Please welcome our new staff

Kerry K. Shaughnessy, M.D.

Dr. Kerry Shaughnessy is our new cosmetic and medical Dermatologist. She will be seeing patients, as well as be involved in clinical research. She has previously worked as a research coordinator in orthopedic surgery at Duke University while completing graduate coursework in cellular biology and immunology at the University of North Carolina.

Dr. Shaughnessy earned her MD degree at Eastern Virginia Medical School where she was elected to the AOA Honor Society. She received her Dermatology training at the Medical College of Georgia in Augusta where she also served as chief resident in Dermatology. Dr. Shaughnessy joined us as a fellow in our American Society of Dermatologic Surgery accredited cosmetic fellowship program for 2015-2016.

Trisha O’Meara, Nurse Practitioner

Trisha O’Meara MSN, CSPN, APRN, NP-C, is locally recognized and a frequently sought after expert in the aesthetic field. With over six years of experience, Trisha specializes in comprehensive consultations and cosmetic and plastic surgery treatments for non-surgical and minimally invasive cosmetic treatments such as fractional lasers, IPL and many other skin rejuvenation procedures.

Trisha is results oriented and recognizes that each patient is unique. Her treatment goals are to plan individualized and comprehensive treatments while optimizing a patient’s natural beauty.
Non-Surgical Body Fat News
Reduction + Contouring

Remarkable developments have occurred in recent months with new FDA approvals for Vanquish radio frequency therapy and the breakthrough SculpSure diode laser for fat reduction. Additionally, the FDA approved the first injectable drug for under chin fat called Kybella. Kybella was purchased by Allergan and joins their family of science-based cosmetic treatments, including Botox, Juvederm and Latisse. Kybella may also be effective in reducing fat on other parts of the body in the future. We can also combine Kybella, with small syringe liposuction using local anesthesia.

We are also offering Ultherapy, Exilis, and ThermiTight treatments to provide localized skin tightening after fat pockets are reduced or removed. We now offer some of the most comprehensive selections of non-surgical or minimally invasive body fat reduction treatments available, which allow us to tailor the treatments to your specific body and budget.

Non-Surgical Body Fat Reduction
COOLSCULPTING®: New FDA Approval Allows Faster Treatment

Have a spot or two on your body that you wish was just a little smaller or just a little tighter? We can help you! Coolsculpting has treated over 1.5 million people so far and you could be next! CoolSculpting uses controlled cooling to target and crystalize fat cells. Gradually, the crystalized fat cells begin to eliminate and are naturally removed from your body. After time left over fat cells condense, reducing the fat layer. CoolSculpting can treat problem areas such as the abdomen, flanks, hips, thighs and bra-roll and the best part is there is typically NO downtime required.

CoolSculpting is an easy way to see results without having to undergo any surgical procedures. A trip to the office on your day off or even on your lunch break is all that you need! The procedure may take anywhere from about 1-3 hours depending on the size, shape, location and number of your fat bulges. You could see results within 2-6 months, with a 25% fat reduction with a single cycle.

Call us today to schedule a FREE consultation to learn more about how YOU can lose unwanted fat today!
SculpSure™—Fat Reduction Laser New FDA Approval

SculpSure™ is a breakthrough laser treatment recently FDA cleared for fat reduction of the abdomen and flanks; however its versatility allows very diverse anatomic areas to be treated, and does not necessarily require specific fat bulges.

The treatment applications do not require suction and many people who were not good candidates for CoolSculpting may now potentially be treated with SculpSure. Treatment is significantly faster than some other current treatments and multiple areas may be treated at the same time. Skin of all colors are treatable. Comparison studies show similar effects to CoolSculpting.

This is a remarkable addition to fat reduction treatment options and we are pleased to be one of the first sites in the nation to offer SculpSure.

Dr. McDaniel is also a medical advisor and researcher for the SculpSure laser. Sculpsure represents an entirely new approach to non-invasive fat reduction.

### Vanquish RF News: Circumferential Reduction

**Vanquish™ Core:**

Vanquish™ Core is a no downtime treatment designed to target unwanted fat cells of the abdomen. Each treatment takes about 45 minutes and should be scheduled as a series of 4-6 weekly treatments. Results may begin to show in as little as just a few weeks.

“WORTH IT RATING” 74%

**Vanquish™ Flex:**

Vanquish™ Flex uses the same core technology to target your unwanted fat cells in the inner and outer thighs while protecting the overlying skin from damage. Each treatment takes about 30 minutes per leg and typically treatments are scheduled 7 to 10 days apart. Four treatments are usually recommended for optimal results.

### Excel V™

The Excel V laser is a tunable laser system that combines two ultra-precise, best-in-class laser wavelengths (532/1064 nm) in a single laser device. This laser replaces the Versapulse laser that was the gold standard for so many years for treating red spider veins and rosacea on the face. The Excel V is an improved version of the Versapulse type of laser which hurts less and appears to be more effective. Some blue veins on the face that were not treatable with the Versapulse may now be successfully treated. It has turned out to be a great device for doing touch-ups for veins that remained behind after IPL treatments.
ThermiAesthetics™
Introducing: ThermiTight™ & ThermiSmooth™

ThermiTight is the first non-invasive procedure that delivers controlled thermal energy underneath the skin to reverse the effects of aging. ThermiTight may be used for patients with problem areas of the lower face, neck (and in some cases sagging upper arm skin and loose tummy skin).

During the ThermiTight procedure, internal temperatures are monitored and regulated by the system computer. In addition, Thermal Image Guidance™ provides the physician with real time external temperatures to ensure precision of the heating effect while maintaining safe skin temperatures.

This micro-invasive procedure typically takes less than one hour with little or no downtime. Some visible improvement/tightening is often seen immediately, but significant improvement continues over several months.

Tiny micro incisions (less than 1/10 inch) are made for the lower face and upper neck. Typically one micro incision is made underneath the chin and in some cases also underneath each ear. Local anesthesia is used. Some mild tenderness and/or bruising are the most common temporary side effects.

ThermiTight

DID YOU KNOW?
93% percent of patients would recommend this treatment

WHAT DOES IT DO?
Delivers controlled thermal energy under the skin to tighten loose, sagging skin

HOW LONG?
Results can be seen immediately and increase over 6+ months

IDEAL CANDIDATES:
Patients with sagging areas of the lower face, neck and upper eyelids

RECOVERY TIME & COMMON SIDE EFFECTS
Typically tenderness, swelling, bruising for a few days

“WORTH IT RATING”
93%

COSTS
Typically $2500–$3500+

Kybella™:
New FDA Approval

The FDA recently approved KYBELLA™ injections, the first and only FDA approved non-surgical treatment for submental fullness or fat known as the “double chin.” The injections are administered into the fat under the chin causing the destruction of the fat cells. Once destroyed, the cells can no longer accumulate or store fat. With as little as two treatments, patients report visible improvement in the appearance and contour of their neck.

Dr. McDaniel serves on the Kybella Speaker’s Bureau and was the first in the region to offer Kybella injections. This company was acquired by Allergan, so the Allergan Brilliant Distinctions program should include Kybella injections beginning October 2015.
Juvederm® Voluma

I keep writing about Juvederm Voluma simply because it continues to surpass traditional expectations for injectables and patient satisfaction is typically very high with very natural results.

The degree of lifting and the longer duration are just a few of the significant benefits of Voluma. Many of our patients have reached or passed the 15-18 month milestone since their injections and they still look very good with little loss of corrections. So the predicted approximate 2 year duration is a realistic expectation.

Continued refinements in Voluma techniques are producing even more natural results - often using smaller amounts of Voluma than when using the original techniques taught at its introduction. We typically use European injection techniques (including the small cannula technique) which provide a very rested and refreshed appearance.

The most impressive thing about Voluma has been the very natural looking results.

Injectable Hand Filler gets FDA Approval

If you are not happy with the way your hands are aging, this could be the next best thing for you!

An injectable filler, Radiesse®, has received FDA approval for replacing lost volume in the back of the hands that occur due to aging. Radiesse has been used for years, but only now has the FDA approved it for this use. This treatment can reduce the appearance of prominent veins, tendons and bony structures. We also offer a cannula technique using Juvederm which offers a more affordable and natural-appearing option.

Botox®

Please consider carefully who is injecting your face and that the results will last and be highly visible for months. We have an experienced staff of senior nurse injectors and physicians that have years of proven results and happy patients. Injecting Botox or any injectable product is truly an art form and necessitates years of training and experience. Also, sign up for e-blasts for our specials or watch our website as we try to bring you the most cost-effective treatments possible.

People have become increasingly focused on the per unit price of what is being injected – instead of the skill and experience of the hands doing the injections. Botox is not just a commodity that is the same regardless of where you buy it. There are vital issues about individual anatomy, concentration or dilution of botox, depth of injection, speed of injection and even the size of the needle that can affect the outcome and ultimately, your happiness with the results.
“Total Facial Rejuvenation”: The Future of Cosmetic Surgery

Total Facial Rejuvenation is an emerging concept that uses both scientific and artistic principles for rejuvenation of the face and neck that produces a very natural youthful appearance. Unlike many of the procedures of the past (and many current ones) this concept utilizes a more holistic approach to create a balanced overall outcome rather than using a single modality such as a filler or facelift. It can be completely non-surgical and non-invasive or it may combine minimally invasive or traditionally invasive procedures to create the desired effect. Many times this can be done with no or little local anesthesia.

To illustrate them, you might think of someone who it was obvious that they had a facelift because that person pulled too tight. This can occur because the loose skin was redraped and tightened, but the volume loss in the face (which caused it to ‘deflate’) was not addressed thus clearly a younger looking face but one whose did not resemble the face and neck of that person’s youth. Another example might be the person who looks “too frozen” or someone with the all too common “duck lips”.

The recent FDA approvals and new scientific and anatomic knowledge now gives us a true artist’s palette of unprecedented scope to create truly natural beauty. This balanced approach is the future of skin rejuvenation.


With the explosion of new cosmetic procedures, a real need has developed for advanced “master” training courses for teaching how to optimally use these new options and how to integrate them together for the best natural-looking and safe treatment programs.

Dr. McDaniel is co-director of a new international “Master’s Course” for aesthetic procedures in dermatology and plastic surgery. Attendance is limited to core cosmetic physicians and the faculty represents some of the world’s best cosmetic dermatologists and plastic surgeons. This select faculty includes the doctors who conducted the FDA trials for Juvederm Voluma, Restylane Silk, Kybella and many other of today’s popular cosmetic procedures. The faculty are not only cosmetic experts, they are among the best artists and teachers.

This course will be held annually beginning January 2016. All the faculty will share their latest cosmetic tips and learn from each other as well as teaching and doing live patient demonstrations to the attending physicians. Dr. McDaniel is looking forward to bringing back their new ideas to share with our patients.

Results of the combination of multiple non-surgical treatments

Before

1 month

2 months

19 months
Picosure® Focus Fractional Laser—
A Breakthrough in Non-Surgical Skin Rejuvenation

The Picosure Fractional Laser is the newest fractional laser to reduce fine lines and improve uneven skin pigmentation. It can also stimulate new collagen, diminish scars, and improve both the appearance and health of aging or sun-damaged skin without downtime. Picosure uses a unique optical lens array which microscopically concentrates the laser pulse to a precise depth, offering a safer and more effective treatment to improve the look and appearance of the skin. This is the next generation of fractional lasers.

The result of these technological advances is that the fractional Picosure laser treatments are fast, gentle and produce less discomfort with much less downtime than older fractional or IPL devices. Patients tell us that redness diminishes usually in a matter of hours. A series of treatments may be performed at 2-4 week intervals (or longer). The safety is excellent and it can be used on all skin types. Non-facial areas such as the chest, arms, legs and hands may also be treated. Fees are approximately the same as our other current fractional lasers, and even those patients who have been treated with other fractional lasers may see further improvement in their skin.

Dr McDaniel is a consultant and research/training site for the Picosure laser. Please call us to learn more or for a consultation.

New i-Lipo™ Fat-Reduction Laser

i-Lipo emits lower levels of specially designed laser energy which creates a chemical signal within the body's fat cells that result in reduction of fat in the treated areas. The chemical signal causes the fat cells to break down the specifically targeted areas of fat cells in a localized way that exercise cannot do. The process it triggers is a natural way that the body uses its stored energy. It can be used alone or in combination with radiofrequency and a simple massage/lymphatic stimulation right after treatment to enhance the results. It can also be used in combination with cold or laser fat reduction or our other non-surgical skin tightening procedures. A series of treatments over several weeks typically gives optimal results. i-Lipo treatment is fast, painless and clinically proven.

“WORTH IT RATING”

69%

Volunteering for Research

The team at our Institute of Anti-Aging Research wants to remind you that we are continuously recruiting for the various, exciting research studies we will be conducting over the upcoming year relating to anti-aging and other cosmetic procedures and skin care products. Most studies provide these treatments and products at no cost to you and often come with some compensation for your time.

In order to be placed in our database as a potential candidate, you only need to call us at 757-437-8900 or 417-8300 and mention you would like to be seen for a general research screening. This general screening visit consists of a simple questionnaire and a few pictures and usually takes about 20 minutes. It couldn’t be easier...and once you are in our database there is no need to repeat the visit. Dr. McDaniel reviews the qualified candidates before every study, so if you are selected as a potential volunteer, we will contact you.
Sometimes wearing a moisturizer AND sunscreen can feel a bit occlusive during the hotter more humid summer months. I love layering SkinCeuticals B5 hydrating gel or SkinMedica hydrating complex underneath a sunscreen for optimum hydration and protection with a lighter feel.

Master Aesthetician Tip: Heather

“Sometimes wearing a moisturizer AND sunscreen can feel a bit occlusive during the hotter more humid summer months. I love layering SkinCeuticals B5 hydrating gel or SkinMedica hydrating complex underneath a sunscreen for optimum hydration and protection with a lighter feel.”

The Latest in Skin Care:

POPULAR UNIQUE PRODUCTS:

• TEAMINE EYE CREAM BY REVISION SKINCARE. Since there is not one single cause of dark circles, Teamine was formulated to address dark circles in multiple ways. It visibly diminishes under eye circles and firms and brightens skin while providing antioxidant benefits.

• ROLOXIN LIFT
  Roloxin Lift is one of the rare products that I truly believe is a very unique product in the market. Roloxin Lift is a treatment that provides instant wrinkle reduction, pore minimization and skin tightening for up to 24 hours. Easily used with you current routine, this product enhances what you are already using!

PRODUCT CHANGE:

• Elizabeth Arden Rx TPF-50 is now called Elizabeth Arden Pro TPF-50 but the formula is unchanged.

• RevaleSkin has updated its antioxidant active ingredient from the original Coffee Cherry extract to a new more potent Botanical Complex. This change occurred June 30, 2015.

SUN PROTECTION NEWS:

The SPF # equals the protection factor for the UVB burning rays, and the words ‘Broad Spectrum’ indicate that the SPF also blocks the UVA rays which prematurely age your skin. The UVB rays dominate during the 10 am–2 pm hours of summer at this latitude, while the UVA aging rays are intense much of the day during the summer and also are relatively strong in spring and fall. The UVA rays also penetrate the side window glass on automobiles.

A chemical SPF absorbs the UV rays and may begin to lose their UVA protection within the first hours after application whereas the physical SPF (zinc or titanium oxides) often give more hours of UVA protection. The addition of botanical antioxidants helps add protection as well as help with infrared and visible light damage protection – which is a growing concern for premature aging and skin cancer. Protective clothing is also very useful as is reasonable ‘sunsense’. Even those with skin of color need to have protection from aging – more pigment darkening than wrinkles – but still premature aging.

Introducing a New SPF Product

SkinMedica SPF “SUPERSCREEN” TOTAL DEFENSE + REPAIR

A Revolutionary Sunscreen which Protects, Corrects, Perfects

• It Protects against harmful Infrared-A, UVA and UVB rays.
• Helps prevent and correct signs of aging
• Reduces the appearance of fine lines and wrinkles
• Helps repair DNA damage that leads to non-melanoma skin cancer (Journal of Drugs and Dermatology, July 2015, Vol. 14; No. 7)

Maximize Your Rewards Program

Brilliant Distinctions

Don’t miss out on your chance to earn points for every Botox and Juvederm treatment you receive and save money on your next treatment with us. We have saved our patients in over $64,000 so far! Join now at www.brilliantdistinctions.com!

Aspire

Start earning today by joining the new Aspire rewards program and receive a $20 coupon towards Restylane, Restylane Silk, and Dysport. Join now at www.ASPIRERewards.com!

Care Credit

Care credit can be used as your own personal beauty and healthcare card! No interest if paid in full within 6 or 12 months. Sign up today at www.carecredit.com.

Tips

Your points DO expire so don’t forget to log into your account to check your rewards!
**Picosure Tattoo Removal Laser Program**

We were the first in Virginia to offer this newest type of proven laser technology to help people remove their unwanted tattoos. The Picosure laser is a picosecond aesthetic laser that can administer ultra-short pulses of laser energy directly into the skin to shatter tattoo ink into tiny particles, resulting in a faster clearance of ink. Before the Picosure laser, the colors blue, green and purple were very difficult to remove, but now with this new technology we can remove these colors typically with dramatically better clearance. The PicoSure laser also often requires fewer treatments than the traditional YAG laser. We will be adding another Pico laser specially designed for yellow and red tattoos later this year. Dr. McDaniel serves on the medical advisory board for the Picosure Laser Company.

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**New and Recently Available or Coming Soon...**

- Restylane® Lyft (here now)
- Restylane® Silk (here now)
- TrueSkin Age Skin Analysis (here now)
- Picosure (here now) for stubborn tattoos
- PicoSure 532 for Red & Yellow tattoos
- Other new tattoo removal technology

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**New FDA Approval: Restylane® Lyft**

Restylane Lyft received FDA approval for use to correct age related volume loss in the cheek area and gives us another tool for providing fullness to the midface area which is a common cause of mid-to-lower face sagging and premature aging. Restylane Lyft helps create a natural-looking lift.

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**TRIA Age-Defying Home Use Fractional Laser + SkinCeutical Antioxidants**

This recently launched system combines two state of the art technologies in skincare – Tria Age-Defying Laser, the only FDA-cleared fractional laser to treat multiple signs of aging on the whole face at home with Skin Ceuticals C E Ferulic and Resveratrol B E. This one of a kind system will allow you to maintain younger looking skin, in the convenience of your own home. It has been very popular with our patients and we have seen nice results.

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**Introducing the new Zalea Website—Your New Expert Source for Beauty + Social News**

Zalea gives patients not only the opportunity to learn more about various cosmetic procedures, but also allows them to stay caught up on the new advances and news in the skin care world. Dr. McDaniel has accepted an invitation to serve on the advisory board for Zalea. We are excited to be launching our branch of this new site and hope that you have time to check us out! www.zalea.com
Healthy Longevity Notes

As I travel and lecture (and learn) I have the privilege to be around some of the brightest minds in the world – both for cosmetic surgery but also for the science that supported the treatments we use today. I am able to learn from the engineers, chemists, botanists, scientists, and occasionally Nobel laureates in a way I could never have imagined when I began my career. These people all share an intense curiosity about how our bodies function optimally and how and why we age prematurely. They also have a very personal stake in this too...their own health and appearance!

Out of this diverse mix of information some common themes emerge. One striking fact is the growing consensus that only about 25% of what determines premature aging is genetic and the other 75% is mostly related to decisions we make related to diet, lifestyle, exercise and other things that we have a choice over.

My increasing belief is that diet is more critically important than we have realized. The American and western diet has changed dramatically from that of our parents and grandparents. The food sources are different, the soil has changed so that vital trace elements may be depleted, vegetables and fruits and berries are often picked less ripe and shipped or stored (including our refrigerator) thus losing many of their health giving benefits. Last year I was able to arrange an exchange visit for Dean Platsoucas from ODU and I to visit the USDA Human Nutrition research group for a day and then they came here to ODU....it was an amazing day in my career.

We are currently studying some of the plants from around the world that are associated with extended lifespan and foods derived from them directly or indirectly such as honey. One project involves the flora of Greece. If you would like to read a GREAT book this summer, please get Dan Buettner’s best-seller “The Blue Zones”, 2nd Edition, 9 Lessons for Living Longer. Watch for science news and longevity updates on our website.

What’s New in Research

Most people probably don’t realize we have a molecular biology research lab at the other end of our clinical center. Equipped with the latest DNA PCR analysis devices, we grow human cells for research on the effects of light and anti-aging cosmeceutical active ingredients for some of the major multinational companies (we have secrecy agreements for many, but we have tested for L’Oreal Paris and USA, Allergan, Elizabeth Arden, and other major skin care companies as well as several of the major laser manufacturers).

We also grow plant stem cells and are actively researching some lifespan extending compounds derived from nature including some botanical extracts which we have shown can repair DNA telomeres and potentially extend lifespan (at least in cells and fruit flies). We do advanced immunofluorescence and currently are one of the few centers equipped to be able to study the effects of the three main parts of sunlight which cause premature aging and skin cancer: UVA, Infrared and Visible light. We have a dedicated team of laboratory scientists in addition to our great FDA and clinical research team.

Keep up with the latest news and our specials.

VISIT OUR WEB SITE OR CALL TO LEARN MORE OR TO SIGN UP FOR OUR MONTHLY SPECIAL E-BLASTS: DRMCDANIEL.COM OR 757.437.8900

LIKE US ON FACEBOOK! FACEBOOK.COM/DRDAVIDMCDANIEL
Our New Cosmetic Dermatology Fellowship Program

ONE OF TEN ACCREDITED PROGRAMS IN THE U.S.A.

Our new Cosmetic Dermatology Fellowship program under the directorship of Dr. David McDaniel received national accreditation by the American Society for Dermatologic Surgery in 2015. It includes Cosmetic Dermatology and Aesthetic Plastic Surgery training.

We are very pleased to announce that James Carraway, MD who is an internationally respected Professor and Clinical Aesthetic Plastic Surgeon will be assisting with teaching and clinical research. His focus for the fellow-in-training will be on new emerging techniques as well as for minimally invasive cosmetic surgery techniques with an emphasis on procedures using local anesthesia that produce minimal or no recovery time. Several exciting major multicenter national or international clinical research studies, some for FDA approval, are scheduled for the upcoming year.

With the combination of the extensive experiences of Drs. McDaniel and Carraway we expect to help advance the art and science of cosmetic surgery and expand what can be offered to our patients as well as the patients of both specialties. This team will also be available to jointly consult about treatment options for our mutual patients so that the combined caring, expertise, knowledge and clinical experience of our team will enhance and advance the care of all our patients.

New Medical Dermatology Clinic

For years many of you have asked if you could be seen or have your family members seen for ‘medical’ or ‘general’ dermatology problems (eg. acne, skin cancer screenings, and other general skin care problems). We now can offer some of this type of dermatology care through Dr. Shaughnessy. Having come from a medical school academic center she is very current on the diagnosis and latest treatment options and standards for a wide range of medical dermatology issues. She has limited hours available each week. Please call us for details.

ThermiVa™

RECLAIM. RESTORE. REVIVE.

We are excited to introduce ThermiVA™, a non-surgical, in-office, dermatological application which treats excessive relaxation of vaginal and vulvar skin that occurs after child birth or with aging. This unique, first and only, temperature controlled radio frequency system gives women the option to reclaim, restore, and revive their body without downtime or anesthesia.

For more information, contact Trisha O’Meara FNP-C for your confidential consultation. Trisha is a Certified Family Nurse Practitioner with special education in women’s health and aesthetic nursing. Along with a very knowledgeable and friendly nursing support team, her goal is to provide women with a comfortable experience throughout consultation, treatment, and rejuvenation of feminine attributes. Call to schedule a free comprehensive consultation with Trisha.
THE MCDANIEL LASER AND COSMETIC CENTER specializes in a range of Non-Surgical Skin Rejuvenation procedures to produce natural appearing results designed individually for your skin with your lifestyle and budget in mind. Our services range from treatment therapies such as injectable fillers and Botox® to Laser and Light Therapies, as well as newer therapies for Skin Tightening, and Fat Reduction which offer our patients the results they are looking to attain with typically minimal or no-downtime.

We can provide solutions for all ages, budgets and issues.

Come visit us!
CALL US AT 757.437.8900
EMAIL US AT INFO@DRMCDANIEL.COM

Best of Beach 2015
- DERMATOLOGIST
- DAY SPA
- TATTOO REMOVAL
- SKIN CARE FACILITY (Bronze)