



# THE WEST INSTITUTE

## FOR SKIN, LASER, AND BODY CONTOURING

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### ***“THINK MAINTENANCE INSTEAD OF SURGERY”***

You'd love a little nip here and tuck there, or to just get rid of that tired look even when you're wide awake, but don't want to go under the knife. Well, you were born at the right time when it comes to aging, and anti-aging. With a few noninvasive procedures, and some maintenance (even once a year will keep sagging due to volume loss at bay), your face can look ten years younger and stay that way. Now we can even tighten skin, effectively, with no downtime. Check out some highlights of the newest procedure below.

## ***FACELIFT IN A SYRINGE™*** (Trademarked by Dr. West)

**Can a filler lift your skin? You bet. Daily office scenario:**

**Patient:** "I feel like my face is falling and I have these jowls and this loose skin around my mouth."

**Dr. West:** "With a few syringes of strategically placed filler (patient looking into mirror), we can lift your cheeks and pull back the skin that is sagging toward the front of your face. Here's where we put the filler (pointing to the area in front of the ear and along the back of the jawline). Because it's just replacing the volume in your face that you've lost over time, and it's done conservatively and gradually, no one will know that you've done anything. You'll just look more like you did 5 or 10 years ago before the volume loss. And, even more great news, now we have injectable fillers that contain lidocaine, a numbing agent, so any minor discomfort from the injections is minimized even further."

**Patient after procedure:** "Wow, that's amazing! I can't believe you got rid of all of that saggy skin around my mouth/ jawline. I love how I look!"



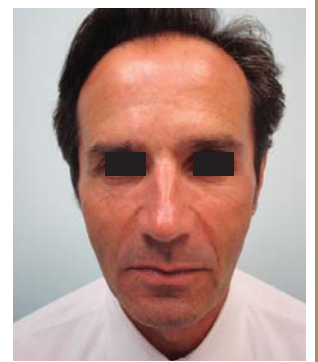
*Before*



*After*



*Before*



*After*

Watch a video of Dr. West performing Facelift in a syringe™ on our website • [www.westskinlaser.com](http://www.westskinlaser.com)

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# Thermalift

**Not the old Thermage®...Thermalift tightens skin without surgery:**

Now, with new advances in the technology of the Thermatip STC ADVANCED treatment tip, Thermage® Thermalift treatments are faster and more effective than ever and discomfort is not an issue.

Light-based devices and other radiofrequency technologies treat the superficial layers of the skin. Thermage® Thermalift can reach deep into the dermis and subcutaneous tissue, resulting in a 3-D tightening of collagen and stimulation of new collagen growth.

- Great for neck tightening
- Enhances filler contouring (see your jawline again!)
- No incision or downtime

Skin tightening is apparent immediately following treatment and continues to improve for up to 18 months after treatment.



## THE EYES HAVE IT... WAKE UP, SLEEPYHEAD

Thermage® Thermalift is the first and only system to receive FDA clearance for non-invasive eyelid tightening:

- Reduces fine lines and crepiness of the eyelids
- Lifted eyes for a less tired appearance
- Reduced hooding
- Softening of fine lines and wrinkles around the eyes
- Easier application of eye makeup



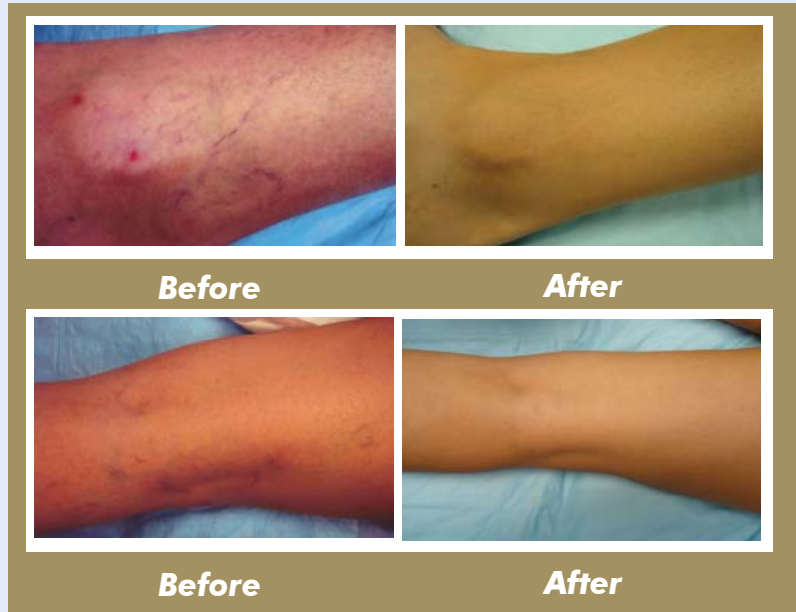
**FRAXEL® LITE** You'd like your skin to be smoother, with smaller pores, and you'd like it to look like your friend's (the one who never sat in the sun). A decade ago, you would have had to put up with raw, oozing skin after laser resurfacing. Not anymore. Fraxel® (which stands for "fractional") resurfacing, zaps tiny columns of skin (like pixels on a digital image), so the skin's surface remains intact while the laser energy goes down to the layer below the surface (the dermis) to remodel collagen and renew your skin. Fraxel® can be used on any area of the body to treat roughness and sundamage, acne and other scars, and to make pores appear smaller. With a series of traditional Fraxel® treatments, there are a few days of redness following each treatment. With new Fraxel® Lite, there is no downtime and your skin can look fresher almost immediately.

## FRECKLES ARE ONLY CUTE ON THE 10 AND UNDER SET.....

So what can you do to get rid of yours, and the blotchy skin underneath? Whether it's your face, chest, arms or any other body area, a series of Intense Pulsed Light treatments, with no down time, will gradually get rid of blotchy brown pigmentation. For discrete brown spots, Dr. West uses the Nd:YAG laser to target each spot individually in one treatment session. If skin texture is also an issue (leathery sun damaged skin on the chest, for example), then Fraxel® laser treatment is your best bet to even out the brown spots and the texture at the same time.

## WHO WEARS SHORT SHORTS?

...You do! The summer's over, but if you felt self-conscious about leg veins this year, do something to make them bare-able next Memorial Day! One or two injection sessions (still better than laser treatment for leg veins) will work wonders to get rid of your road maps before next Spring. Dr. West uses the newest FDA-approved solutions for state-of-the-art leg vein treatment (sclerotherapy).



## THE (SKIN) WEATHER REPORT...

A word from our Esthetician

As we enter into the “transitional” season, it’s time to prepare your skin for the cool to cold weather. How do we do that? First, let’s get all that dead summer skin off!

The ViPeel™ is a great way to improve skin tone and texture and to look fresh. This peel works on the face, neck, chest, arms, hands and legs. It’s painless and takes only 20 minutes. It’s never been this easy to erase sun damage on the face and body. Step 2 is to ensure skin’s hydration. Nothing makes the skin feel old and look dull more than a lack of water in the skin...and water has nothing to do with oil!

So, you can moisturize as much as you want, but that will not replace water. What will? TRANSDERMAL HYDROPEPTIDE treatment uses electrical energy to deliver hyaluronic acid and a combination of peptides through the skin’s barrier. These are key ingredients during the fall and winter months to keep the skin hydrated. Transdermal treatments feel relaxing and require no downtime.

## YOU HEARD IT HERE FIRST...

Brilliant Distinctions™ Program



The Brilliant Distinctions® Points Program rewards you with points. Each time you receive a BOTOX® Cosmetic or Juvederm® XC treatment from Dr. West, use your points like dollars toward select Allergan® products in our office.

## Lash Perks



Want the inside scoop on tips, news and special offers? Latisse® Lash Perks is the rewards program that delivers. Sign up now and you’ll get a \$20 rebate on your Latisse® purchase directly from Allergan®, the manufacturer. Signing up truly has its perks.



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## A Gift From the Distributors of

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Ultra Plus XC, Botox and Latisse®

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**This holiday season give yourself the gift of beauty  
Save up to \$300.**

For a limited time only, receive a \$50 instant rebate off each  
.8ml syringe of Juvederm® Ultra XC or Juvederm® Ultra Plus XC

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complimentary Latisse® consultation. Latisse® is available by prescription only.

**For a limited time receive two kits of Latisse® for \$199**

## Special Promotions:

### **Thermage® Thermalift**

Smooth, tighten and contour  
any area of loose skin on  
your face or body. Thermalift  
can also give your neck a lift  
without surgery.

Call to schedule your  
complimentary **Thermage®  
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Through 1/31/11

### **Fraxel®**

With the purchase of a package  
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Offer expires on 1/31/11

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liposuction procedure (local  
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off Through March 2011**

