



RENAISSANCE

review

A review of contemporary approaches to restoring and enhancing the face and skin



“Power Peel” Now Offered at Aesthetic Surgery Center

The most powerful face peel available today has been introduced at The Aesthetic Surgery Center. The “UltraPeel” is the next generation in skin exfoliation systems first made popular by the glycolic acid peel.

“The UltraPeel is a microdermabrasion in which aluminum crystals are sprayed onto the skin, sanded, and vacuumed to remove imperfections and enhance the natural vitality and firmness of the skin,” said Richard W. Maloney, M.D., Medical Director. “Results are apparent from the very first treatment.”

Power peel skin treatments such as the UltraPeel have been available in Europe for about 10 years, but were just recently approved by the U.S. Food and Drug Administration for use in this country.

“The UltraPeel is about three times more powerful than traditional face peels using glycolic acid,” Dr. Maloney said.

“Most patients notice an immediate improvement in the skin’s appearance,” he said. “Age spots and fine lines are diminished and many patients report that their complexion feels softer, smoother, and younger looking.”

Dr. Maloney cautioned that the UltraPeel is not a substitute for laser resurfacing, which is the more aggressive surgical procedure to eliminate lines, wrinkles, acne scarring and age spots.

“This is a complement to cosmetic surgery. It can be done before laser surgery to prepare the skin or post sur-

gically to maintain and preserve the rejuvenation of the skin,” he emphasized.

The treatment requires no anesthesia and is performed by the nursing staff in about 30 to 60 minutes. Most people experience no discomfort at all and return to work or their daily activities the same day.



New Hair Removal Laser Available at Aesthetic Surgery Center

Imagine no more painful waxing, plucking, shaving or electrolysis.

Now your unwanted hair can effectively be removed from the face, lip, chin, neck, underarms, bikini line, chest, back, legs and other areas using the latest generation of diode laser systems.



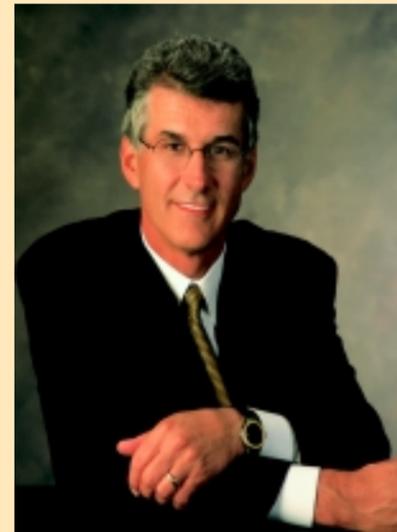
The most efficient, innovative, and advanced diode laser system is the LightSheer Laser, which is now available at The Aesthetic Surgery Center.

The LightSheer Laser, which has been approved by the Food and Drug Administration (FDA), uses the light beam from the laser to target the pigment in the hair follicle beneath the skin surface. When the laser light is absorbed by the pigment in the hair follicle and hair shaft, the hair growth center is damaged.

“This results in either complete destruction of the hair, or severe restriction of regrowth. Those hair follicles that are in the active growth phase are the best targets for absorbing the laser light and it is these hairs that are preferentially damaged and destroyed,” said Aesthetic Surgery Center Medical Director Richard W. Maloney, M.D., F.A.C.S.

The skin is cooled during treatment so that the laser causes little or no discomfort. Anesthesia normally isn’t required for the procedure, which is performed by a nurse or aesthetician. New hair removal patients will receive a 30-minute consultation with Dr. Maloney before the first treatment.

Usually, a minimum of three treatments is necessary to achieve optimum results. Sessions are separated by an average of six to eight weeks.



From the Medical Director

Welcome to *Renaissance Review*, our new newsletter to keep patients and friends aware of the latest advances in facial plastic surgery and skin care.

Because summer is here, I have devoted our inaugural issue to some of the latest techniques and procedures for protecting the skin from the harmful effects of the sun and heat. Among them is the new “UltraPeel,” the most aggressive non-surgical treatment available for correcting sun damage and reducing the appearance of fine lines and wrinkles. Only laser resurfacing is more effective.

We’ve also introduced a new laser hair removal system to help you look your best in those sun-skimpy outfits this summer. The new LightSheer Laser has recently been approved by the Food and Drug Administration for removal of unwanted hair. Now, you can get rid of that unwanted hair on the face, underarms, bikini lines and other areas with little or no discomfort.

Finally, I want to know what you think about *Renaissance Review*. If you have suggestions or questions you’d like to see answered here, please give the office a call. We’d love to hear from you.

Sincerely,

Richard W. Maloney, M.D., F.A.C.S.

BOARD CERTIFIED

American Board of Facial Plastic & Reconstructive Surgeons
American Board of Otolaryngology - Head & Neck Surgery

FELLOW

American Academy of Facial Plastic & Reconstructive Surgery • American College of Surgeons
American Academy of Cosmetic Surgery • International College of Surgeons

Renaissance Review is a periodic medical information publication for the patients and friends of The Aesthetic Surgery Center.

If you have a friend who would like to receive a complimentary copy of *Renaissance Review*, please let us know and we'll be happy to add them to our mailing list.

Name _____

Address _____

City _____

State _____ Zip _____

The Aesthetic Surgery Center
Richard W. Maloney, M.D., F.A.C.S.
The Physicians Building, Suite 1115
11181 Health Park Blvd.
Naples, Florida 34110



THE Aesthetic Surgery Center

The Physicians Building, Suite 1115
11181 Health Park Blvd.
Naples, Florida 34110



(941) 594-9100
(941) 594-3054 FAX

Visit Our Web Site
www.aestheticsurgerycenter.com

BULKMAIL
U.S. Postage
Paid
Naples, FL
Permit No. 340



HGH: The Hormone of Youth

Physicians and scientists throughout the world are showing keen interest in Human Growth Hormone (HGH), which has been shown in clinical trials to reverse the effects of aging.

"I am very optimistic about the results of these trials, which have been going on now for many years. They clearly demonstrate that it is possible to rejuvenate the skin and bones, regenerate the heart, liver, lungs, and kidneys and bring organ and tissue function back to youthful levels," said Richard W. Maloney, M.D.

It's been called the "Fountain of Youth" hormone. Both Eli Lilly and Pharmacia Upjohn have received FDA approval to market HGH for growth hormone deficiency in adults.

Almost everyone over the age of 40 is deficient in growth hormone to some degree, according to Dr. Maloney.

Among the benefits of HGH are:

- Loss of fat
- Increased strength
- Increased muscle tone
- Decreased wrinkles
- Enhanced immune function
- Improved sexual performance
- Lower blood pressure and cholesterol

For more than a decade, some of the world's most glamorous people have been achieving dramatic results with HGH costing as much as \$2,000 per month for daily injections.

HGH now is available in oral form with drops administered under the tongue at a fraction of the cost of the injections. If you are interested in learning more about how HGH can help you, call The Aesthetic Surgery Center to arrange for a blood test to determine if your HGH levels are below normal.



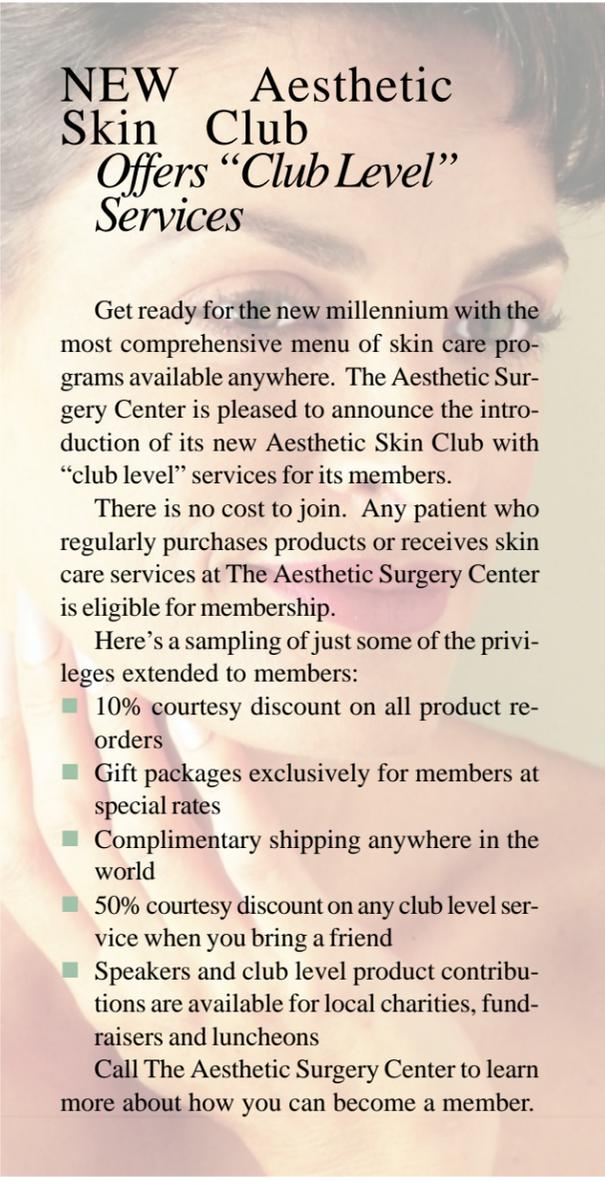
Prescription For Sun-Damaged Skin

■ **LIGHT SUN DAMAGE** often can be reduced or eliminated without surgery by using a high potency therapeutic skin care program, such as M.D. Forte. These products combine high concentrations of Alpha Hydroxy Acids (AHA), Beta Hydroxy Acids (BHA), Vitamin A, and other antioxidants, rendering them far more effective in fighting aging and sun damage.

■ **MEDIUM SUN DAMAGE** to the skin responds well to a series of chemical peels, such as 70% Glycolic, Jessner's, TCA 10-15% solutions, or the new "UltraPeel." The new "UltraPeel" is the most powerful of the peels. These "lunch hour" peels generally are performed in less than one hour and the patient is immediately able to resume normal activities.

■ **SEVERE SUN DAMAGE** needs to be treated surgically with laser facial resurfacing, the newest weapon in the war on sun damage and wrinkling. In 1996, The Aesthetic Surgery Center was among the first in the southeastern United States to offer the Erbium-YAG Laser skin resurfacing. The Erbium Laser provides a lighter application of laser energy. The benefit to the patient is smoother skin, more rapid healing, and faster return to normal activities. For individuals with acne scarring, Erbium combined with CO2 lasers provide dramatic and enhanced results.

And to protect the skin on an ongoing basis, Dr. Maloney says to always use broad spectrum sunscreen, but be sure it protects against both UVA and UVB rays with an SPF factor of at least 15.



NEW Aesthetic Skin Club Offers "Club Level" Services

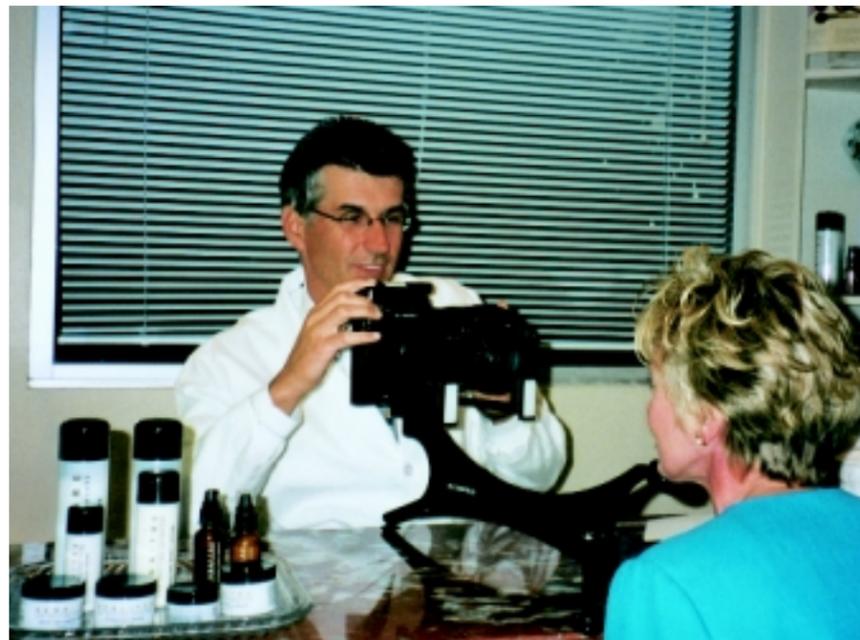
Get ready for the new millennium with the most comprehensive menu of skin care programs available anywhere. The Aesthetic Surgery Center is pleased to announce the introduction of its new Aesthetic Skin Club with "club level" services for its members.

There is no cost to join. Any patient who regularly purchases products or receives skin care services at The Aesthetic Surgery Center is eligible for membership.

Here's a sampling of just some of the privileges extended to members:

- 10% courtesy discount on all product re-orders
- Gift packages exclusively for members at special rates
- Complimentary shipping anywhere in the world
- 50% courtesy discount on any club level service when you bring a friend
- Speakers and club level product contributions are available for local charities, fundraisers and luncheons

Call The Aesthetic Surgery Center to learn more about how you can become a member.



UV Reflectance System Reveals Sun Damage

How do you know when the cumulative effect of sun damage to the skin is too much?

Dr. Maloney recommends that his patients have their photo taken on the UV Reflectance System, which is available for free in his office. Using ultraviolet light, the camera shows sun damage that isn't visible to the naked eye.