

June 2010

MCSC - June Newsletter

As always we have lots to tell everyone about this June. Dr. Weinberg will soon be filming a segment on cosmetic surgery for Sun TV. We enjoyed another visit from our favorite Glomineral make up artist this month, who was present offering free makeovers. Latisse, the amazing topical eyelash growing medication, has received official approval from Health Canada and should be in the clinic within the next couple of months! We'll keep everyone posted as soon as it arrives. We have some wonderful new products and upcoming specials so read on and learn how to make your summer a beautiful one!

Upcoming Events

Keep July 20th from 12:00 to 7:00 free for our first MCSC barbecue and scratch and save day! Come out and visit, have some food and drinks, and enjoy a free makeover or view a demo of one of our aesthetic services AND enjoy savings of up to 25% on non surgical treatments with our scratch and save tickets. Bring a friend and you'll be eligible for even more great savings. There will be giveaways, draws and more. Contact us for details, and RSVP early to take full advantage of all the perks!

Promotions

Our giant Facial Peel Event is on now until the end of June. Never tried a facial peel? Now is the perfect opportunity to take advantage of this excellent exfoliating treatment, for smoother, more even toned skin that promotes collagen deposition. Enjoy a glycolic, AFA or Lactic Acid peel for only \$70, regularly \$120! Or try the very powerful VIPeel, regularly \$400, now only \$300! New to the clinic, this peel is for patients who already have experience with chemical peels, as it is very strong. Ideal for improvement of acne or uneven pigment, including the difficult to treat skin condition known as Melasma. Come in and learn more about what facial peels can do for your complexion, and get a free skin consultation to find out which peel is right for you.

New Products

MCSC is pleased to introduce our patients to the Derma DNA Assessment kit and Advanced Repair Serum. The assessment kit is an exciting development. A simple non invasive test, it takes about 1 minute to perform, and the result is available in 3 to 6 weeks. The test is designed to give you a quantitative indication of how much sun damage your skin has sustained, and specifically, what your risk of skin cancer is. It is based on an examination of the damage to mitochondrial DNA in skin from the bridge of your nose, and on a genetic test done from a swab inside your cheek, that determines whether you carry certain genes that increase the risk of skin cancer. About 22% of the population has been found to carry these genes. Skin cancer can be prevented! We're introducing the test to our patients free of charge, so arm yourself by finding out your risk, and help reduce your risk by using sun screen regularly, and not smoking.

You can further turn back the clock and reverse the microscopic signs of sun damage in your skin by using the Derma

DNA Advanced Repair Serum for a period of about 12 weeks. The repair serum contains active peptides and amino acids; the latest compounds scientifically shown to reduce UV induced breakage of mitochondrial DNA in skin. Read on to learn more about the importance of peptides and amino acids in skin health.

Topics in Cosmetic Medicine

Peptides and Amino Acids in Skin Health

Amino Acids are small molecules which are the building blocks of proteins. Chains of amino acids connected to one another are called peptides. Amino Acids exist in the upper layers of the skin and contribute to the natural ability of skin to hold moisture. Peptides are molecules with complex roles in many biochemical processes. They frequently function as messengers, signaling certain functions within cells to start or stop. Long chains of peptides are called proteins, and proteins can function as structural components within the skin, e.g. building collagen and elastin, as enzymes, which catalyze, i.e. cause, critical chemical reactions, as receptors for other important molecules, and as transporters carrying other vital molecules to targeted cells.

Oxidation is a process by which molecules called free radicals damage cells. It is well established that oxidation is a significant cause of skin aging and is increased with exposure to UV radiation. Certain peptides have been found to protect skin cells from the effects of oxidation. Some have also been shown to stimulate wound healing and regeneration, and increase collagen deposition, and others have been demonstrated to have effects on melanin production in the skin (melanin is the pigment in our skin), and thus have benefit in evening skin tone and "whitening" the skin, i.e. reducing brown spots and discoloration.

These are all the reasons why most skin care doctors now recommend the use of at least one product containing peptides to help improve the appearance of sun damaged and aged skin. Studies of Advanced DNA Repair serum by dermaglow have shown improvement at a cellular level, demonstrating reduction in many of the markers used to measure cell damage, and they have shown clinical results, with reduction in the appearance of fine lines, and age spots, and improved skin texture and firmness. Many doctors have likened the improvements to those seen with Retin A. The repair serum can be used in combination with Retin A, Vitamin C, and most other skin care products, and is an excellent adjunct to everyone's beauty routine.

If you are interested in learning more about Peptide skin therapy, contact us at 905-273-3045, and book your free consultation.