



RENAISSANCE

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

review

HI-TECH CAMERA Shows Sun Damage

Florida's fabulous sunshine gives us lots of opportunity for poolside gatherings, beach parties and other outdoor fun. It also increases the chances for sun damage to the skin.

Nearly everyone knows that sunbathing causes premature aging of the skin, wrinkling, and, in worst cases, skin cancer. But there are other ways that the sun's rays harm the skin.

"Baking in the sun is not the only way to damage the skin or encourage skin cancer," said Dr. Richard W. Maloney, Medical Director of the Aesthetic Surgery Center. "Exposure comes from all direct contact with sunlight, such as walking in and out of homes and offices, driving in the car, golfing and other outdoor activities."

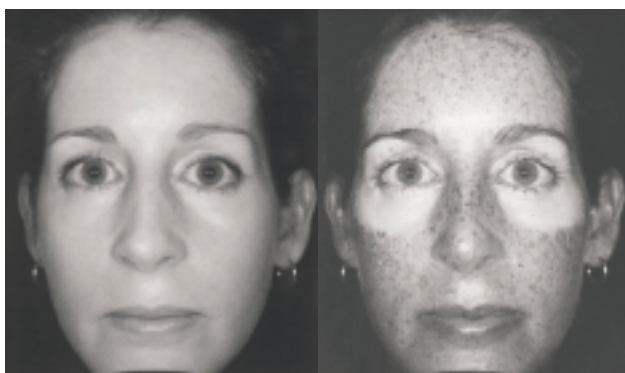
Unless you have lived in a cave your entire life, you will have some sun damage, according to Dr. Maloney.

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 with the UV Reflectance System, which is available at no charge in his office. Using ultraviolet light, the camera shows sun damage that isn't visible to the naked eye.

"Based on the severity of the damage, we can recommend a therapeutic skin care program to reduce and even eliminate the damage," Dr. Maloney said.

For light sun damage, a high potency therapeutic skin care program such as M.D. Forte or Obagi may be prescribed. Medium sun damage responds well to a series of peels, such as a 70% Glycolic, Jessner's, TCA 10-15% solutions and the Obagi Blue Peel.



By taking a photograph of a patient without an ultraviolet filter (left), and with the ultraviolet filter (right), the UV Reflectance System shows sun damage that isn't visible to the naked eye. The photo at right also shows no sun damage to the area under the eyes which has been "laser washed."

The Ultra Derma Peel microdermabrasion is effective to reduce the visible signs of sun exposure. Severe sun damage needs to be treated surgically with a "laser wash."

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. UV Reflective System screening takes approximately 10 minutes. To make an appointment for the UV photo, call the Aesthetic Surgery Center.



From the
Medical Director

Anti-Aging at the Forefront

It's a new era in health care — and anti-aging medicine is at the forefront of this exciting time of scientific discovery.

We all seek to find that "magic potion" or combination that will reduce or even reverse the aging process. As physicians, my colleagues and I are constantly searching for new protocols, new treatments, and new products to accomplish what a few years ago would have been unthinkable — slowing down the clock to help us live longer, healthier lives.

That's why I have chosen to join a select group of physicians in the American Academy of Anti-Aging Medicine (A4M). The A4M is the first society to address the phenomenon of human aging as a treatable medical condition.

Now representing a worldwide network of 8,500 physicians and scientists, A4M embraces a multi-disciplinary approach to anti-aging that includes nutrition, diet and exercise, anti-aging medications, genetic therapy, as well as surgical and non-surgical enhancements.

Helping one look and feel their best is my professional as well as my personal goal. If you are interested in the cutting-edge research and the growing body of medical treatments and scientific interventions for the aging process, I recommend that you read *Advances in Anti-Aging Medicine and Grow Young with HGH*, both by Ronald Klatz, M.D., president of A4M.

Then, give my office a call to set up an appointment to discuss how we can put medicine's newest clinical specialty to work for you.

Sincerely,

Richard W. Maloney, M.D., F.A.C.S.
Facial Plastic Surgeon

NEW AGE

Hints to help you look and feel your best, regardless of your chronological age.

By Richard W. Maloney, M.D.

1. Human Growth Hormone (HGH) - Often called the "Hormone of youth," HGH is showing that many of life's aging limitations thought to be unavoidable can be prevented, delayed, or reversed. After age 20, HGH production in most persons often declines 14% every 10 years and by age 60, it is not uncommon for our HGH levels to be reduced by 75%. The Food and Drug Administration has approved the use of HGH for anti-aging purposes. Among the benefits that are possible: increased strength and muscle tone, loss of fat, decreased wrinkles, enhanced immune function, lower blood pressure and cholesterol, and improved sexual performance. While many weak stimulants of HGH release are currently available, HGH cannot be distributed without a prescription or physician supervision. Dr. Maloney will be happy to provide further details.

2. Anti-Aging Facials - Proper skin care can help your skin look and feel much younger. A regimen of anti-aging facials followed by home care with products containing high concentrations of Alpha Hydroxy Acids (AHA), Beta Hydroxy Acids (BHA), Vitamin A and other antioxidants, help fight aging and sun damage. The Aesthetic Surgery Center offers a variety of facial treatments, including the Glycolic Acid Peel (70%) for surface exfoliation and refinement; the 99% Glycolic Acid Peel with a stronger concentration of Glycolic Acid with results that you will notice after just one treatment; the Jessners Peel for troublesome skin that penetrates a little deeper into the skin; and the Ultra Derma Peel, the latest in microdermabrasion that is the most powerful peel available without surgery.

HGH and Anti-Aging Facials are available at the Aesthetic Surgery Center. Call 594-9100 for an appointment to determine the regimen best for you.

MAKE A Date Of It!

Dr. Maloney will be presenting his popular seminars several times during the winter season:

Monday, January 29
1 p.m. - 3 p.m.
Philharmonic Center for the Arts

Friday, February 4
1 p.m. - 3 p.m.
Ritz Carlton Hotel

Saturday, March 4
1 p.m. - 3 p.m.
Ritz Carlton Hotel

Thursday, April 19
1 p.m. - 3 p.m.
Philharmonic Center for the Arts

Reservations are requested by calling the Aesthetic Surgery Center at 594-9100 or 1-800-594-7472 or register on-line at ASC web-site.
Bring a friend!

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 _____

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ON THE HORIZON

The NEW Aesthetic Surgery Center

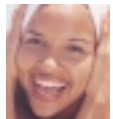
The Aesthetic Surgery Center is expanding its facility in The Physicians Building of the North Collier Hospital in North Naples.

It is expected that the expansion will be completed early this winter. The Center's space will increase 40% with emphasis on additional treatment suites for post-operative care and aesthetician services.

"We are very grateful to our patients who return to us for aesthetician services, products and procedures to enhance their appearance and refer their friends for cosmetic surgery. It's because of their confidence and satisfaction that we're able to grow," said Dr. Richard W. Maloney.

The expansion was stimulated by the increasing demand for aesthetician services and skin care products.

911skincare.com to the rescue!



No time for an office visit? Run out of skin care products while traveling?

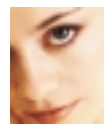
No problem with 911skincare.com, a web site that offers the physician-strength skincare products of the Aesthetic Surgery Center on-line!

Now, no matter where you are, you can order M.D. Forte, Ahava, Obagi, and your other favorites from the convenience of the nearest computer. All orders are shipped directly to you within 24 hours.

And, should you have a question, our on-line clinical and aesthetician support team will be happy to respond by e-mail. What could be simpler?

Products Available Through 911skincare.com

Obagi	Matis
M.D. Forte	Kinerase
BioMedic	HGH
M.D. Formulations	Catrix (CX)
Ahava	Skincare Kits
RoC DermatologiC	



THE "FINAL TOUCH" AFTER SURGERY

Imagine the Look ... Create the Dream

You've got a special occasion that you've been planning for weeks. You've found the perfect gown, the perfect shoes, and your hairdresser is ready with the perfect hairstyle.

Now your face can be as dazzling as the rest of your ensemble with the "Final Touch," make-up applied by Make-Up Artist and Aesthetician Tina Baker at the Aesthetic Surgery Center.

Tina has 20 years of experience as a make-up artist, most recently as the Chanel make-up artist at Saks in Naples. She also has worked with such renowned cosmetic lines as Estee Lauder and Elizabeth Arden for Foley's Department Store in Texas and Burdine's in Florida, as well as Christian Dior, Lancome and Ralph Lauren.

While in Naples, she has provided her special talent for fashion shows, special events, photo events and private clubs, in addition to private clients.

So why has she decided to make the transition from department store to the Aesthetic Surgery Center?

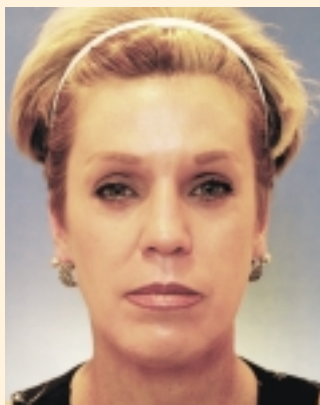
"Working in retail, I came into contact with many people who had laser or facial plastic surgery and were concerned that their skin care products enhance and maintain their results. Now I can answer their questions and provide their post-operative cosmetic care in the privacy and under the medical guidance of Dr. Maloney's office," she said.

Tina specializes in make-up application for special occasions and photo shoots, as well as assisting patients after surgery to obtain their best look.



"When applying make-up, I want people to say 'she looks beautiful,' not 'her make-up looks beautiful.' Properly applied make-up should enhance your natural beauty," she said.

For a private consultation with Tina, call the Aesthetic Surgery Center.



Before and after computer shots

ONE PATIENT'S STORY: "No Way – She Can't Be Your Mom"

Dear Dr. Maloney:

I want to thank you so much for changing my life – for making me feel like I'm 30 instead of 55.

I had a deep crease between my eyes and my forehead skin was droopy, which made my eyes smaller. When I came to your office, you told me by lifting my forehead it would take that deep crease away and widen my eyes, and it did! Not only that, but I could honestly see better because after surgery my eyes were opened wider.

With the laser surgery, you also eliminated the wrinkles around my mouth and eyes, which gave me a much younger look. I can't tell you how self-conscious I was because of those lines. Putting on makeup now is so much fun because I have a very smooth line-free face.

I have two sons, who are 29 and 34 years of age. Dr. Maloney, they are so proud of their Mom. When we go out together, people actually think I'm their sister! When they call me "Mom," people look twice and often say, "no way – she can't be your Mom."

You have done all of this for me and so much more. You are a great artist at work and I'm so proud to say that Dr. Richard Maloney has given me a fresh look and made me feel 20 years younger. Now I smile whenever I look in that mirror. Thank you!

In great admiration,
Joyce Shad
Naples