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 Subject: Special Occasion PREP Specials!
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E-Newsletter of Skin Rejuvenation Clinic | Edina, MN
May 2013 edition

Check out our May promotions just below this month's feature article!



The Formula to Re-Applying Sunscreen

By Angela Stack, Aesthetician



Now that we are seeing a little peek of warmer weather, people are finally getting out and about. Walking, golfing, gardening, we will do anything to get out of the house! With all our outside activities coming up, we have to remember to step-up our sunscreen. After all, it should be the most important product in your skin care regimen.

So how often should you apply and what SPF is right for you? Recent studies say application depends on your natural skin tone. If you are fair tone you should reapply more often than someone who has darker tones.

Use a broad spectrum (UVA/UVB) sunscreen with an SPF of 15 or higher every day and keep in mind that SPF is not an amount of protection. An SPF number indicates how long it will take for UVB rays to redden skin when using a sunscreen compared to how long skin would take to redden without the product. An easy way to remember: If you can normally be out in the sun for 10 minutes without a sunburn and you apply an SPF of 15, then you can be out in the sun 10 minutes x 15 = 150 minutes. For extended outdoor activity, use a water-resistant, broad spectrum (UVA/UVB) sunscreen with an SPF of 30 or higher.

Even if your make-up or moisturizer has a SPF, it may not be enough to protect you against UV damage. We strongly recommend applying an additional sunscreen or sunblock underneath your make-up. Also keep in mind, while working by a window or sitting in your car, you are still exposed to UVA damage which leads to wrinkles and photo damage. Even on rainy, cloudy days the sun's rays can damage your skin and even cause sunburn.

May is Skin Cancer Awareness Month so now is an ideal time to educate ourselves and others about the importance of skin protection. Skin cancer is the most common of all cancers, accounting for nearly half of all cancer cases in the United States. More than 3.5 million cases of basal and squamous cell skin cancer are diagnosed in this country each year and melanoma, the most serious type of skin cancer, will account for more than 76,600 cases of skin cancer in 2013. Sadly, an estimated 9,480 people will succumb to melanoma this year. Let's change these statistics. Protect you and your family with a broad spectrum sunscreen.

At Skin Rejuvenation Clinic, we have a wide variety of quality broad spectrum sunscreens to choose from. From sheer, tinted, moisturizing, and even powder, we have one to fit your lifestyle and your budget. The best news is that ALL our sunscreens are 20% OFF in May at Skin Rejuvenation Clinic. See our specials below for a list of products.

Enjoy the outdoors and the sun but be sun sensible; use quality protection products and reapply using the formula above. That

Product Spotlight: Obagi Nu-Derm

If it ain't broke, don't fix it.

That's how we feel about Obagi Nu-Derm, created in 1988 by skin care experts. For decades, dermatologists, plastic surgeons and other cosmetic physicians have been recommending Obagi Nu-Derm as the #1 product to transform skin. Sure, there are constantly new skin care products being introduced to the marketplace that tout a new "breakthrough" technology but Obagi is still one of our go-to skin care regimens to transform your skin. That's why for so many years, the science behind Obagi Nu-Derm hasn't changed... and why should it? The results speak for themselves.

MAY OBAGI SPECIALS

1) Get a FREE Obagi gift with purchase, an attractive insulated tote (pictured below) when you invest \$100 or more in Obagi products!



Obagi's Insulated tote, perfect for lunches, the golf course, the beach, etc.

2) Buy a full-size Obagi cleanser (Gentle or Foaming), toner and sunscreen and get the corresponding travel-size trio FREE! (a \$39 value)

3) Get travel-size Obagi products (choose from Gentle Cleanser, Foaming Cleanser, Toner and/or Sunscreen) for \$10 ea. or 3 for \$25!

(All above product specials are valid only while supplies last.)

way you can rest assured you and your family are protected so you can spend your time cherishing those warm sunny days!

May Specials

May is "Special Occasion Prep Month!"

Take advantage of one of our monthly specials to get your face in camera-ready condition for your important summer events. Sparkle all season long... and beyond!

Save on a Mini Liquid Lift:

Get 2 syringes of Restylane® plus 50 units of Dysport for just \$1250 (after \$25 mail-in rebate). A savings of \$200!

People will ask you all summer long "What is it about you that looks so refreshed?" after this mini liquid lift! Restylane and Dysport are the perfect pair: Dysport will smooth your frown line (11's) or your crow's feet or forehead wrinkles while the 2 syringes of Restylane will go a long way in smoothing and perfecting your other facial cosmetic concerns. The most popular facial areas we use Restylane to fill:

- Nasolabial folds (nose to mouth)
- Marionette lines (mouth to chin)
- Under eyes (instant dark circle corrector!)
- Thin or uneven lips
- Smoker's lines (vertical lines surrounding smile)
- Nose shape (non-surgical rhinoplasty)
- Mini eye lift
- Smoothing scars and other fine lines and wrinkles

-Injectable package must be purchased and administered by 5/31/13. Products must be used during same visit and package can't be split or shared with another party. No brand substitutions. Not to be combined with any other discount, offer, certificate or sale.



Before / After Liquid Lift (and BBL for redness)

Reduce or Eliminate Unsightly Blue Veins Underneath and Bordering your Eye Area Safely and Effectively: Vascular Eye Area Treatment Just \$449 this Month!

Our physicians use revolutionary intraocular eye shields to protect your eyes so we can safely treat those bulging tiny veins that often appear under the eye area, particularly on people with light/fair skin tone. The tiny vessels are heated by pinpoint precise laser energy and become less noticeable almost instantly. Most will disappear altogether. Although it is not common, more than 1 treatment may be necessary.

-Treatments must be purchased by 5/31/13. Not to be combined with any other discount, offer, certificate or sale.

Express Hydrodermabrasion only \$99

Our Hydrodermabrasion treatment (similar to a hydra-facial) gives you all the exfoliation benefits of a Microdermabrasion treatment PLUS using our HydroWand® our aestheticians are able to penetrate deep-infusing serums into your skin to boost hydration levels and provide added skin nourishment. You will leave looking radiantly refreshed. Perfect to do 5-7 days before a big event.

-Sale ends 5/31/13. Not valid with any other offer, discount or certificate.

May Product Sale:

- All In-Stock Sunscreens are 20% OFF all month! (Includes Revision, Obagi, iS Clinical, SkinMedica and Colorescience)
- Get a FREE Obagi gift with purchase when you invest \$100 or more in Obagi products



Spring Sunscreen Sale All In-Stock Sunscreens 20% OFF this Month!

Invest in a quality sunscreen that serves as an extension of your impactful, anti-aging skin care regimen. Drug store sunscreens can leave your skin feeling greasy and clog your pores. Our selection of sunscreens each carry their own unique properties and benefits. We have summarized them below.

Best Glow:

Revision Intellishade SPF 45
Original or Matte
Sale Price: \$38.40

Best Multi-Tasker:

TNS Ultimate Daily Moisturizer
Broad Spectrum SPF 20
Sale Price: \$68

Best Physical Blocker:

Obagi Nu-Derm Sun Shield
SPF 50
Sale Price: \$36.80

Best for Fussy Skin:

Obagi Nu-Derm Healthy Skin
Protection SPF 35
Sale Price: \$36.80

Best Skin Preserver:

iS Clinical Extreme Protect
SPF 30
Sale Price: \$54.40

Best Water Resistance:

SkinMedica Environmental
Defense SPF 50 or 30
Sale Price: \$27, SPF 50
\$32, SPF 30

Best for the Golfer

(or someone who sweats or shines):
Colorescience Sunfrogettable
SPF 30 Powder
Sale Price: \$40

Best for Body:

LaRoche-Posay Anthelios 60
Lotion Spray
Sale Price: \$28

Expansion Update

Our expansion is under way although you might not notice many changes yet. Currently, construction is taking place in

- Buy a full-size Obagi cleaner, toner and sunscreen, get a corresponding travel-size trio FREE, a \$39 value!
- Get travel-size Obagi products (cleanser, toner and/or sunscreen) for \$10 ea. or 3 for \$25!

(All above product specials are valid only while supplies last.)

Current Rebates:

- 1) \$25 mail-in rebate on 1 mL of Restylane. Limit one rebate per person. Rebate ends 6/30/13 or while supplies last.

Allure Gives National Nod to the Ever-Popular CoolSculpting

Over 1 million people will read the May issue of *Allure* magazine which touts CoolSculpting as "The Fat Freezer." *Allure* is not alone. Several national publications have also recently highlighted Zeltiq's revolutionary CoolSculpting procedure, available at Skin Rejuvenation Clinic.

CoolSculpting is an FDA-approved body contouring procedure that freezes unwanted fat and reduces trouble spots over the course of 12 weeks or more. CoolSculpting is safe and does not require downtime or incisions. Although fat loss does take time to notice, it is considered a permanent solution. CoolSculpting is ideal for people with small to moderate problem areas such as the abdomen, arms, back and love handles.

For those people looking for more immediate results who have more moderate to significant unwanted pockets of fat in areas, ProLipo laser liposuction is still the most effective treatment for you. ProLipo is our most popular body contouring service and results are often dramatic.

[For a gallery of all our before and after photos, click here.](#)



Before / After CoolSculpting



Before / After ProLipo Laser-Assisted Liposuction

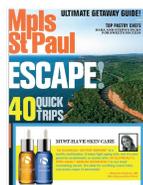
Recent Mpls St. Paul Mag Mentions

In the April issue of *Mpls St. Paul* magazine Dr. Beth Hagberg shares her picks for the latest and most beneficial spring skin care finds.

Then in the May issue of *Mpls St. Paul*, Elizabeth Dehn, Beauty Editor and our favorite local beauty blogger also known as "Beauty Bets," gave a nod to our Forever Young BBL treatment and the recent Stanford University study that show BBL treatments done at least annually do more than just remove brown spots, they can reverse the clock on aging. Read all of Beauty Bets tips and picks on her [website](#).



May issue



April Issue

the suite adjacent to 234 to the south and underneath our current space on the first floor. So from our patients' viewpoint, nothing has changed yet.

On or near May 17th, the first big visual change will take place when a temporary doorway will be cut through our existing lobby. This will be a short-term walkway to access several of our new exam rooms. The waiting room will be temporarily rearranged to compensate for this new (but temporary) opening in the lobby.

Then in mid-June, our first floor space will open and patients will begin entering on the first floor (more updates to come before we formally make the entrance change). Once our entrance is on the first floor across from Subway Cafe, some construction will still be in process on floor 2 but we predict the entire expansion to be complete mid-July.



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Click [HERE](#) to let us know. We value your feedback very much!



The Fat Freezer

CoolSculpting, a noninvasive alternative to liposuction, is one of the hottest treatments right now. The question is: How well does it actually work?

It's rare when a fat-fighting technology fulfills early promises, which is why doctors across the country are talking about CoolSculpting. Approved by the FDA in 2010, the device (sometimes called Zeltiq, the name of the manufacturer) uses freezing temperatures to kill fat cells for results comparable to liposuction—but with no incisions, anesthesia, or painful recovery. “Until now, we couldn’t perform permanent fat reduction without surgery,” says Arielle Kauvar, a New York City dermatologist and a clinical professor of dermatology at New York University School of Medicine. “This procedure doesn’t just shrink fat cells; it kills them so they cannot return.” CoolSculpting was developed not for obese people but for those with small problem areas, such as love handles, midriff rolls, and excess abdominal fat. A doctor or technician isolates the area

in the vicelike grip of a U-shaped appliance that acts as a heat extractor. Once the skin is protected with an antifreeze gel pad, the cooling begins, lasting up to an hour until the fat underneath freezes. The first five minutes can be uncomfortable (“It feels like sitting next to a block of ice,” says Kauvar), but numbness gradually sets in. “We never give pain medication,” she says. Within three months, the dead fat cells flush out of the body. Some patients report pain or small twinges during the first weeks and mild numbness, but there is no actual nerve damage. Currently, no appliances exist for the neck, arms, and thighs, limiting treatments (which cost \$750 to \$1,500 each) to the trunk of the body. That hasn’t slowed demand, says Kauvar. “We don’t need to show before and afters. Patients come in knowing from friends that they can lose a full size.” —J.K.

“I speak two languages, English and body.” —Mae West



May is Skin Cancer Awareness Month!

A friendly reminder to wear your sunscreen each and every day of the year!

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