

DERMROCHESTER

NEWS

JANUARY 2012



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New Year, New You! Give Your Skin A Fresh Start With A Microdermabrasion Treatment

Save 25% on any microdermabrasion treatment during the month of January. Microdermabrasion softens fine lines and wrinkles, helps to smooth coarsely textured skin, decreases the appearance of scarring and pore size, and reduces superficial hyper-pigmentation, also called age spots. Offer valid through 1/31/12.



Save On All Neocutis Skin Products! Buy One, Get One at 50% Off

Great savings on some of the most advanced, scientifically tested and proven skin care and dermatological products anywhere, from Neocutis. Cleansers, skin creams, anti-aging products, restoration advances and more, all included in this sale through 1/31/12 only.

NEOCUTIS

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We Have CoolSculpting® - A "Cool" New Way To Lose Fat

By Lesley C. Loss, M.D.

We are excited to announce the arrival of our latest noninvasive procedure - [CoolSculpting® by ZELTIQ](#).

Pioneered and studied by two dermatologists at Harvard University, starting in 2007, this clinically proven procedure is the most innovative, nonsurgical way to help smooth unwanted love handles and belly fat without downtime, needles, incisions or anesthesia.



This unique technology is approved by the U.S. Food and Drug

Administration (FDA) for the treatment of tough to lose fat bulges. It works by way of Cryolipolysis™ (frozen fat cell destruction). By using gentle suction, the device is able to pull the target treatment area between two cooling panels and then chill that area for one hour. Following treatment, the body's own microscopic clean-up crews naturally eliminate fat cells over the next few months.

Patients report that as the cooling starts, they feel pressure and intense cold, which will then dissipate. Many patients read, work on a laptop, watch a movie or take a nap until the treatment is complete, which can be one to three hours, depending on the number of areas treated.



Lesley C. Loss, MD

Right after the treatment, head back to work, go run some errands or even hit the gym. That's right, there is NO DOWN TIME! While some redness, minor bruising, tingling or discomfort can occur, they are only temporary. Some people will see changes in three weeks, but most will have maximum results in two to three months. Patients will generally see a 20%-25% reduction of fat in the treated area after just one treatment.

Ideal candidates for CoolSculpting® have moderate size fat bulges that do not respond to diet and exercise. CoolSculpting® is not a way to lose weight or treat obesity. If you want to look better in a swimsuit, get your body back after pregnancy or simply get rid of stubborn fat, then schedule a consultation with one of our providers today to see if CoolSculpting® is right for you!

SKIN SEARCH – 585.697.1818

Now Recruiting Volunteers For Five Investigational Studies

Acne: Ages 18 to 40

Athlete's Foot: Ages 12 and up

Infected Toenails: Ages 18 to 70

Psoriasis: Ages 18 and up

Rosacea: Ages 18 and up