

September 2009

Mississauga Cosmetic Surgery and Laser Clinic September Newsletter

Hello everyone, autumn greetings from all our staff. MCSC is full of great news this fall. Our Nurse Cathy Mackay attended the FACE meeting, an intensive course for aesthetic medical nurses, and as always found it both fun and informative and is back to share all she learned with the rest of us at the clinic. Dr. Weinberg has just returned from Vancouver where he attended the Canadian Society for Aesthetic Plastic Surgery meeting, and likewise is back with all the latest buzz in the cosmetic medical field, including great news on Liposonix, the newest and most exciting addition to the fabulous non surgical treatments we are able to offer our patients at MCSC. See below for more details on this amazing non -invasive fat burning machine!

Promotions

A few months ago we had the pleasure of introducing the Envy Antiaging Pillow to our product line at the clinic. Manufactured from the highest quality memory foam and Bamboo fabric, it is designed to promote a restorative sleep and to reduce the asymmetric appearance of lines, wrinkles and volume loss with it's gentle, patent pending , angled recesses. This pillow contouring ensures you sleep either on your back, or on your side with your face angled away from the pillow surface. A great deal of research suggests that the signs of facial aging are more pronounced and appear earlier on the side of the face we sleep on. The sleep position promoted by the envy pillow is also ideal after cosmetic treatments such as after injectable filler. Finally, it has been shown to relieve discomfort in many chronic facial pain sufferers, neck pain sufferers, and in those with Temporomandibular disease. For the month of September we will be offering these excellently priced pillows at 20% off, while quantities last.

Given that we seem to be in for a lovely Indian Summer, you'll still be needing to remember your sunscreen. Our offer of a FREE sun hat (\$40 value) with the purchase of any sunscreen continues for the month of September.

We are still delighted to offer our ongoing Restylane promotion, Buy 3 syringes, get the fourth FREE, Buy 2, get 1/2 a syringe FREE.

For those interested in combining the benefits of Botox with HA filler, don't forget Soft Lift, the affordable way to stay young and refreshed!

Topics In Cosmetic Medicine

Liposonix Is Here!

As promised in our last newsletter, liposonix is now available to our MCSC and our TPSC patients, even earlier than we anticipated. For all of you who have been eagerly awaiting a non invasive, safe way of eliminating those hard to get rid of

bulges, your answer is finally here. We outlined some of the basics last month, but here are a few more details you'll want to know. Liposonix is a focused high frequency ultrasound machine that is able to target ultrasound energy at specific areas of fat at precise depths beneath the skin. This focused ultrasound beam causes thermal coagulation (heat destruction) of the targeted fat. The fat cells die, and the fat released from those cells is transported away from the area by the body's lymphatic system, and metabolized in the liver. The disrupted tissue is reabsorbed over a period of several weeks, over which time the results become visible. Because the machine acts at specific depths of subcutaneous fat, no damage is done to the overlying skin, thus Liposonix is truly non - invasive. And there is no sagging of the skin after the fat has disappeared, as Liposonix promotes skin tightening over the treated area. The results are permanent!

The Liposonix machine has been developed over a period of about 9 years, and has undergone rigorous testing in international multicentre clinical trials. No serious or unanticipated side effects have been observed. Treatment takes about 1 hour. Patients may experience a sensation of cold, warmth, prickling, or tingling during treatment, or they may have discomfort or pain. Discomfort can be managed by adjusting the intensity of the Ultrasound settings, or by premedicating with oral analgesic medication. Patients may also have some redness, discomfort , and bruising after the procedure. However, there is no contraindication to usual activities like work or exercise after the procedure. Thus there is very little downtime. Peak results are seen in 8 to 12 weeks after treatment.

The areas that can be treated with Liposonix include the abdomen, hip rolls (love handles), as well as the outer and inner thigh area. **ON AVERAGE, PATIENTS TREATED IN THE LIPOSONIX STUDIES HAD A REDUCTION OF 2.8 CM (1.1 INCH) IN THEIR WAISTLINE, WHICH TRANSLATES INTO ONE FULL PANT OR SKIRT SIZE!**

The ideal candidate for Liposonix is someone who has localized area of fat deposits. The degree of reduction is generally not as great as can be achieved with liposuction or tummy tuck surgery, and so it is not meant as a substitute for these therapies. It is therefore not a good treatment for people with a body mass index greater than 30. It also cannot be used in extremely thin individuals who have less than a cm of excess fat in the area to be treated. Certain medical conditions, like diabetes or clotting disorders, are a contraindication to treatment, as is being on blood thinners, or pregnancy. Patients who have had a previous liposuction procedure in the exact same body area are also not candidates for Liposonix, and as there is no experience with liposonix in areas of scarring, it is also not recommended in such areas.

If you are wondering whether you are a good candidate for Liposonix, Call 905-273-3045 to book a free consultation at MCSC or TPSC in downtown Toronto.