

December 2008 -Happy Holidays from MCSC

Hello and Happy Holidays on behalf of all the staff at MCSC! It was a pleasure to see many familiar faces at our client appreciation day, and delightful to meet so many new friends at the clinic as well. Congratulations to our lucky draw winners. For any of you who ordered Glomineral Cosmetics on that day, your order is in and ready to be collected at the clinic at your convenience. We also have new stock in many of your favorite Glomineral products, so if you're running low , or if you haven't yet tried Glominerals , check out our new bronzers, Glo lip gloss, and concealers. From now until the holidays you'll get 20% off the cost of any style makeup brush with any Glomineral product. They are all excellent quality, natural bristle brushes, produced without cruelty to animals.

This month our nurse Cathy McKay has attended the Plastic Surgery Nursing conference, and has returned to us with the latest tips. Our aesthetician Suzanne has also introduced a new service to the clinic, the Medical Facial, great for extractions and unclogging pores. As many of you may know from the client appreciation day, an important development in the cosmetic medical world is the recent introduction of Juvederm with Lidocaine. Lidocaine is a freezing agent, often administered first, by injection, prior to lip injections. With this new product , you can enjoy improved comfort, and one less needle!

Upcoming Events

As the holidays rapidly approach, don't let mall madness and winter weather conditions leave your skin dry . The winter months are particularly hard on the complexion, both because of outdoor conditions and indoor lack of humidity. Moissurize , moisturize, moisturize!!! To help your skin look it's best, MCSC is offering a pre Christmas promotion of 30% off on La Roche Posay, fine skincare from France. Guaranteed to get rid of dry irritated skin on hands, feet and elbows, and leave your face smooth and glowing. Don't forget your La Roche sunscreen if you're heading south, or if you are going skiing! La Roche also makes the perfect unique holiday gift, and beautiful gift baskets are available and in stock now , from 30\$ to 50\$. MCSC Gift Certificates are another unique gift idea.

If you've been thinking about Laser Hair Removal, now is the time to book your treatment. Our huge laser hair removal promotion has gone gangbusters. And it all ends at the end of this month, so don't miss out on this 50 to 70% off opportunity.

That's all for now, but be sure to check back with us Boxing Week for news about our upcoming "Restylane Days". Very Exciting! But you'll have to check in with us then to find out the details!

Updates in Cosmetic Medicine

An interesting recent study attempted to determine which facial features contribute the most to our perception of age . Forty eight men and women were asked to assess the importance of 23 separate attributes in helping them determine the age of 173 women who's pictures they observed. Interestingly, overall the appearance of the periorcular (around the eye) area , and evenness of skin color ,were the most important features, according to authors Dr. Christiane Bertin and research scientist Alex Nkengne of Johnson and Johnson . However, the age of the observers also influenced which features they placed most importance in. Younger (under 35) observers put more importance on dark circles under the eyes, nasolabial folds, and brown spots on the skin, whereas older individuals paid closer attention to lip shape and lip border definition, as well as the appearance of the eye opening. It was postulated that each age group tends to focus on the features that are most prone to change within their own age range. The appearance of dark circles and deepening of nasolabial folds, for example, tend to occur earlier, often in the 30s, whereas changes in eyelids and thinning of lips are changes that frequently affect older individuals.

The study was conducted in the hope of helping guide cosmetic physicians in advising their patients regarding the most important features to focus on when undertaking cosmetic procedures.