

FACE facts

SPRING 2008

News from Rejuvenis Facial Cosmetic Surgery and Medical Spa



A Note From Dr. Russo:

Happy Spring from all of us at the Rejuvenis Red Room.

For those of you who are current or former patients, you have already visited the Red Room and know the superb level of care and personal attention that you receive here. So this issue of Face Facts will tell you a little bit about some new procedures that we are now offering here at the Rejuvenis Red Room.

If you haven't yet had the pleasure of experiencing the Red Room, please consider this a formal invitation to visit us. Here you'll find a warm and comfortable environment where you can safely and privately review treatment options. You'll find a surgery office, medical spa, and a new outpatient surgical suite with a welcoming staff eager to carefully explain the options offered by each. And you'll find a local doctor you can trust with your face and skin because faces and skin are all we do.

So whether you visit us for facial cosmetic surgery to refresh after the long, dry winter or for a medical facial to ensure that your skin is glowing for the summer months, we hope to see you soon.

Ron Russo, MD
and the staff of Rejuvenis

Skin Resurfacing at Rejuvenis Medical Spa

Over time, the effects of aging begin to show up tangibly in the skin and most noticeably on the face. Dramatic improvements have been made in the ability of lasers to slow or even reverse these outward signs of aging.

Understandably, many with active lifestyles don't want to spend a lot of time recovering from laser resurfacing. Fortunately, Micro Laser Peel and ProFractional laser resurfacing from Sciton® result in very little down time while still slowing the aging process.

Sciton® Micro Laser Peel and ProFractional is the most advanced laser skin resurfacing available today. This amazing laser resurfacing technology allows us to dramatically rejuvenate skin with fewer risks and much less down time than the older laser resurfacing technology, sometimes as little as one or two days.

(continued inside cover)



Discuss your options privately in our Red Room with a staff who only cares for faces and skin.

"...dramatically rejuvenate your skin with fewer risks and much less down time..."

Ask Dr. Russo

You have questions about your face and skin. Dr. Russo has the answers.



Dr. Ron Russo, MD

Q: I don't have the slightest idea what I want (or IF I want anything) done. All I know is I'm starting to wrinkle a bit and now that the kids are all in school, I have time to start taking care of myself a little better. What do you recommend?

A: *I hear this all the time. Women in their late 30's and early 40's who want to do something, but aren't sure what. The answer is unique to each person. The best thing to do is to schedule a consultation and let us listen to your concerns and educate you about your options. They may range from simple skincare or makeup recommendations to a plan for non-invasive, minimally invasive, non-surgical and/or surgical procedures. In any case, there's no pressure; we're pleased to take the time to educate our patients about skincare, the aging process and treatment options.*

Q: It seems that lately there has been a lot of negative media coverage about cosmetic procedures. Are they really safe?

A: *Last year there were over 12 million cosmetic procedures performed in the U.S., which were associated with relatively few problems for patients. However, negative results make for better stories, so unfortunately, the media is typically focused on problems resulting from cosmetic procedures rather than the benefits. Also, as more non-core specialists get into cosmetic surgery and medicine to offset the negative financial impact of medical insurance reimbursement, there are more complications which can be attributed to non-trained and inadequately trained practitioners performing outside their scope of practice. My patients can feel confident in my education and experience. I am a board certified facial plastic surgeon whose practice is devoted exclusively to the full spectrum of cosmetic surgery and treatment of the face and skin.*

Q: I went to visit my sister in Houston and she gets her Botox injections at the mall. I don't even think there was a doctor in the office at all and it made me nervous. Is this safe?

A: *It does seem that more and more doctors are opening practices in multiple locations or even multiple offices that specialize in vastly different types of medicine (medical spa services at one and, say, urology at another). There's nothing wrong with receiving Botox injections at the mall — what you need to focus on is the doctor: Is he or she always onsite or are they spreading themselves amongst more than one location? Do they specialize in facial procedures or is their primary specialty something else entirely? These are the questions you should ask before having any kind of facial or medical procedure.*

Do you have a question for Dr. Russo?
Email it to: info@rejuvenisbeauty.com

Skin Resurfacing at Rejuvenis Medical Spa

(continued from cover)

Patients who receive treatments with the Sciton® laser system are usually treating one of these problem areas:

- dull, weathered skin
- lax, inelastic skin
- sun damage
- leg and facial veins
- redness
- hair removal

Sciton® Micro Laser Peel and ProFractional treatments have a shorter recovery time than other ablative resurfacing lasers in fewer treatments with superior results and our patients have generally been very pleased with the positive results they receive from their Sciton® treatments.



Before



After

live beautifully.

Give the Gift of the Red Room

For birthdays, anniversaries or "just because," consider giving a friend or loved one a gift certificate to the Rejuvenis Red Room (available in any amount).

The options for how to use it are endless, but he or she might choose:

- **A CHEMICAL PEEL** — Renew and refresh your skin with a chemical peel. They improve skin tone, soften fine lines, reduce bacteria causing acne and minimize oil production. With a comprehensive assortment of acid solutions, our experienced estheticians can customize treatments using a unique technique of layering, sectioning and blending to achieve your desired results.
- **PERLANE®** — Everyone loses facial volume as they age, especially around the mouth or under the eye where dark circles lurk. Perlane® is the newest FDA approved injectable filler treatment for moderate to severe facial wrinkles and folds. The addition of volume in problem areas makes the most notable difference in your appearance by immediately lifting the years away, "filling in" lines and restoring youthful contours. Dr. Russo doesn't utilize just one type of filler, but rather, a palette of different fillers to customize treatment for each patient's needs.
- **VELASHAPE™** — Now is the time to get ready for swimsuits and summer shorts. VelaShape™ is the only FDA approved non-surgical alternative to liposuction to contour the body. It safely delivers heat into fatty tissue to reduce cellulite and firm problem areas. It can be used to target problem areas including tummy, thighs, buttocks, hips and saddlebags. In just four treatments it can contour your body and with additional treatments you can actually reduce your cellulite.
- **PERMANENT MAKEUP / COSMETICS** Intradermal Pigmentation is a method of applying micro insertions of natural pigments into the dermal layer of the skin to provide lip liner/color, eyebrows and eyeliner. This technique is medically proven and specifically designed to be completely safe (see examples below).
- **SCULPTRA™** — An injectable agent which adds volume to the treated area by stimulating the patient's tissues to produce their own collagen. The desired effect can usually be achieved in three to four treatments.



Give the gift of the Red Room and give the gift of beautiful skin.



Before



After



Before



After

Permanent makeup is safe, easy and makes your morning routine that much more simple.

rejuvenisbeauty.com

Designer Cosmetic Surgery: Procedures That Over Promise & Under Deliver

by Dr. Ron Russo, MD

It seems that you can't turn on the television, open a magazine or even the mail without finding someone touting the benefits of a designer cosmetic procedure such as S-Lift™, Thread Lift™, Quicklift™, Lifestyle Lift™, or Lipodissolve™ — just to name a few.

These individuals are trying to reap the benefits of being the sole provider of a "new, revolutionary", too-good-to-be-true panacea by offering less and selling it as more. Claims are made for shorter incisions, less risk, less anesthesia, no pain and no recovery and with the same or better results as established procedures. These claims would appeal to anyone; and should, if they were true.

This takes us back to what our parents taught us as children — "If it sounds too good to be true, it probably is" and "Let the buyer beware."

The facelift operation has been around for over 100 years. As with all procedures, there have been changes and refinements — some good, some not so good — over the years. Overall, the procedure has been refined. But never during its lifetime have there been more insignificant changes with claims of superiority of one technique over another than in the past 5-10 years.

As a face and skin specialist, I learned a short flap, shorter scar facelift technique during my training 25 years ago. The operation got progressively bigger and more complex over the next 15-20 years

and my technique evolved over time. Over the past 5 years, the trend has been toward a smaller procedure and the proliferation of small variations on that procedure — many of which have been trademarked by entrepreneurial practitioners.

"My personal goal in rejuvenating a face is to restore the natural-looking, more youthful appearance without leaving a 'done look,' using techniques with proven reliability, longevity of results and safety."

The most valuable information that has been learned about facial aging over the past two decades is that it is due primarily to two factors: Loss of elasticity resulting in laxity of the skin and loss of volume below the skin, including bone, muscle and structural fat. These two factors in combination allow gravity to affect the face much the way it affects a balloon from which the air has been released. The balloon deflates, droops and becomes shriveled.

For many years we treated this shrunken balloon, which is the aging face, by pulling, lifting and stretching the skin resulting in that all too well known windswept look, due to flattening of the three dimensional facial contour.

While counteracting the effects of gravity by lifting is an important aspect

of facial rejuvenation, the way to restore a face to its previous appearance is to restore the volume, much like the deflated balloon. And because of the nature of the skin, it's also possible and necessary to improve the skin's tone and elasticity. Finally, there will be some excess, drooping skin that will benefit from "lifting."

My personal goal in rejuvenating a face is to restore the natural-looking, more youthful appearance without leaving a "done look," using techniques with proven reliability, longevity of results and safety. It's clear that this requires treatment of the damaged skin, and restoration of facial volume, along with repositioning and removal of drooping, excess skin. The need for these three components varies from individual to individual due to variations in age, anatomy and patterns of aging. So one size *never* fits all. No one operation is right for everyone and no one combination of procedures is the answer to correcting every aging face, as tempting as the marketing may sound.

The only successful approach to natural restoration of the face is, first, an evaluation by an experienced practitioner with a strong aesthetic sense; second the creation and application of a customized plan to restore the facial skin, revolumize the face and reposition and remove excess skin with meticulous attention to detail. Anyone who tells you differently should not be trusted with your face and skin.

Dr. Ron Russo, M.D. is a board certified Facial Plastic Surgeon and a specialist in facial and skin rejuvenation. He is the Director of Rejuvenis Facial Cosmetic Surgery and Medical Spa.

relax. refresh. beautify.

Turn Back Time with HydraFacial MD™

HydraFacial MD™ is the latest non-surgical, non-invasive serum-based skin resurfacing and rejuvenation treatment. And, now, it's available at Rejuvenis Medical Spa!

HydraFacial™ removes dead skin cells and impurities while simultaneously bathing the new skin with cleansing, hydrating and moisturizing serums. The treatment is soothing, refreshing, non-irritating and immediately effective.

Experience instant results without pain, downtime or irritation. Contact Rejuvenis today to see how the positive effects of HydraFacial MD™ can turn back time for you.

Choose a doctor who only cares for faces and skin.

Choose Dr. Ron Russo, MD, a board certified facial plastic surgeon.

The Not-So-Sweet Side of Sugar

Most people don't realize that sugar is considered the main dietary cause of premature aging. Over time, consumption of excess sugar can result in a loss of skin elasticity and damaged collagen by a process known as glycation. Limit your intake of sugar and simple carbs and you'll help to limit wrinkles and sagging.

Beautiful Skin without Using a Sandblaster

Rejuvenis is the only office in the area that offers DermaSweep™, a system that takes microdermabrasion to a whole new level by eliminating messy and sometimes uncomfortable crystals that other systems use to remove dead skin. Instead, gentle abrasion is used with suction to remove the dead, outer layer of skin in order to stimulate and reveal new, healthy skin underneath.

Most everyone can enjoy the rejuvenation benefits of DermaSweep™. See for yourself how Dr. Russo and his staff can help you achieve beautiful skin at Rejuvenis Medical Spa.



 live beautifully.

Rejuvenis in Champaign provides the ease of receiving treatments close to home while still offering confidentiality in a discreet location.

Schedule a Red Room visit by calling 217.355.7546.

rejuvenisbeauty.com

2-for-1

PURCHASE ONE HYDRAFACIAL ADVANCED TREATMENT AND RECEIVE A SECOND FREE.

A \$225 value — non transferable.

Offer expires June 30, 2008.

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Gift card valued at 10% of the laser package cost. Up to a \$500 value.

Offer expires June 30, 2008.



rejuvenis

facial cosmetic surgery
& medical spa

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Rejuvenis in the News

Dr. Russo is part of the teaching faculty of the "Focus on Aesthetics Forum" series, which is a recurring, one day seminar in various cities around the U.S. He speaks on various topics relating to Aesthetic Laser Treatment and performs live patient demonstrations of injectable dermal fillers and laser treatments.

We are excited to be offering *Care Credit*. Financing is now available at Rejuvenis!

Dr. Russo has had several recent appearances on the WCIA Morning Show Medical Segment. Keep an eye out for him on Wednesday mornings!

Rejuvenis is expanding and adding a new state-of-the-art surgical suite. This facility will better accommodate our patients by offering more flexible scheduling, more competitive fees and a more private setting for surgery.

Upcoming Events

Please join us in celebrating the newest addition to our practice, the Rejuvenis Surgical Center, our private state-of-the-art outpatient surgical facility.

Thursday, May 1, 2008

4 - 7 p.m.

2504 Galen Drive, Suite 107

Guests are welcome, bring a friend. Space is limited.

Please RSVP by April 28, 2008 to Kathy at 217-398-4856 or Kathy@rejuvenisbeauty.com

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