mapping
- A comprehensive explanation of your tests with your examining physician
- Communication with your primary care physician to insure continuity of care
- Quarterly follow up for one year to assist with your progress

Our examinations give our patients the opportunity to gain insights into their current levels of health as well as approaches to improving and maintaining optimal health and wellness in the future.

Live Well,
Be Well.

SAVE THE DATE
Seminar
May 6th, 2009
7-9 pm

Join us as we introduce
and celebrate the opening
of

THE MISSION CENTER
FOR
LONGEVITY & AESTHETIC
MEDICINE

R.S.V.P.
949-589-1708

Mission Hospital
Conference Center
26726 Crown Valley Pkwy.
Mission Viejo, CA

"We are bringing the
executive physical
of yesterday to an
exciting new level."

45 minutes

If you have 45 minutes, you have time to brighten, tighten, and smooth the texture of your skin. Come and visit Cami Nelson, R.N., for a customized facial, a series of Vitalize peels, or a Silk peel specifically tailored to the needs of your skin. Different formulations can address acne, brown spots, dehydrated skin, and rosacea. A small investment in time will reap great benefits for your skin.



Laser Technology offers more choices in skin rejuvenation!

(Continued from page 1)

BLU-U® Blue Light Laser is an effective treatment for Actinic Keratoses, which are rough textured, dry, scaly patches on the skin. AK's are considered to be the first step in the development of skin cancer so their removal is clinically beneficial. The BLU-U® Blue Light Laser treatment involves 2 steps. The first step is the application of a topical solution on all areas to be treated. The second step is where the skin is treated with the low intensity BLU-U® light. Patients may experience tingling or slight burning sensations during the treatment. The Actinic Keratoses will usually flake off within a week but sometimes the full effect won't be seen for up to 2 months.

Light Sheer laser hair removal is a reliable and state of the art system for removing unwanted hair. The light emitted by the laser is absorbed by the pigment in the hair follicle. The follicle is heated up thus impeding the follicle's ability to re-grow. Since hairs are in different phases of growth at any given time, and the anagen phase is when the follicle is most sensitive to the laser, more than one treatment will be necessary for optimal results. Treated areas may be slightly red or swollen immediately following the treatment.

WHEN YOU PURCHASE
A SERIES OF VITALIZE PEELS
YOU WILL RECEIVE
A CUSTOMIZED FACIAL
FOR FREE! (value \$100.)

Coming Soon!

ON-LINE SHOPPING

*We are currently updating
our web site
to include on-line shopping.*

*We will offer our patients on-line
shopping for products.*

*For orders over \$75. we will ship
direct to you at no additional cost
within the contiguous United States.*

*Call our office if you would like
to receive an e-mail announcement
when we launch this new feature
or send us an e-mail at*

Shop@PacificCoastCosmetic.com

5 GOOD REASONS TO CONSIDER A LASER TREATMENT

1. MINIMAL TO NO DOWNTIME.
2. NON-INVASIVE PROCEDURE.
3. CUSTOMIZED TREATMENTS.
4. LASTING RESULTS.
5. YOUNGER LOOKING SKIN WITHOUT SURGERY!

*When you purchase a series of IPL treatments you will
receive your maintenance IPL treatment for free.
(a \$200. value)*





rosaclear™
system

Something New!

Obagi® Rosaclear™ System is the first prescription - based system developed specifically for treating the signs and symptoms of rosacea. It is designed to reduce redness and flushing, along with treating papules and pustules. It will help rosacea patients achieve a clearer and calmer looking complexion.

The system includes a gentle cleanser, a topical gel, and a hydrating complexion corrector. To learn more about this outstanding new product contact one of our skin professionals.

(sunscreens sold separately.)

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



**PACIFIC COAST
COSMETIC & LASER MEDICAL CENTER, INC.**

Specialists in Facial Aesthetic Surgery

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