From the Editor’s Desk
Pamela Hill, RN

As the leaves begin to fall, we are thinking of how to change our client’s skin care programs again. This time we focus on dry, cold weather and how it will affect the skin. In this newsletter we have a fascinating article by Dr. Julius Few. Please take the time to read it. It is a great choice for clinical treatments as the seasons change, as well as year round.

In January 2015, the SPSSCS will be represented at the ASAPS Las Vegas 2015 Aesthetic Symposium in Las Vegas. This is such a great opportunity for the SPSSCS. We will have a full day entitled, “The Clinical and Business Side of Skin Care,” featuring presentations on fillers and facial rejuvenation, probiotics,

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Stackable Treatments for the Skin Care Specialist

Julius Few, MD

Aesthetic medicine has changed dramatically over the past several years, with an emphasis on nonsurgical treatment modalities for today’s busy patients. New products and treatment techniques are continuing to be developed to meet this demand, but the challenge continues to be how to provide these patients with a nonsurgical experience that delivers the surgery-like results they desire. At The Few Institute, we have found a way to just this: by strategically “stacking” select technologies.

Stacking = Synergy

I define “stacking” as the use of two or more noninvasive, minimally invasive or invasive techniques simultaneously during one treatment session. This approach allows us to treat the three aspects of an aging face—ptosis, atrophy, and the skin itself—in one treatment session. The patient benefits from a single recovery period, reduced recovery time, and both immediate and progressive improvement, depending on the specific combination of treatments. For the purpose of this article, I will discuss the stacking treatment in terms of nonsurgical modalities.

Stacking Specifics

Advancements in technology have not only improved our understanding of the signs of aging, but they have also allowed us the opportunity to achieve a natural aesthetic facial rejuvenation. Focused ultrasound, concentrated radiofrequency, non-ablative and ablative lasers, chemical peels, neurotoxins and volumizing agents such as hyaluronic acid can be used in combination to achieve near surgical results without the associated recovery time required for invasive procedures.

The principle is fairly simple. Combining multiple treatments together not only delivers previously mentioned benefits, but also creates a synergy among treatments that deliver more than each would individually: 1+1+1 doesn’t just equal 3. It becomes greater than 3. In other words, when specific technologies are combined, even the smallest number becomes greater, and used together, they

Continued on page 14
I am very excited to announce that the SPSSCS has been invited for the second year to participate in ASAPS Las Vegas Aesthetic Facial Symposium. My Co-Chair, Karen Menard, RN, and I have developed a program that intertwines clinical skin care and business for an all-around approach. “The Clinical and Business Side of Skin Care” includes topics such as permanent makeup, how to cultivate patients, social media, marketing, the latest trends with lasers, injectables and much more. This is a one-day educational event that takes place at the Bellagio Hotel on January 30, 2015. Visit www.surgery.org/lasvegas2015 to register. SPSSCS members save $225 if registered before December 2, 2014.

Our Annual Meeting Program Chair and President-Elect, Nina Spadacino, and her Program Committee have been working hard planning our 21st SPSSCS Annual Meeting as well. There is a fantastic line-up of topics on the latest technology in skin care, and education on ways to remain sharp with social media, marketing tips, and much more! I encourage all members to keep in mind the importance of growing membership by spreading the word and staying interactive with your local reps. The SPSSCS is a prestigious Society with great educational and philanthropic opportunities. I look forward to ‘Exploring the Science and Technology in Plastic Surgical Skin Care’. Get ready and mark your calendars for our 21st Annual Meeting in Montreal, Quebec, Canada on May 12–15, 2015!
I started my Nursing career as an LPN in 1980 and received my RN degree in 1995 from the University of the State of New York. Prior to my current position, I worked in hospitals and long-term care facilities. As a native of Panama City, Florida, I have lived in Northwest Florida all my life.

In 2001, I had the opportunity to work with Dr. Daniel Daube, MD, FACS, and found my passion in helping others through facial plastic surgery and the skin care industry. That same year, I became certified in Obagi Skincare/Peel applications, PCA Advanced Skincare Systems, SkinMedica Peel Protocols, Jane Iredale Mineral Makeup Applications, and became a member of ASLMS (American Society for Laser Medicine and Surgery).

I have extensive experience in the NdYag laser for tattoo removal and phototoning, LightSheer Laser for hair reduction, Dormier Medidas SkinPulse Diode Laser for spider veins, hemangiomas, and telangiectasia, Accent XL for skin tightening and fat reduction, and Erbium and CO2 Lasers for wrinkles, acne scarring and sun damage.

My daily routine also includes working with patients during the preoperative and postoperative phase of facial cosmetic surgery as well as assisting Dr. Daube during his surgeries administering IV sedation and monitoring the patient during the intraoperative phase.

Dr. Daube is board-certified in both Facial Plastic and Reconstructive Surgery as well as Otolaryngology-Head & Neck Surgery. He has been published in many medical journals covering such topics as “Nasal Reconstruction” and “Skin Healing”. In addition, he is internationally published and has lectured at medical conferences in both the United States and Europe. He founded Gulf Coast Facial Plastics and ENT Center in 1995 and has since grown the practice to include 4 additional physicians, six lasers, and a professional skin care program overseen by an RN and Certified Aesthetician.

Gulf Coast Facial Plastics & ENT Center offers the patient/client the most sophisticated equipment and innovative techniques to meet their very specific needs. Our motto, “Where Art and Medicine Come Face to Face”, certainly holds true.

There is nothing as rewarding as knowing you had a part in helping someone look their best and feel good about their appearance through doing what you love. I would like to thank the SPSSCS for the privilege of being an active member of the Society and look forward to the knowledge and fellowship the Society provides.
ASAPS Las Vegas 2015
Aesthetic Symposium
STATE OF THE ART IN FACIAL REJUVENATION
January 29–31, 2015
The Bellagio Hotel
Las Vegas, Nevada

Chair: Richard Warren, MD
Co-Chair: Glenn Jelks, MD

Interact with Experts and Innovators
• Thursday Morning Cadaver Lab with CME credit
• Special Friday Skin Care Session for skin care professionals, developed by the Society of Plastic Surgical Skin Care Specialists (SPSSCS)
• Earn up to 22.75 AMA PRA Category 1 Credits™ including 12 Patient Safety CME.

Sponsored by:
THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY, INC

www.surgery.org/lasvegas2015
FRIDAY, JANUARY 30

THE CLINICAL AND BUSINESS SIDE OF SKIN CARE
Organized in Conjunction with
Society of Plastic Surgical Skin Care Specialists

7 CME credits
Chair: Elena Reyes, C-RMA, RST, CIDESCO
Co-Chair: Karen Menard, RN

7:30am – 7:35am
Welcome to Las Vegas
Elena Reyes, C-RMA, RST, CIDESCO

7:35am – 7:40am
ASAPS Welcome
Richard Warren, MD—Program Chair

7:40am -8:10am
Modern Approach to Clinical Skin Care
Goessel Anson, MD

8:10am – 8:30am
The New Hybrid Laser (Halo) for Facial Rejuvenation
James Hoyt, MD

8:30am – 8:50am
How to Choose the Most Beneficial Device
Barry DiBernardo, MD

8:50am – 9:20am
Clinical Aspects of Permanent Makeup in the Plastic Surgeon’s Office
Alicia Barrera

9:20am – 9:50am
Probiotics in Skin Care
Therese Clark

9:50am – 10:20am
Coffee Break in the Exhibits

10:20am – 10:50am
Stem Cells and Fat Injections Today
Timothy Marten, MD

10:50am – 11:20am
The Benefits of Fillers for Facial Rejuvenation
Z. Paul Lorenc, MD

11:10am-11:40am
Pre & Post Op Laser—Skin Care Options
Jeffrey Kenkel, MD

11:40am – 12:00pm
Q&A

12:00pm – 1:00pm
Lunch in the Exhibits

1:00pm – 2:00pm
Marketing in the Aesthetic Practice
Kyle Mills

2:00pm – 3:00pm
Social Media in the Clinical Setting
Ryan Miller

3:00pm – 3:30pm
Coffee Break in the Exhibits

3:30pm – 4:30pm
Social Media and Blogging
Keith Humes

4:30pm – 5:15pm
Measuring Your Online Marketing Success
Peter Houtz

5:15pm – 6:00pm
Product Vendor Selection—How to Cultivate
Sandra Adams

6:00pm
Adjourn
Entire books have been written on safety in the office environment, so it will be impossible to cover everything. I’m going to condense, for the purpose of this article, some of the most important aspects of safety in the medical office. We all know, as medical professionals, the importance of washing hands and wearing gloves for safety. But just as important, although often overlooked, is understanding and applying professional standards as you work with patients.

As a guideline for safety in your office, there are four important documents you must keep on hand for reference:

- Policy and Procedure Manual
- Code of Ethics
- Mission Statement
- Scope of Practice

Why is it important to have a policy and procedure manual? Relying on unwritten policies can lead to misunderstandings. Inconsistencies within the office concerning office management, patient care, etc., can result in misunderstandings, grievances and even lawsuits. A P&P manual serves many purposes. It is a basic communication tool, an excellent training resource, saves time, and helps manage the office operations. It’s more than just an item you may want to have—it is something you must have to preserve your ability to serve your patients, your employees, and reach your objectives through logical and consistent decision making.

Study and follow your Code of Ethics. Your Code of Ethics establishes acceptable standards of behavior for all employees. Being familiar with and abiding by them will keep you from putting both yourself and your practice at risk.

As a medical practice your practice mission statement should include patient safety. It’s also important to have your own personal Mission Statement, as this will help you clearly see what your own priorities are. If you and/or your office do not have one, there are many good web sites which will walk you through the process.

You will also be required to abide by the State Board’s laws and rules, which vary from state to state. It is your responsibility, no one else’s, to know what your Scope of Practice is for your license. Keep yourself safe and become familiar with it and abide by it.

Please review the following practical principles of safety. Make sure you and the staff in your office are all in compliance:

- **Hand Washing**
  - Most important way to prevent the spread of infection--hand hygiene saves lives
  - 20 Million infections in hospitals a year (one in every 20 patients)
  - Did you know that people typically carry between 10,000 and 10,000,000 bacteria on each hand?
  - Effective hand hygiene is the most important primary preventive measure that can be implemented to decrease the spread of infections within healthcare organizations.

- **Key Times for Hand Washing**
  - Before Patient Contact
  - After Contact with Blood, Body Fluids, Contaminated Surfaces (even if gloves are worn)
  - Before Invasive Procedures
  - After Removing Gloves (wearing gloves is not enough to prevent the transmission of pathogens in the healthcare settings)

- **Alcohol Rubs**
  - Alcohol-based hand rubs significantly reduce the number of micro-organisms on the skin, act quickly, and cause less skin irritation than soap and water.
  - Alcohol-based hand rubs take less time to use than traditional hand washing.
  - Alcohol-based hand rubs are not effective against all infections, so they are not recommended for patients in Contact Isolation.

- **Gloves**
  - To protect the healthcare worker from contamination from the patient.
  - To protect the patient from contamination from the healthcare worker.
  - To protect patients from contamination from the surrounding environment (other patients or objects).

It is critical to provide a safe work environment for both staff and patients. The Occupational Safety and Health Association (OSHA) is the organization charged with monitoring safety in the work environment. A safe environment provides the following:

- Safe Patient Care
- Reduces injuries
- Reduces illness
- Improves working environment, employee morale and productivity
Some of the actions required to comply with OSHA in creating a safe environment:

- Personal protective equipment
- Follow Policies and Procedures
- Follow equipment directions
- Communicate critical information clearly and effectively with a verbalizing of understanding
- Understand your own stress levels
- Ask others to “double check” your work on critical activities
- Do not perform unfamiliar tasks without training
- Limit interruptions during critical tasks
- No alcohol or drugs in the workplace

When I was raising my 3 children, from the time they were little, we had regular fire drills. When my children were home alone at ages 15, 13, and 10 the house went up in flames. My oldest safely got them out and called the fire department. There were no injuries, thanks to being prepared. It is no less important to take fire safety seriously in the work place.

- Fire Safety
  - Learn how to report a fire in your organization.
  - Locate the fire alarm and learn how to operate it.
  - Locate fire extinguishers in your work area.
  - Identify fire exits and review the evacuation route/plan.
  - Locate fire or smoke doors.
  - Obtain telephone numbers to report hazards.
  - Identify emergency power outlets. (Red in color.)

- Required Actions
  - Keep corridors, stairwells, doors and exits clear
  - Maintain clearance below sprinklers
  - Do not obstruct fire-fighting equipment
  - Regular fire drills
  - Store oxygen cylinders properly
  - Enforce “no smoking”
  - Report and smell of smoke or burning materials
  - No unapproved extension cords or appliances
  - R-A-C-E-E Principles for Fires
    - R-Rescue
    - A-Alert others
    - C-Confine/Container
    - E-Extinguish (if trained to do so)
    - E-Evacuate

A medical device is any implement used to assess, treat, or rehabilitate a patient excluding medications. A medical device reportable incident is any event in which a medical device causes serious illness, injury or death. The Safe Medical Devices Act requires the user to report to the manufacturer or FDA any incident.

- Required Actions
  - OSHA
  - Identify chemicals
  - Material Safety Data Sheets available
  - Dispose of outdated chemicals
  - Monitor exposure
  - Before using
    - Read label and MSDS
  - Use personal protective equipment
    - Safety equipment awareness
      - Eye wash, spill kit, etc.
    - Follow Policies and Procedures
    - Store properly
    - Approved containers, properly identified, storage area
  - NEVER
    - Eat or smoke while working with or around hazardous materials
    - Allow chemicals to come into contact with bare skin or mucous membranes
    - Inhalate or swallow materials
  - ALWAYS
    - Follow P&P
    - Isolate the area
    - Restrict traffic
    - Notify supervisor
    - Remember that no clean-up is better than the wrong clean-up. If you do not know how to handle the spill then don’t try.

Hazardous materials are materials which are physical or health hazards or both. Exposure can come through ingestion, absorption and/or injection. They can be detected by an odor, red skin, swelling, dizziness, difficulty breathing, coughing, headache, and/or odd taste.

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Hormones are chemical messengers that regulate nearly every facet of the human body. Growth and development, regulation of metabolism, reproduction, mood control, even digestion all require hormone function in order for the body to perform. The slightest fluctuation can greatly impact the person experiencing that hormonal shift. When hormones affect the skin negatively, the outcome can be difficult to treat and frustrating for the patient. Understanding the pivotal times in life when hormone shifts are most likely to occur can help minimize the effects and lead to the successful clearing of hormonally-induced skin conditions.

**Melasma**

Melasma affects over six million Americans annually; half of these individuals do not know its cause or treatment methods. The exact reasons why melasma develops after a significant hormone shift is still not completely understood. However, science suggests a selection of potential causes:

- An increase in the formation and distribution of melanosomes to keratinocytes
- An increase in the branching of melanocytic dendrites
- Larger and intensely stained melanocytes
- An increased number of estrogen receptors in melanocytes
- An increased amount of epidermal and dermal melanin
- Neurotrophins, proteins that act like growth factor, are involved in some cases of melanin synthesis

**Acne**

Acne is the most prevalent skin condition across all ethnicities, affecting nearly 90% of the population at some point in their life. There are four main causes of acne: increased keratinization within the follicle, increased sebum production by an increase in androgen production, proliferation of P. acnes bacteria, and inflammation. Hormonal acne often presents in the peri-oral area, including the jaw line, and is often instigated by 5 alpha-reductase which converts testosterone into dihydrotestosterone (DHT). Androgen receptors at the base of the follicle are stimulated by the DHT, which leads to an increase in sebum production and a larger sebaceous gland.

Stress-related breakouts occur due to an increase in cortisol levels. Cortisol is a hormone released in response to stress and tends to be higher in acne patients. Neuromediators released in response to stress can stimulate sebum production and inflammation. Contrary to what patients believe, stress can exacerbate acne, but not actually cause the onset of breakouts.

**Pregnancy/Lactation**

During the first and second trimesters, estrogen and progesterone levels increase. Breakouts are common during this time because of rising progesterone levels, which constrict pores and cause an increase in sebum production, often leading to acne lesions.

Lactating mothers may also experience breakouts due to a sudden drop in estrogen and progesterone, creating an imbalance of androgen hormones. As a precaution, be sure to document the approval of the patient's OB/GYN before performing any treatments on pregnant or lactating women. Oftentimes, acne that arises due to these specific hormone shifts subsides once hormones return to pre-pregnancy levels.

**Perimenopause/Menopause**

Menopause is the permanent end of menstruation and fertility, lasting from five to eight years. It begins with perimenopause causing estrogen and progesterone to slow. Hormone levels fluctuate from day-to-day, impacting the body both physically and emotionally. As estrogen levels drop, androgen levels become more prominent, leading to increased oil production. Surface hydration decreases with age, trapping oil beneath the surface of the skin, leading to more breakouts.

**Androgen Decline in the Aging Male (ADAM)**

Men experience a significant hormonal shift as they age, referred to as Androgen Decline in the Aging Male (ADAM). This unique syndrome in older men results in an androgen deficiency and low testosterone levels. This relatively new diagnosis is very complex, but there are age-associated changes in androgen-regulated physiology functions.

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It’s time to start thinking about next year’s Annual Meeting in Montreal, Quebec, Canada. You want to attend but your budget is tight. Have you considered asking your boss for assistance? The idea is not as unrealistic as you might think. Each year many of the registration forms we receive have been submitted by plastic surgeons on behalf of their staff members. You want to ask but you aren’t sure how to approach the situation. You can start by preparing a short presentation and be ready to discuss the following:

THE ANNUAL MEETING BROCHURE
Using the brochure as an outline, discuss the dates of the meeting, the estimated costs—registration, hotel, flight and meals—and remember to point out that there are discounts for early registration.

Review in detail the schedule of educational courses that will be offered and how they apply to you and the practice.

HOW THE PRACTICE WILL BENEFIT
Explain the positive impact that attending the meeting will have on your level of knowledge and performance. More education for you means better service to your clients. Be sure to mention that the knowledge you gain at the meeting will be shared with the rest of the staff.

WHO WILL ASSUME YOUR DUTIES
Who will fill your position while you are away? This will be of concern to your boss so have a plan in place. Who fulfills your obligations when you take a vacation? Perhaps you could suggest making similar arrangements.

Keep in mind your boss’s perspective and that he or she is in business to make a profit and that any investment is made with anticipation of a return. As you discuss the above items, think in terms of ‘return on investment’. The knowledge you bring back and pass on to your clients and staff will be the ‘return’. It doesn’t hurt to ask. If your boss says ‘No’ you’ve lost nothing, but that possible ‘Yes’ would make it well worth the effort. Good luck and we look forward to seeing you in Montreal! 🇨🇦
The Importance of One-Stop Aesthetics

Rose Marie Beauchemin

The imperative word in creating One-Stop Aesthetics is, CONVENIENCE: When servicing both men and women, you will find them busier than ever. Demanding careers and family move their aesthetic needs down their list. People often pay more for products they can get cheaper for the sake of CONVENIENCE. Example: the retail counter at the beauty salon. People hurriedly pay the extra knowing it can be purchased cheaper at the beauty supply down the road.

Convenience is necessary for maintaining your competitive edge! The patient believed to be loyal to your practice can answer an ad for permanent eyebrows in another surgeon’s office and while there, inquire about Botox, etc. The rest is history. You have just lost your patient for the sake of CONVENIENCE. People are known to sacrifice the more highly skilled professional for convenience.

An estimated annual cost of losing a patient can total, $26,000. Estimation is based on: Botox ($2,000 every 5 months), various fillers on face, lips, hands, ($2,000 every 3-6 months), skin care services ($2,000 for IPL, peels, microderm, etc.). Retail products ($1,000), eventual plastic surgery (10,000 bleph, mastopexy, neck lift, brow lift, lipo, etc.). This does not include other treatments the practice offers. If she takes her friend, the practice has lost more than $50,000 a year. This enormous loss can be prevented by including permanent makeup (PMU).

PMU creates a new and very lucrative revenue stream. You will attract new patients that may elect several other services and surgeries. Also, introducing the existing patient to this new service makes the practice more inclusive and encourages patients to remain in your office.

PMU also allows more creativity in cross-marketing within the practice, encouraging all to work in concert and discuss the possible age defying skills of the staff and the surgeon.

PMU increases the number of surgeries in a practice. Countless women complain about heavy eyelids. Ptosis prevents them from seeing their eyeliner. The only solution is surgery. PMU patients return annually for a touch-up visit, allowing you to remain connected.

PMU Revenues

The additional revenues from PMU are substantial. A conservative fee of $450 for eyebrows, 6 patients per week is $140,000 a year, and 10 totals $234,000. Most practices charge between $450 and $650 for eyebrows. At $650, 10 cases per week, totals $338,000.

Marketing PMU in Your Practice

An open-house at your location or affiliate hospital is also productive. Men and women love meeting the plastic surgeon and the aesthetic practitioners. Social media is quite popular. Keeping your FaceBook business page updated with a weekly blog is a great start. Visuals are great. Everyone loves before and afters. Place the first 2 sentences with key words on your FaceBook page with the link that takes readers to the business web page to finish reading the blog. Search engine optimization can be achieved organically from this. Enthusiasts, consider Twitter.

3-D Areola Tattooing... JUST THE BEGINNING!

The convincing effect of the 3-D areola tattoo sets women on a new aesthetic path. With surgery and treatment behind her, she is ready to feel her most beautiful. More confident and familiar with her new self, she will most likely need permanent eyebrows!

Teamwork is Critical

Team harmony is a must for any successful practice. This begins with your receptionist, since he or she represents you and each one of your staff. They must be accommodating and gracious or your potential patient can choose to spend her money elsewhere. Train your team to promote each and every service in your practice. If a team member is uncooperative, consider eliminating them, as this greatly disturbs the flow.

Don’t Handicap Yourself with Inferior Training

• Set your work apart! Don’t skimp or compromise when it comes to education. Primary class should include techniques such as hair strokes, shaded lip color, safe eyeliner and color correction.

• In a medical tattooing class, 3-D areola, Montgomery gland simulation and scar camouflage.

• When you select an educator consider only an experienced, certified inspector and be sure they will be available for support following your training.

• If your PMU artist wishes to wear scrubs, top them with an interesting necklace and earring. This is more art than science.

• If you are providing skin care, be sure the provider doesn’t have neglected skin. It is the professional’s responsibility to look the part.

• Be sure the women on staff have PMU, if offered.

• Encourage all to work in concert and discuss the possible age defying skills of the staff and the surgeon.

Practice is an onboard business. As a professional, your word is your bond. Your patients believe in you and your accolades give them the confidence to choose you.

PMU practice will never grow. If you don’t allocate the time, the PMU practice will never grow.
OUR MISSION IS TO IMPROVE SKIN HEALTH

Dedicated to this purpose, we make one simple promise – to provide advanced skincare backed by science.

Designed for use before, during, and after in-office procedures, SkinCeuticals offers advanced skincare to maximize patient benefits and enhance in-office results.

Visit us to learn more about why SkinCeuticals is the right partner for you.

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Promises to Proven

Superior Clinicals. Visible Results.
Chris and Chris are successful business owners who made their fortune years ago, but as serial entrepreneurs they always have their hands in something new. Their latest business endeavor targets 40–60 year old women with discretionary income. They are seeing flat revenue and Internet marketing is challenging, to say the least. Like many business owners, they’re struggling to get their arms around Google and friends.

A recent conversation ended with Chris saying, “We know the Internet is HUGE for us and our customers are searching on Google, Yahoo, Bing on desktop computers, Smart Phones, Tablets and all. I get it. I use them too. But answer me one question, how can I leverage the Internet to drive my business to higher ground? I need some quick answers because the reality is we are likely being overrun by some of our competitors and we need to starting winning this game NOW!!”

Chris is right. The Internet is the present and the future. Many plastic surgeons are spending $5–$20K per month in pay per click advertising, but is it driving a positive ROI? Or a better question may be, “How do I drive the strongest ROI possible?” Here’s a quick primer.

**SUGGESTION #1: MAKE PAID SEARCH YOUR TOP PRIORITY.** Paid Search usually drives a stronger ROI than Organic search.

Let’s be real here, 98% of Google’s revenues come from Paid Search. Google makes no money on Organic Search. The fact is that Google is giving more space and better positioning to Paid Search and that is not changing anytime.

In the screen shot above, there are 7 paid search ads visible and only two organic advertisements. This is typical of the first page of search; most people make their buying decision on the first page based on what they see without scrolling down. The bottom line is, Paid Search gets more real estate on Google, Yahoo and Bing than Organic Search.

- Priority 2 for your Paid Search program is to bring new customers through your doors.
- When it comes to Priority 3, see Priorities 1 and 2.

**SUGGESTION #4: WHEN YOUR CAMPAIGN BEGINS, FOCUS ON THE PROCEDURES THAT DRIVE YOUR STRONGEST ROI.** In other words, if your strongest ROI as a company is with a “Cool Laser” and “Tummy Tuck” procedures, focus on buying those types of keywords.

In summary, commit to Paid Search and utilize an expert for your online advertising. A company that has a history of speaking at Google conferences is often times an industry leader. Focus on what you do best as a company and hold the Paid Search agency accountable for your results.

Mike Ostrom is a founding member of Ai Media Group. Mr. Ostrom and his team have managed hundreds of campaigns ranging in size from $5,000 a month to over $5 Million a month. Mr. Ostrom speaks at national advertiser events explaining the importance of ROI when it comes to Mobile and Desktop search marketing. “Track Leads, Not Clicks” is the company motto.

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Ai Media Group partners with Search Engine Associates. Jane Vanderburgh, Vice President at SEA has 14 years of experience in managing online, OOH and Yellow Page advertising programs at all levels. janev@nypmnet.com 800-714-3384.
Treatments, Ultherapy + Microdermabrasion often augments Ultherapy response. Fillers restore lost volume. Notably, Botox stackable treatments creates a synergy that trauma. Ultherapy lifts and tightens, Botox delivers excellent results with little facial power. A minimally invasive gift you can achieve today with these kinds of stackable nonsurgical treatments, there are still some potential disadvantages to keep in mind, including the need for patient compliance and patience. While injectables provide more immediate results, Ultherapy can take up to 3 months for full effects. Also results from Ultherapy treatment can long outlast those from fillers and Botox. A retreatment schedule needs to be determined and communicated. Of course duration of treatment can also vary from patient to patient, and patients need to be prepared for a less than full correction.

SUCCESSFUL COMBINATIONS
Two successful combinations of stackable treatments that we perform at TFI include:

- Ultherapy + Filler + Botox
- Ultherapy + Microdermabrasion + Laser

My practice manager likes to call the first, Ultherapy + Filler + Botox, “the most powerful minimally invasive gift you can give yourself.” This combination of stackable treatments creates a synergy that delivers excellent results with little facial trauma. Ultherapy lifts and tightens, Botox smooths away fine lines and wrinkles, and fillers restore lost volume. Notably, Botox often augments Ultherapy response.

The second combination of stackable treatments, Ultherapy + Microdermabrasion + Laser, I call the “Facelift Facial.” Applying all three in the same session—beginning with Ultherapy, then microdermabrasion, and finishing up with the laser—creates an exceptional result also with minimal tissue trauma. Both sides of the skin are heated simultaneously—Ultherapy goes below the skin’s surface while the laser heats the external surface—so it isn’t necessary to be as aggressive with either one. Adding volume and Botox in the same setting and patients achieve comprehensive results.

STACKING SEQUENCE
In our research, we have found that Ultherapy should be used first. Keep your patients comfortable by using a low-volume, concentrated local regional block. Next comes filler, then skin resurfacing. In this sequence, Ultherapy won’t affect the filler and you will have a smoother surface for resurfacing. If using a laser to resurface the skin, it is very important to use a lower fluence, typically about 20% less, to ensure safety.

Despite all the possibilities we can achieve today with these kinds of stackable nonsurgical treatments, there are still some potential disadvantages to keep in mind, including the need for patient compliance and patience. While injectables provide more immediate results, Ultherapy can take up to 3 months for full effects. Also results from Ultherapy treatment can long outlast those from fillers and Botox. A retreatment schedule needs to be determined and communicated. Of course duration of treatment can also vary from patient to patient, and patients need to be prepared for a less than full correction.

Julius Few, MD, FACS is in private practice at The Few Institute for Aesthetic Plastic Surgery in Chicago, IL. Dr. Few serves as a Clinical Associate Professor for the Division of Plastic Surgery at the University of Chicago and is the immediate past president of the Illinois Society of Plastic Surgeons. Dr. Few has lectured extensively on the subject of cosmetic facial surgery and safety. He is also the author or co-author of numerous publications. In addition, Dr. Few has appeared on numerous news programs, including NBC, ABC, CBS, and CNN. He currently holds advisory positions on the subject of plastic surgery at CNN and Good Morning America. Dr. Few was included in Crain’s Chicago Business “Top Forty under 40,” for his work in Plastic Surgery Development in 2002.

Hormones and Skincare
Continued from Page 8

- Alteration in body composition
- Decreased energy, muscle strength and sleep function
- Mood changes
- Osteoporosis
- Decreased skin density and thickness
- Poor wound healing capabilities

MEDICATION-INDUCED HORMONAL FLUCTUATIONS
There are several prescribed medications that can have a direct effect on hormone production and imbalances. Tamoxifen or Femara, commonly prescribed for breast cancer patients, are estrogen antagonists. These particular drugs can also be used for men undergoing growth hormone therapy to stimulate bone development, or the treatment of gynecomastia, the development of breast tissue in men. Contraceptive use and hormone replacement therapy can also create sudden hormonal shifts.

Any significant hormonal change can have a substantial impact on the skin. Once hormone levels are balanced, associated skin conditions will either subside or treatment will be much more effective.

When treating hormonally-induced pigment, treatment plans should include:

- Gentle exfoliation and increased cellular turnover
- Melanogenesis-inhibiting ingredients
- Anti-inflammatories to reduce underlying redness
- Neurotrophin over-production inhibition
- Broad spectrum UV protection

Hormonal acne treatment should include:

- Gentle exfoliation and increased cellular turnover
- Excess sebum control
- Inhibition of P. acnes proliferation
- Inhibition of 5 alpha-reductase
- Hydration balance in menopausal women
- Broad spectrum UV protection

Treating hormonally-induced skin conditions can be challenging, but with proper daily care and a professional treatment regimen in place, minimizing the effects can be attainable.

Cynthia Price is a practicing dermatologist and pediatric dermatologist, having graduated from the University of Arizona with her medical degree in 2001. She completed a fellowship in Pediatric Dermatology from the University of Miami in 2007, followed by residencies at the UCLA Medical Center (Pediatrics) in 2008 and the University of Miami (Dermatology) in 2011. Dr. Price has been a staff member at Scottsdale Healthcare Osborn, Phoenix Children’s Hospital and Linder Dermatology & Skin Cancer Center since 2011.

www.jenniferlindermd.com
Chemical Peels were never this Chest-Worthy!

Of the many body parts that withstand the ravages of time, the delicate décolletage is not one of them. Years of neglect and exposure often produce mottled hyperpigmentation, rough texture and wrinkling.

Though there is a real need for aesthetic improvement of this sensitive area, most treatments are limited in their effectiveness or are harsh to chest area skin.

Introducing the DecoGloss Peel, a precise combination of exfoliators. Salicylic acid and enzymatically-enhanced Arbutin in an anhydrous gel vehicle that limits ionization. Limiting ion creation means limiting the pain and cellular injury associated with traditional acidic peel solutions.

After a 10 minute contact period, the peel gel is wiped from the skin using a solvent containing potent Retinol. The remaining residue is left on the skin an additional period of time before wash-off. Patient compliance is assured with home care products consisting of a gentle, fragrance-free cleanser, emollient sunscreen, soothing moisturizer and brightening night cream.

Once you and your patient see the results of the DecoGloss Peel, you'll understand why we call it “Chest-Worthy!”

DECOGLOSS Peel

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DecoGloss products shown include:
- Exfoliant Sunscreen Broad Spectrum SPF 30
- Anti-Redness Soothing Balm
- DecoGloss Recovery Cream
- Peel Solution
- GLOSS Anti-Rashness Foaming Cleanser