
June 2009

Many of you may have heard that Dr. Weinberg was a proud partner in Virgin Radio's Extreme Makeover contest. It was a lot of fun, and the lucky winner has now been selected, and will benefit from Dr. Weinberg's magic as he turns back the clock with a selection of non surgical treatments. If you are interested in your own rejuvenating makeover, see the article below on Soft Lift and Dr. Weinberg's signature Allure lift.

MCSC is excited to report that Voluma is now available! Another wonderful product from Allergan, the makers of Botox and Juvederm, Voluma is a very thick Hyaluronic Acid filler, perfect for providing tremendous volume and lift in the cheeks, and for eliminating "puppet" lines in the chin. And the best part is, preliminary evidence suggests Voluma may be even more long lasting than other available Hyaluronic Acid fillers. It may last as long as 18 months! If you think Voluma may be right for you, come in for a free consultation.

Our other big news is the mounting of our new Breast Augmentation website. Chalk full of even more detailed information on breast augmentation , including sections on different implant types and surgical techniques, this site is the perfect resource for anyone considering breast enhancement surgery, and will answer questions like; What is silicone? How do I decide what kind of implant is best for me? Can I breast feed after breast augmentation? What can I expect from the surgical recovery?

Go to <http://www.breastaugmentationclinic.com>, and see for yourself , and don't forget to tell your friends to check it out.

Speaking of checking things out, our Blog has been nominated in the Health category for the Bloggers Choice Award, so check it out if you haven't already done so at

<http://toronto-mississaugacosmeticsurgery.blogspot.com> .

Promotions

As we head into the hot summer months, it's important to remember that sun damage is one of the leading causes of lines, wrinkles and uneven skin tone and texture, so don't forget your sunscreen. It also helps lower your risk of skin cancer, which rises rapidly for every blistering sunburn a person experiences. Both Obagi and La Roche Posay make non greasy, high quality sunscreens, and the La Roche Posay sun stick is extremely popular, providing convenient, quick sun protection, ideal for active people on the tennis court or golf course. We also hope to have a new product, a powder sunscreen in a convenient wand/brush format, by colorsense, available soon. **ON NOW, WITH EVERY PURCHASE OF SUNCREEN AT MCSC YOU RECEIVE A FREE SUN HAT (A \$40 value!)**

Because of the fantastic ongoing participation of Medicis , the makers of Restylane, we are still able to offer 1/2 syringe of Restylane FREE with the purchase of 2 syringes, and 1 FULL SYRINGE FREE with the purchase of 3 syringes. But we don't know how much longer this great deal will last, so don't wait and miss out, come in soon, before it's all over.

Topics in Cosmetic Medicine

Soft Lift and Allure Lift

Of the more than 12 million people seeking facial cosmetic treatments in North America last year, 10 million of them opted for non surgical injectable treatments. With greater experience with "filler" injections over time , cosmetic physicians have gone from a "treat the wrinkle" approach to a "treat the zone" approach as it has become increasingly recognized that loss of volume and "descent" of tissues due to gravity are just as much a part of what ages our appearance as wrinkles are. So for a while now, we have been advising patients to restore volume in the cheek zone, for example, as this immediately provides a younger look, and secondarily "lifts" the so called nasolabial fold.

Now we see that we can take this approach one step further, and really achieve an overall rejuvenation to the face with the "Soft Lift" approach. This involves the strategic use of Botox and Juvederm in combination, to both rid the face of lines and wrinkles around the eyes, and restore volume to the under eye area, the cheeks, the chin and sometimes the lips. Tailored to the specific needs of each patient, this treatment takes 30 minutes to an hour, and results in a very natural, younger and more refreshed appearance.

Dr. Weinberg also offers his signature "Allure lift", which is similar but involves the use of Restylane and Perlane, as well as Botox, and sometimes employs other modalities like IPL photofacial and strong corrective skin care products to reverse some of the signs of photoaging. Sometimes called a non surgical facelift , both these approaches have the benefits of ease, non invasiveness, no downtime , and immediate results. To find out more about Soft Lift and Allure lift , book a complimentary consultation to come in and see us in person.