Dear Friends and Colleagues,

I hope that you, your family and friends enjoyed the recent holidays – even if we had no snow!

The purpose of this newsletter is to share information about some major new developments that very significantly impact and improve non-surgical treatment options for aging skin. Juvéderm Voluma XC for facial rejuvenation is truly a game changer for cosmetic surgery in America…just as it has been for the patients of my colleagues in Europe and Canada where it has been available for several years.

Thank you for allowing me and our staff to teach and advise you about all the exciting new developments.

Sincerely,

Dr. David McDaniel & The Staff of the Laser & Cosmetic Center

What’s New

Introducing Mary Jo - Physician’s Assistant
Mary Jo Chandler is a Physician’s Assistant (PA-C) who in addition to her PA training has a great backgound in holistic health and has worked in the health and fitness fields. Mary Jo recently completed her PA board recertification and joined our team. She is excited to help provide you with excellent services and specialized care.

Introducing Amy Hall - Master Esthetician
Amy is a licensed Medical Master Esthetician with over 15 years experience in cosmetics and dermatology. Amy has extensive experience in performing microdermabrasion, chemical peeling, hair removal, IPL, body contouring, LED, facials, and other various spa services. Amy can advise you with your cosmetic needs, and find a treatment that is personalized for you.

New 2014 Mini Seminars
Juvéderm Voluma XC & Total Non-Surgical Facial Skin Rejuvenation
Tuesday, Jan. 21st
Thursday, Jan. 23rd
12:00-1:15 PM
& 5:00-6:15 PM
Presentation by
Dr. McDaniel at
12:15 and 5:15
PLUS
Q&A with Dr. McDaniel
RSVP - Limited Space
Hors d’oeuvres
757-437-8900

New Products
- SkinCeuticals Resveratrol BE - Coming Soon!
- SkinMedica Lytera Skin Brightening Complex
- DermaFrac™ Micro Channeling System

New FDA Approvals
- The FDA recently approved marketing of Botox for “Crow’s Feet”
- The FDA also recently approved Juvéderm Voluma XC for restoring lost cheek volume (details inside).

Dr. McDaniel in the News
- Best Doctors in America 2014 - that makes 20 years in a row!
- Virginian Pilot’s 2013 Best of the Best GOLD Skin Care Facility
- Hampton Roads Magazine Best of 2013 Reader’s Choice Awards
- Harper’s Bazaar (September 2013)

Invited Speaker
- ASLMS 2014 Meeting for “Fractional Resurfacing and Non-Surgical Skin Tightening”
- Allergan Medical Facial Aesthetic Speaker’s Bureau

* A new antioxidant which repairs as well as protects skin. To learn more about Resveratrol, visit our website.
New Mid-Facial Volume Restoration

In November the FDA approved Juvéderm Voluma XC as the first and only FDA-approved filler to instantly add volume to the cheek area. In addition to helping to restore age-related volume loss, it helps enhance facial contour and create a more youthful profile. Juvéderm Voluma provides a subtle lift as well and it lasts up to 2 years.

Juvéderm Voluma XC is an important and exciting new development because in the past most fillers corrected wrinkles, but wrinkles are only part of the aging equation. Volume loss in the cheeks and mid-face is one of the dominant reasons we look tired and lose our youthful appearance as we age. Even facelifts do not correct for volume loss (which is why grafting and facial implants are commonly performed during facelifts).

Juvéderm Voluma looks and feels natural. It has been used since 2005 in Europe and in over 60 countries before its recent approval in America. It can also be used alone, or in combination with another member of the Juvéderm family, Juvéderm Ultra XC, to soften folds and wrinkles in the lower face around the nose and mouth. (XC means it contains a local anesthetic agent for added comfort during the injection process).

If you have had Juvéderm (or Restylane, Perlane, Radiesse, Sculptra, etc.) the use of Juvéderm Voluma may in some cases decrease (or eliminate) the amount of these fillers needed around the mouth and lower face due to its lifting effect plus it lasts up to twice as long. So Voluma is not just a substitute for what you have been treated with in the past, it represents a new way to approach treatment. Also, due to the different injection techniques we are using (especially the cannula techniques), discomfort and bruising seem to be reduced for many patients.

Dr. McDaniel serves on the medical advisory board for Allergan for Juvéderm Voluma and has also studied the European and Canadian techniques of some of the Voluma experts. Dr. McDaniel is also one of the first physicians in the country to offer Voluma to their patients, as well as the first to offer Voluma in the Virginia Beach and Hampton Roads area.

If you would like to learn more, please visit our website or come visit Dr. McDaniel for a personalized consultation.

PícoSure™ – New ‘Next Generation’ Fractional Laser Skin Resurfacing

The introduction in recent years of fractional laser skin resurfacing has revolutionized the options for non-surgical skin rejuvenation. The pain, down-time and risks associated with the older chemical peels and laser resurfacing procedures kept many people from being treated. Fractional lasers can reduce fine lines and soften wrinkles, improve uneven skin pigmentation, diminish scars, stimulate new collagen and improve both the appearance and the health of aging or sun-damaged skin without surgery or downtime (and using only topical anesthetics). Many different types and brands of fractional resurfacing lasers have been introduced for different applications and we have 6 devices.

The PicoSure laser is the newest and I believe represents a major new step forward for laser skin rejuvenation. It is quite a technological marvel and very unique. Developed originally for removing pigmented lesions in the skin, the PicoSure laser is the world’s first and only picosecond aesthetic laser. PicoSure uses a unique optical lens array which microscopically concentrates the PicoSure laser pulse to a precise depth, offering a safer and more effective treatment to improve the look and appearance of the skin.

The result of these technological advances is that the fractional PicoSure laser treatments are fast, gentle and according to our patients produce less discomfort and much milder and shorter duration redness than our current Fraxel or IPL type devices. Patients tell us that redness is typically measured in hours or a day or so (rather than weeks). Results seem to begin to appear relatively quickly – which is quite interesting given how much more gentle the treatments are. A series of treatments may be performed and progressive improvement continues for many months. Safety is excellent (it can be used on all skin types) and fine lines, wrinkles, uneven pigment and acne scars may be treated. Non-facial areas such as the chest, décolleté, arms, legs, hands may also be treated. Fees are approximately the same as our other current fractional lasers and even those treated previously with other fractional lasers may see further improvement in their skin.

Dr. McDaniel is a consultant and research/teaching site for PicoSure and our center is currently the first and only site in Virginia equipped with a PicoSure laser. Please call us to learn more or for a consultation.
For many people, surgery will never be an option (for various reasons including concerns about 'going under the knife', anesthesia, recovery time, lost work, expense, etc.). For others surgery is something they wish to do, but not at this time in their lives. Thus non-surgical options have had a strong appeal for many. Efficacy and safety have improved and recovery times have been minimized, however the results have all too often in the past been disappointing or underwhelming.

In particular the loss of facial fat volume and sagging along the jawline/neck have proven challenging to treat without surgery. Recent FDA approvals have finally brought us to the threshold of being able to truly produce a more youthful and natural appearance without surgery!

To better understand the significance of recent new treatment options, we need to examine why each of us age. If you can envision our skin as the ‘fabric’ of a tent and the other components underneath the skin as the ‘framework’ and ‘stuffing’ that supports and gives volume to the skin, then how these components change over time critically determines our outward appearance (and inner health) as we age.

Collagen and elastic fibers are the proteins that provide the structural support of our skin. Hyaluronic acid is a sugar that attracts water which provides the volume within our skin and fat provides volume from beneath the skin. Underlying bone is the ‘foundation’ and provides the contour similar to rolling hills and valleys. Our muscles of facial expression determine the dynamic lines of motion we see when we are animated… and eventually, just as bending cardboard or metal will create a crease, these lines of motion etch into our skin static lines that remain 24/7 even at rest. Our cells produce pigment which is the skin’s ‘umbrella’ which protects our cell’s DNA from UV light. As the pigment producing cells age, our skin becomes uneven, splotchy, dull or ashy in tone.

While some changes are age-related even with the best skin care, many of the changes we see as we age have been prematurely accelerated by various lifestyle decisions (eg. sun or tanning bed exposure, smoking, diet, stress, etc.).

The key to effective non-surgical skin rejuvenation is what to select for each individual person and then to deliver those treatments in an effective and artistic manner creating a younger, but very natural appearing face. A plan for maintaining results is also important. One of the missing pieces for this has been the lack of long-lasting fillers to restore cheek volume that allows you to visualize the final contours while you are injecting! Juvéderm Voluma allows us to do this - and nearly a decade of experience in Europe has taught us how to optimally use Voluma.

Combined with the newer more effective skin tightening procedures such as Exilis and Ulthera, and our well proven muscle relaxing neuromodulators such as Botox we can now finally reshape and restore youthful facial contours. The newest fractional lasers and recent improvements in IPL further enhance our ability to improve the surface color and texture and new introductions in 2014 will significantly improve our ability to not only protect and defend but also repair skin damage. We can even make your eyelashes longer, thicker and darker!

Mini-seminars to discuss some of these new developments are being offered as well. You may request a personalized consultation with Dr. McDaniel. Call us for more information about these.
The non-surgical, healthy plan for a lifetime of natural beauty and youthful skin!

Botox News & Important Updates

We are making a significant change in our fees for Botox (also the other neuromodulators Dysport and Xeomin). For many years Dr. McDaniel has been a consultant to Allergan, Inc. the creator of Botox and a long-time Botox injector for wrinkles. In the ‘early days’ Botox fees were often charged based on anatomic areas - techniques were still evolving and this allowed individualization of Botox treatments with predictable fees. More recently as the techniques and doses have become more standardized most practices base their fees on the number of Botox units injected.

Effective January 10, 2014 our fees will change from anatomic area to per unit of Botox injected fees. GentleWaves LED treatments at the time of injection (to reduce redness) and the laser treatment at 24-48 hours for reducing the severity and duration of bruising will still be offered at no additional fee if needed. So your overall Botox injection experience will not change, but fees will be individualized to your particular needs. Touch-ups will also be charged at the same per unit fee. If you are a member of our VIP program, your card is still valid with the new policies (and if you are not a member you should be as you can save up to $75 on your Botox treatments). We believe that for nearly all our patients this will result in a similar – or potentially lower cost - than your previous treatments.

Mary Jo, Debbie, Ashley and Dr. McDaniel are all available to inject your Botox and we now have an improved ability to offer short notice and often ‘same day’ appointments with one of us. Please call us if you have any questions.

Also we have some $50 OFF instant rebate coupons for Botox good if used before Jan. 31, 2014 (while supplies last…call us for details).