

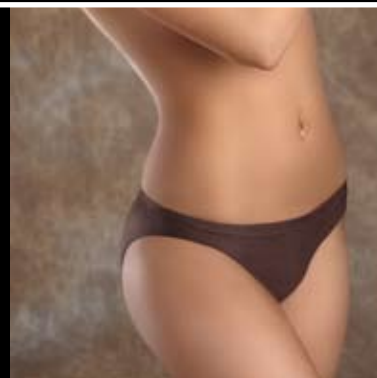
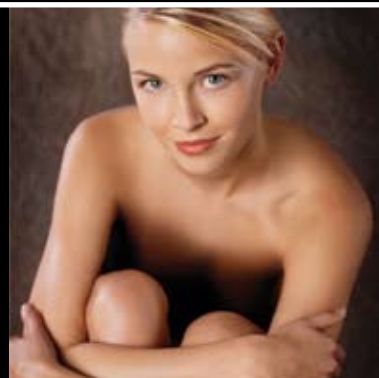
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JUNE 2009

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CONTENTS

- 2 Top 10 Benefits of Plastic Surgery
- 4 Breast Augmentation
- 4 Combing Away Hair Loss
- 4 Fighting the Signs of Aging
- 5 Wipe Away Wrinkles
- 5 Skinny on Fat
- 6 Form and Function of Rhinoplasty
- 6 Minimally-Invasive Makeover
- 7 Lasers: Reverse Signs of Aging
- 7 Remove Varicose Veins
- 8 Panel of Experts

MEDIA PLANET

A BETTER YOU

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Top 10 Benefits of Plastic Surgery

BY: DONN R. CHATHAM, MD

When a patient consults with a plastic surgeon, he or she has an idea of what they hope to achieve if a procedure is performed. This combines changing the physical (Greek “plastikos” = “to change the shape of”) in order to achieve an improved psychological benefit.

Note that some procedures are primarily “reconstructive” (improved function or restoration to normalcy) while others are “aesthetic” (improved appearance). But many procedures are a hybrid of both.

Following are the leading patient benefits of successful plastic surgery procedures (followed by an example of a parallel procedure.)

1. When a physical defect or impediment is corrected, a face is more normal. (Example: a birth defect, tumor, scar, or fractured nose may be improved with surgery and by improving the “outside”, this helps the patient feel better on the “inside”.)
2. An enhanced appearance even in a “normal” face typically leads to improved self-esteem. Most of us have a feature or two we do not particularly like. Or we may notice unwanted changes in our skin. (Example: Liposuction removal of excessive neck fat or skin rejuvenation can help us feel more comfortable and attractive.)
3. Father Time’s aging process may bring unwanted changes. Reducing or softening these is usually desirable. I have never met a patient who requested I help them look older! (Example: Botox or Dysport can reduce unwanted wrinkles and

creases, while a facelift can help restore a more youthfully pleasing lower face.)

4. Improved function clearly enhances the quality of one’s life. (Example: nasal septal surgery can dramatically aid breathing, enhance sleep, and reduce nasal congestion. And reduced vision secondary to excessive upper eyelid skin can be improved with upper eyelid surgery.)
5. Harmony of a dominant or recessive facial feature with one’s other acceptable features creates a more attractive balanced face, and this can produce enhanced self-esteem. (Example: a large nose can be made smaller, and a recessive chin can be augmented, both helping all features to work together.)
6. “Age Harmony” exists when we look as young as we feel. If a person feels about 45, but the mirror says 60, this is out of harmony. When one looks young, one feels young. (Example: facial rejuvenation surgery can help us look closer to how we really feel.)
7. In today’s competitive workplace, on-the-job confidence can be enhanced when a person knows they look fresh and vital. (Example: Saggy baggy eyelids may convey a tired or worn look and blepharoplasty can restore a alert and rested appearance.)
8. Most of us want to look “attractive normal” to those around us, whether we are part of the dating scene or in other social functions. It is well accepted that handsome and pretty people attract handsome and pretty mates. (Example: clear healthy skin communicates better

genes, a healthy body and potentially healthier offspring!)

9. Life is filled with challenges, and over time, everyone must deal with stress. Facial aesthetic procedures can give a positive psychological boost during a time when it is much needed. (Example: injectable fillers like Restylane, Radiesse, Juvederm, or Sculptra, can help improve facial contouring and unwanted creases as a no-downtime office procedure. A small improvement may produce a big boost in self-esteem.)
10. Empowerment is the sense that one can positively influence one’s appearance if one chooses. Even when nature did not provide or when time or trauma has taken away, it is edifying to be able to choose to improve one’s appearance. (Example: all of the procedures listed previously may fall into this category, whether this involves the simple use of a topical skin cream or a more involved surgery.)

Are the results of facial plastic surgery always predictable and the benefits positive? Well, nothing ever is. And plastic surgery procedures are not for everyone. But the prudent patient (consumer) will take the time to carefully select a provider who has the knowledge, training and experience necessary to increase the odds of a positive outcome. So buyer beware: there are many people who have entered the crowded world of aesthetic procedures and not all are equally qualified. When it comes to trusting your face to a physician, consider a facial specialist whose practice focuses

on the health and appearance of the face. This can greatly improve the chances of not only a good physical outcome, but also the enhanced psychological benefits that can occur.



Donn R Chatham, MD
President,
America Academy
of Facial Plastic &
Reconstructive
Surgery

“...carefully select a provider who has the knowledge, training and experience necessary to increase the odds of a positive outcome. So buyer beware...”

The AAFPRS Web site, www.facemd.org, offers information and brochures about different surgeries, and includes a listing of board certified facial plastic surgeons nationwide.

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What to Know About Breast Augmentation

Breast augmentation has a long history in the United States. Breast implants were first used by two doctors in Texas during the 1960's and has grown in popularity exponentially since its inception. There are two types of breast implants available: saline and silicone. Saline implants are made of a salt-water solution whereas silicone implants are made of a silicon gel. The latter have come under much scrutiny in the U.S. during the early '80s.

The Food and Drug Administration removed silicone implants from the market after numerous women were complaining of odd symptoms. During that period they could only be used for reconstructive purposes. The problem developed from the lack of studies done on the implants in the first place. Therefore a team of doctors and government agencies such as FDA began doing research into improving the implants. After numerous government hearings the implants were re-approved by the FDA over two years ago. Some restrictions still remain, for instance the patient must be at least 22 years old (whereas with saline, women as young as 18 years old can get implants). Also it is recommended, that the implants should

be examined by MRI studies every five to 10 years to check for leaking.

Silicone implants, explains Dr. Gregory Turowski of New Horizons Center for Cosmetic Surgery in Skokie, are like "soft Jell-O" and have the look and feel of a natural breast. Saline implants by contrast are like "water in a Ziploc bag and do not feel like a breast as much."

The average age for women seeking breast augmentation is 34, according to a company spokesperson for breast implant manufacturer Mentor Corporation.

"Mentor offers a whole host of products so that physicians can give each patient their desired outcome" said the company spokesperson.



Combing Away Hair Loss

Rogaine and Propecia are not the only weapons available in the battle against hair loss. Laser energy, applied appropriately, can reenergize eroding follicles before that hair is lost forever.

While there are a number of laser-based products in the market, the HairMax Laser Comb is the only to have clearance from the FDA as a medical device. When applied to problem areas of the scalp three times per week via 10-minute "glide" sessions, the HairMax sheds away old Catagen and Telogen hairs more quickly to allow for the creation of fresh hair. Since being introduced in

2001 (HairMax was cleared by the FDA in 2007), 90 percent of the product's more than 200,000 users noticed positive improvement within two-to-three months.

"While our device is designed for standalone use, we believe a multi-tiered approach leads to improved efficacy," said HairMax managing director David Michaels.

Perhaps because most hair loss treatments are designed for and marketed to men, approximately 45 percent of HairMax users are women.

"Female hair loss is very prominent, but not really discussed enough," Michaels said.

Fighting the Signs of Aging at Home

While there are a number of state-of-the-art topical creams and products that can be purchased over the counter or online, the best way to fight the signs of aging at home is a healthy lifestyle with minimal exposure to the sun, cigarettes and alcohol.

According to Amy Derick of Barrington-based Derick Dermatology, taking care of your skin requires the same commitment as maintaining a healthy smile. Accordingly, applying a daily Vitamin A topical cream and eliminating exposure to the sun with SPF 30 sunscreen or higher is as important as brushing your teeth. Using more specific non-prescription treatments is akin to flossing and rinsing, while BOTOX and other minimally invasive treatments is like going to the dentist's office for a teeth cleaning.

There are many creams and products available to the consumers that allow them to get clinical results in the comfort of your own home. Olay offers an array of firming creams, skin peels and lip treatments. Incorporating advanced anti-aging technology, the Olay Professional ProX Anti-Aging Starter Set repairs skin compromised by UV exposure, dryness and other fine lines and wrinkles. In addition to evening out skin texture, ProX treats dark circles and puffiness under the eyes.


"The ProX has everything you need in one kit, and that's why I like it," Derick said.

Another Avon's ANEW product portfolio offers a dozen different treatments ranging from simple Rejuvenate 24 Hour Eye Cream to the more aggressive Clinical Line and Wrinkle Corrector, which uses quadruple-patented Derma-3X Technology for skin restoration.

Skin Medica's TNS Essential Serum is a new and exciting product that rapidly smoothes and fills in fine lines, strengthens the skin's natural ability to regenerate itself, as well as brighten and lighten age spots. This product is a must have for any active woman that wants to play in the sun and look great while doing it, but still having protection from the sun's harmful rays.

Moisturizers and serums aren't the only products to help you turn back the hands of time. A relatively new FDA accepted product is the Baby Quasar. The Baby Q is designed with four wavelengths of natural light making it very powerful and effective. Simply designed for consumers at home that want anti-aging or acne treatments within the fun and relaxing convenience of their home.

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Using Radiowaves to Wipe Away Wrinkles

While most laser-based skin rejuvenation treatments offer many advantages over traditional cosmetic surgery, they require multiple sessions to make any noticeable improvement. The ideal is to combine the non-surgical experience and minimal recovery time lasers provide with the added convenience of a single trip to the clinic or doctor's office. [or, to shorten: "a single office visit."]

Advances in radiowave technology appear to be making this possible. Earlier this year, the Food and Drug Administration (FDA) granted clearance to the Pellevé skin tightening system developed by Ellman International. The Pellevé handpiece, which uses patented 4.0 MHz radio-wave technology, has been shown to effectively combat facial wrinkles and tighten skin. Many patients see results after just one treatment, with lasting improvements for up to six months. No anesthesia or cooling products are required.

"The special shape of the handpiece heats the deep layers of the skin without damaging the

top layer. The heat stimulates the production of new collagen, which improves skin firmness," said Ellman Executive Vice President Tom Harper. "A physician can also use our technology for rhinoplasty, facelifts and other conventional aesthetic surgeries."

Although Pellevé has long been available in Europe and Asia, Ellman began marketing the Pellevé System to U.S. dermatologists, plastic surgeons and other healthcare providers upon FDA clearance in May.

“Many patients see results after just one treatment, with lasting improvements for up to six months.”

Pellevé™ is the newest innovation in skin tightening, recently FDA-cleared to treat facial wrinkles without surgery. Using advanced radiowave technology, the Pellevé system precisely heats the deep layers of the skin without damaging the epidermis, or top layer. The heat causes the collagen in the skin to contract and tighten. After treatment, the skin begins to produce new collagen, which improves skin firmness. The result is a naturally refreshed appearance. Unlike other skin tightening systems, Pellevé doesn't require anesthesia or skin cooling, so patients can return to home or work immediately after the procedure. Many people start to see results after just one treatment, with lasting improvement in skin tightness and tone for up to six months. Because a full facial treatment takes only about an hour with little, if any, recovery time, Pellevé fits easily into busy schedules.



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Skinny on Fat: Fat Transfers and Fillers

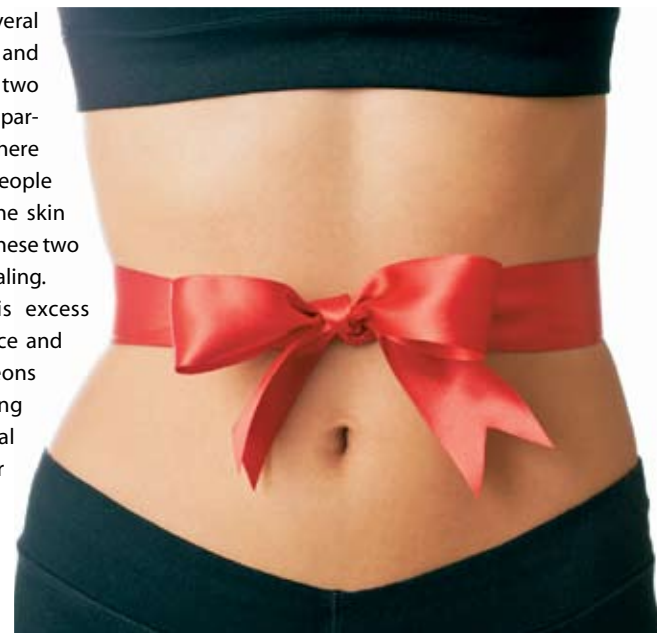
When most people think about fat on their body, they think about ways to get rid of it. In America, fat comes along with a negative connotation, people will do anything to lose it. Plastic surgeons have recently found an amazing use for that unwanted fat. Through liposuction this fat can be removed and then advantageously can be put back in places of need, such as the face and the buttock.

Liposuction is a highly popular technique when it comes to body shape change and has been around for decades. Nowadays, first, a tumescent solution is first injected into the fatty area. This solution liquefies the fat, making it easier to remove, and has medications in it that shrink the surround blood vessels, allowing for less bleeding and safer procedure. When it comes to the liposuction itself, there are several different options, such as laser and ultrasound liposuction. These two options have similar results. In particular, they shrink the skin where the excess fat once was. As people grow older the elasticity in the skin lessens, making this aspect of these two types of liposuction very appealing.

Instead of discarding, this excess fat is then transferred into face and other area of the body. Surgeons have found that only tightening the face, as in the traditional facelift, can make it appear flat—younger looking faces have curves and no depressions. The benefits of using fat as opposed to other chemical fillers is that fat is quite per-

manent, so you won't have to redo the procedure, and fat also has a rejuvenating effect, changing the feel and texture of the skin. Although about 20 to 30 percent of the fat will disappear from its new location the rest will last forever. Fat transfer can delay the need for surgical procedures and is frequently utilized as early as late twenties and early thirties.

Dr Gregory Turowski is Medical Director of the New Horizons Center for Cosmetic Surgery, located at 9843 Gross Point Road in Skokie.



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it easy to schedule your treatment over lunch, and you leave looking glowing and healthy as you head back to work. These targeted treatments deliver lasting, visible results. PCA SKIN's comprehensive line of products are formulated with only the best-in-class ingredients proven to minimize fine lines and wrinkles, clear breakouts and even skin discoloration.

To find a physician or PCA SKIN Certified Professional in the Chicagoland area, please visit www.pcaskin.com/ChicagoTrib.

The Form and Function of Rhinoplasty

A rhinoplasty procedure (often referred to as a "nose job" or nasal reshaping) should bring with it a breath of fresh air. Although 90 percent of nose surgeries are performed primarily for cosmetic reasons, careful attention must be paid to maintaining proper airflow. There is no other operation that more closely defines what Plastic Surgery is than Rhinoplasty.

"We are much more attentive to the function of the nose rather than making every nose as small as we can get them," said board certified plastic surgeon Dr. Michael A. Epstein, who has been in

private practice since 1992.

While Epstein mostly performs "closed" rhinoplasty procedures where scars are hidden within the nostrils, he also handles "open" procedures for redo operations or cases where there is a deformed tip of the nose. In both instances ("open" or "closed"), the patient is fully sedated and will likely need up to a week of recovery time.

According to Epstein, patients can expect to notice a difference right away, with the final result taking up to a year. "With rhinoplasty, my goal is to create harmony with the entire face," he says.



The Minimally-Invasive Makeover

While the soft economy cut into the overall number of plastic surgeries performed last year, the amount of quick and minimally invasive procedures including BOTOX and other facial filler injections and laser-based treatments are on the rise.

In addition to the lower price point, people are attracted to these procedures because of their nominal recovery time and instant aesthetic impact.

"These are the kinder, gentler treatments," explains **Dr. Donn Chatham**, president of the American Academy of Facial Plastic and Reconstructive surgery. "I've never had a patient walk in and say I want to try something that is completely painful."

Dr. Harrison Putman of the Facial Plastic & Laser Surgery Center in Peoria offers a "minimally-invasive makeover" for his patients who prefer a combination of light tweaks rather than a surgical overhaul.

Putman's makeover, combined with regular maintenance with PCA Skin Products, begins with

BOTOX, and other injectable facial fillers including Juvederm, Restylane, Radiesse and Artefill. The procedures target wrinkles in the face and neck and hold for between a few and several months.

For longer-term facial treatment Putman recommends the combination of chemical peels and laser resurfacing. He uses Erbium and CO2 wavelengths to target scar and solar damage to the face as well as general wrinkle improvement and skin tightening.

The use of lasers is an increasingly common form of minimally-invasive cosmetic therapy. Through the course of multiple treatments with nominal downtime, lasers can achieve the same result as many surgical treatments that require a general anesthetic and involve significant recovery time.

Other components of the mini-makeover include Tumescant Liposuction combined with fat transfer—which targets deposits in the face and neck—and eyebrow surgery (otherwise known as Blepharoplasty). Neither treatment requires more than a local anesthetic.



Plastic Surgery Is Looking Better All The Time!

In private practice since 1992, Dr. Epstein has received critical acclaim for his exceptional results and advanced surgical techniques. An active member of the prestigious American Society of Plastic Surgeons and the American Society for Aesthetic Plastic Surgery he has been featured on numerous television programs and quoted in dozens of newspapers and magazines nationwide. A trusted resource who is highly respected by both the media and his peers, Dr. Epstein's training, education and surgical skills have made him one of Chicagoland's leading plastic surgeons.

Michael A. Epstein, MD, FACS
 Recipient of Castle Connolly's "Top Doctor" award for excellence in plastic surgery

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Lasers: New Techniques to Reverse the Signs of Aging

Recent technological advancements make lasers an increasingly attractive option for treatments that reverse the signs of aging, including laser hair removal, cellulite reduction, and skin rejuvenation. Recovery time is minimal as laser treatments, which use state-of-the-art energy-based technology, are typically phased into multiple sessions.

"People would rather go for six lunchtime sessions and make it back to work each time rather than have one major procedure and be out for two or three weeks," said Dr. David Turok, the Chicago-based Vice President and National Medical Director for American Laser Centers, which has 11 locations across Chicagoland.

Laser hair removal uses a combination of high-intensity light and carefully modulated radio frequency energy to disable hair follicles. Treatments are personalized to account for hair color, body chemistry and genetic makeup. Recommended therapy involves six treatments separated by seven to thirteen weeks.

Cellulite treatment no longer requires liposuction, sticky creams or needles to be effective. Specialty designed rollers combined with infrared red light and RF energy removes cellulite that develops within your skin's inner layers.

Skin rejuvenation therapies can now be com-

pleted with combined-source laser technology, which offers the benefits of pulsed laser light with the precision and safety of RF energy. While the number of laser therapy sessions varies per condition, weekly Microdermabrasion sessions that apply fine crystals to the skin's surface stimulate collagen production to produce fresh, young skin.

Each laser treatment has separate preparation and post-procedure protocols. Avoid applying lotions and perfume to affected areas before and after treatment. Most cases are painless with only mild discomfort and minimal-to-no post-treatment downtime.

“Cellulite treatment no longer requires liposuction, sticky creams or needles to be effective.”

Using Lasers to Remove Varicose Veins

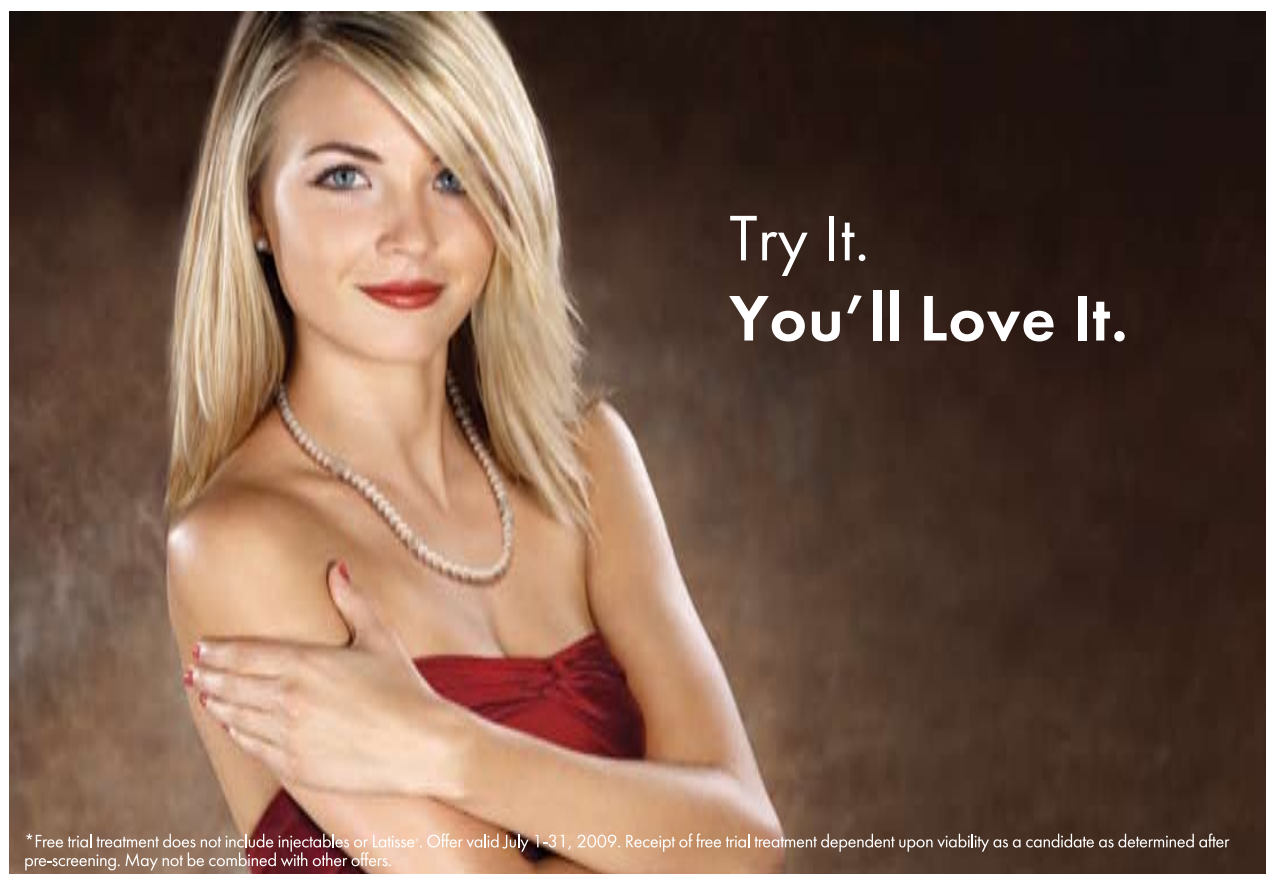
Varicose veins in the legs are not just unsightly. Untreated, they can cause severe discomfort and in rare cases result in serious health complications. Accordingly, unlike most cosmetic procedures, most insurance providers cover their removal.

For years, the most common way to remove varicose veins was through a surgical process called vein stripping. While effective, this process involves general anesthesia, bruising and sometimes weeks of recovery time. More recently, the use of a radiofrequency catheter has made their

removal a significantly less invasive procedure.

"When you obliterate a vein with a laser it cures the problem," said Dr. Leonard Lu of New Horizons Center for Cosmetic Surgery in Skokie.

Endovenous laser treatment is typically performed via a local anesthetic without sedation and lasts one or two hours. A laser-equipped catheter is inserted into the great or small saphenous vein. Activating the laser obliterates the vein, and patients typically leave the procedure on their own power.



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Panel of Experts



DR MICHAEL A EPSTEIN
Board Certified Plastic Surgeon

What is your medical background and credentials?

I am a board certified plastic surgeon. My plastic surgery training was completed at the Detroit Medical Center and I completed a general surgery residency at Michael Reese Hospital and Medical Center. I graduated from medical school at Wayne State University and completed my Bachelor of Science degree at the University of Michigan.

What are the latest trends in plastic surgery that you have noticed?

A growing trend is that elective cosmetic surgery has become more accepted and more common place. In the last 10 years, more and more people are choosing to have elective cosmetic plastic surgery, including a large baby boomer population that is highly motivated to stay fit, look younger, and be the best they can possibly be.

Which procedures do you enjoy the most and why?

Although breast augmentation is the most common surgical procedure that I perform, rhinoplasty is the one that I enjoy doing the most. I believe that there is no other procedure that defines me more as a plastic surgeon than rhinoplasty. The other procedure often identified with my practice is abdominoplasty.

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DR OTTO J PLACIK
Board Certified Plastic Surgeon

Dr. Placik is a board certified plastic surgeon and a local expert with national credentials. He has been repeatedly recognized as a "Top Doctors" by *Consumers' Checkbook Magazine* as well as one of "America's Top Surgeons" and "America's Top Plastic Surgeons" by Consumers Research Council of America. He has performed thousands of breast enlargements in addition to body contouring and facial enhancement procedures. With over 15 years of experience, he is ready to provide you with outstanding care. He actively participates in research including FDA clinical trials and the evaluation of emerging cosmetic innovations. Dr. Placik regularly attends educational seminars, updates, and training in the latest aesthetic developments. More information about Dr. Placik can be found at www.bodysculptor.com.

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What happens when your skin looks and feels firmer, healthier and younger without surgery or downtime? Find out for yourself! American Laser Centers is offering one free trial treatment* of your choice through the end of July. Please call 877.252.1072 or visit www.americanlaser.com/tryit to schedule your free trial treatment.

*Free trial treatment does not include injectables or Latisse®. Receipt of free trial treatment dependent upon viability as a candidate as determined after pre-screening.



News Brief

For many, the idea of going to the beach and revealing the effects of a long, sedentary winter is downright frightening. However, there are new ways to combat these issues without going under the knife. For example, noninvasive treatments from American Laser Centers like VelaShape can take inches off problem areas with no surgery or downtime.

VelaShape uses a combination of heat, massage and suction to reshape problem areas by shrinking the size of fat cells, minimizing circumference and contouring the treated area to tighten and smooth. In as little as 4 treatments people are heading to the beach with a new-found confidence in their appearance.

American Laser Centers has 11 locations in the Chicago area and is offering one free trial treatment* through the end of July. Please call 877.252.1072 or visit www.americanlaser.com/tryit to schedule your free trial treatment.

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