



*E-Newsletter of Skin Rejuvenation Clinic | Edina, MN
December 2013 edition*

Product Spotlight

Check out our December specials just below this month's feature article!



It's Time to Rethink Department, Discount & Drug Store Skincare

By Ann Marshall, MD



2008



2013

I recently had an "ah-ha moment" with a longstanding patient of mine, which made me realize that I need to rethink the way I educate patients about their skincare. I was performing a BBL on this patient to undo her summer sun damage, which we do every fall, when she told me her next stop was the mall to pick up some

If your lashes have thinned with age or, frankly, have never been what they could be, consider Latisse®. Latisse is one of our best-selling products and is the only prescription-strength product on the market approved by the FDA to lengthen, thicken and darken eyelashes.

As you first begin using Latisse, you'll first begin to see changes in lash length. Then, gradually, you'll notice more thickness and darkness in your lashes. If you're satisfied with your results by week 8, don't stop there. Stick with the treatment. After week 16, you'll see the full effect of Latisse.

Latisse is available in 2 kit sizes, 3mL and 5mL.

DECEMBER SAVINGS:

skin care products. Looking through her chart, I realized that we were being incredibly diligent about regular cosmetic services, but that I had NEVER discussed with her the importance of using medical grade skin care products. How is it that I let a patient that I've seen for years entrust her daily skin care regimen to someone with no medical experience working part-time in the mall? Especially when I am incredibly diligent with my own skin care regimen at home!

"Does it really matter what I put on my skin?"

At Skin Rejuvenation Clinic, our staff literally spends all day, every day, assessing our patients' skin and making recommendations for treatments to address the degree of aging or damage that we see. We understand that skin needs change with various stages in life, hormone fluctuations, and sometimes even with the seasons. I am not only a physician in the clinic, but am a patient here as well, and have been for the last 5 years. During that time, I have personally discovered that the right products make a BIG difference. Until I saw real signs of aging, I tried just about every skin care line you can find in drug and department stores, from discount products to the luxury brands that take out full page ads in all our favorite magazines. They didn't do much for me, but I didn't need much at the time. As the visible signs of past abuses (general aging, volumes loss, as well as years sunbathing and lifeguarding) began to show on my skin, I got serious about my skin care and have seen significant results.

"I haven't got the time or money."

Yeah, that's what I used to say before I got on medical grade products. Life is busy...between my physician spouse, my career, and three young kids who REALLY want to be with their mom, who has time for a skin care regimen? And why pay for something that I probably won't take the time to use? Well, thankfully I was highly motivated and decided to stick with it for 3 months. Because I saw my skin improve...really improve...and I will never go back to neglecting it. I have 4 steps that I do every morning and every evening that takes me all of 5 minutes, and I do them no matter how tired I am or how late it is, because it makes a difference!

When comparing over-the-counter products with medical-grade products, what patients are most surprised about is the fact that the costs are actually quite comparable. Even more shocking to people is that often times our medical-grade skin care products, that contain a higher level of active ingredients (hence the efficacy and results), can be LESS expensive than their department store counterparts.

"But I don't know where to start."

That's where we come in. The way I see it, there are 4 basic things we all need to do for our skin daily: cleanse, exfoliate, repair and protect. If we do these things with high-quality products that have been meticulously developed and clinically tested, then we will see improvements in skin texture, tone and brightness. The product lines we've chosen to carry at Skin Rejuvenation Clinic are the best medical grade products out there. Let us help you get started on a skin care regimen that is right for you, and let us

Get \$25 off a 5mL Latisse Kit!

(Must be a Brilliant Distinctions member or register day of sale to receive discount.)



Staff Must-Have of the Month



My Name:

Angela Stack

My Role:

Clinical Assistant/Aesthetician

My Must-Have Product:

Lytera

Why This Product is a Must-Have for Me:

"The product I cannot live without is SkinMedica's Lytera Skin Brightening Complex. I use it morning and night after my Vitamin C and E Complex. It evens out my skin tone and texture and keeps those browns spots

work with you as your skin changes and matures...you will be glad you did!

December Specials: Cheeks, Lips and Lashes, Oh My!

Buy 1 Syringe of Radiesse®, get \$200 OFF a 2nd Syringe!

Radiesse dermal filler is ideal to restore and enhance the contour of cheeks. It is also an excellent choice to improve naso-labial folds and marionette lines.

**Must be purchased by 12/31/13 & administered by 1/15/14. Not valid with any other offer, discount or certificate.*

Get \$50 OFF 1 Syringe of Restylane® and \$100 OFF* 2 Syringes!

Restylane is our go-to dermal filler for balancing and enhancing lips and smoothing "smokers lines" (vertical lines framing your smile.) It can also be used to fill the undereye area, naso-labial folds and more.

**For a 2 syringe purchase: \$50 will be taken off at the time of service and an additional \$50 will be sent to you via a rebate check from the manufacturer. Limited number of \$50 rebates available so the "\$100 off 2 syringes" offer is only while supplies last. Must be purchased by 12/31/13 and administered by 1/15/14.*

Try our Peppermint Mocha Facial for just \$85



(save \$50!) | 45 mins.

Includes a chocolate infused enzyme masque to carefully slough away dry winter skin, peppermint masque to brighten your skin and awaken your senses, peppermint infused hand massage and a take-home gift to include

a FREE full-size Colorescience Crème expertly color-matched so you will leave holiday party-ready!

**Treatment must be purchased by 12/31/13 and administered by 1/31/14*

Other Specials:

\$25 Rebate on Latisse 5 mL Kits!

**Limited number of rebates available, offered only while supplies last*

\$50 OFF any BOTOX treatment of \$200 or more!

**Must be a Brilliant Distinctions member or register day of service to receive discount.*

15% OFF TNS lip plump \$55 - SALE PRICE \$46.75

15% OFF blinc tubing mascara \$26 - SALE PRICE \$22.10

15% OFF all in-stock makeup brushes including Colorescience blush brushes

away. Lytera has truly changed my skin. What's not to love - it keeps my skin nice and bright! Pair it with your BBL treatments for a great way to maintain your fabulous results!"

More About This Product

Appropriate for: All skin types

PURPOSE: Brightens skin

RESULTS:

- Improvement in overall skin condition
- Improved evenness of skin tone
- Reduced appearance of skin discolorations

WHEN TO APPLY: Morning and evening after cleansing and toning

WHERE TO APPLY: Face (neck and chest if desired) or other affected areas

PRICE: \$125 + tax

Ultherapy Event a Smashing Success!

Thank you to all those who attended our Ultherapy Consult Day November 14th!

The event booked up almost immediately and even after adding more time, appointment slots booked up quickly.

A BIG congratulations to Amy Jo Bretto and Kathy Johnson who each won \$500 gift certificates to use on Ultherapy. (Thank you Amy Jo and Kathy for graciously allowing us to print your names.)

Only in December...

Holiday Glam Lash Bar for a Limited-Time!



We all love our Latisse, but sometimes special Holiday events call for a GLAM LASH application. For just \$20 we will apply a set of fabulous false lashes and apply your choice of a lip, eye or cheek make-up touch-up! False lashes can last anywhere from 2 days to 2 weeks, depending on how you care for them!

Appointment times are limited and must be booked in advance!

LASH BAR HOURS:

Thursday 12/12/13: 4p-7p
 Saturday 12/14/13: 9a-12p
 Friday 12/20/13: 1p-4p
 Saturday 12/28/13: 9a-12p

Coming This Week:

Our New Gift Card Packaging Makes for a Lovely Holiday Present

Great news! We will have new gift cards available **as of 12/6/13** in all denominations. The gold cards make beautiful gifts and are packaged in a gold box, adorned with satin ribbon. The box is then placed in one of our frosted tote shoppers cushioned with elegant gold tissue.

Give the gift of radiant skin, perfect for anyone in your life who deserves to be pampered and likes to look and feel their best! Gift cards can be used on any product or service we offer, including facials, laser treatments, injectables or medical-grade skin care products.

- Spouse/Partner
- Friend
- Teacher
- Caregiver
- Parent/In-Law
- Hair Stylist
- Masseuse /Manicurist
- Delivery person

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