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E-Newsletter of Skin Rejuvenation Clinic of Edina July 2011

Product Spotlight

NEW!
IS Clinical White Lightening Complex and White Lightening Serum

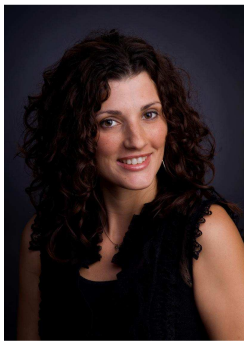
IS Clinical introduces 2 new lightening products that are a nice alternative to hydroquinoine products. They are non-systemic and safe for women who are pregnant or lactating.

See nice results with iS Clinical White Lightening Serum. Clinically proven to reduce discoloration and hyperpigmentation up to 75% in only 3 months, this fast-acting powerful serum uses Norwegian sea kelp extracts and botanical acids to lighten and smooth skin.

Don't miss our fantastic July specials below this month's feature article...

The Importance of Antioxidants in your Daily Skin Care Routine

By Gena Pacheco, Aesthetician



We all know that sunscreen is a must in our daily skin regime to protect us against UV damage. But are you also aware that the topical use of antioxidants are just as important? If you begin your day by applying antioxidant rich products, your skins' defense against free radicals will be increased.

Free radicals are responsible for tissue damage; they are damaging to the skin and result in premature aging. Free radicals are unstable molecules and look to bond or steal an electron from healthy molecules, starting a bad chain reaction. Antioxidants help to stop this chain reaction by feeding the unstable molecule electrons.

Studies show that topically applying protective antioxidants along with a UVA and UVB "broad spectrum" SPF 20 sunscreen (minimum daily use) to the skin before sun exposure increases the skins' ability to fight free radical damage. Antioxidants don't work the same way that sunblocks or sunscreens do, so you still need a daily SPF. While sunblocks and sunscreens absorb or reflect out UV radiation and antioxidants' neutralize the UV rays, photo-protective topical antioxidants work by the inhibiting the UV-induced

iS Clinical White Lightening Complex is a slightly stronger brightening product and all-around antioxidant and hydrator. The complex utilizes a blend of proprietary lightening ingredients and pharmaceutical grade botanicals to tackle the 5 stubborn aspects of hyperpigmentation. It also provides a controlled exfoliation of the skin.

Save 10% off in July!
Sale prices:

White Lightening Complex: $112.50
White Lightening Serum: $103.50

IS Clinical Cleansing Complex

This all-in-one cleanser (no toner needed!) incorporates a balance of bionutrients, antioxidants and mild resurfacing ingredients that thoroughly cleanse the surface and pores of the skin without stripping essential natural oils. This clear, lightweight cleansing gel is powerful, yet gentle enough for hypersensitive skin.

biochemical changes that lead to photo-aging. By combining the two products you will are essentially making it doubly difficult for free radicals to do their damage.

Skin Rejuvenation Clinic carries a number of superior skin care lines that are comprised of antioxidant rich ingredients. Some of my favorites include IS Clinical's Pro-Heal, Super Serum, Youth Complex and Youth Eye Complex (See July Specials below and save on IS Clinical this month!) I also recommend the Skin Medica TNS Recovery Complex , Vitamin C+ E Complex and the TNS Essential Serum from the SkinMedica line.

If you are wondering which antioxidant product is best for your skin, call our office at 952-920-6545 to book a free 15-minute product consultation with myself or one of our other knowledgeable aestheticians and we will help you determine which prescription-strength product is best for you... and your budget.

July Specials

We sold out of last month's Radiesse "Buy 1 Get 1 Free" special within a week. Due to the overwhelming repsonse, we would like to offer another Radiesse special the month of July:

Buy 1 Syringe of Radiesse® Dermal Filler, Get 1 HALF-PRICE, a Savings of $347!

Due to the overwhelming response (and rapid sellout) from last month's Radiesse sale, we are offering another special on the popular dermal filler. Radiesse® is a safe, effective way to temporarily fill areas such as: cheeks, nasolabial folds, marionette lines, smile lines, lip lines, deep folds, hands, temples and jowls. Radiesse typically lasts 12-15 months and is regularly priced at $695 per syringe.

Terms/Restrictions:
Treatment must take place by July 31, 2011. Supplies are limited, offer only valid while supplies last. Cannot split syringes with another person. Syringes must be used during the same visit.ot valid with any other offer, discount coupon or certificate

·Deep cleans skin can pores without drying.

· Gently removes and resurfaces dead skin cells.

· Helps to control acne.
· Prepares skin for treatment products.

Purchase any IS Clinical product in July and get an IS Clinical Cleansing Complex at HALF PRICE (save $19!)

NEW Aesthetican Service: "After Sun Facial" $99 for a Limited Time

The After Sun Facial is a gentle, soothing facial treatment that is geared for those who have had recent exposure to the sun or who have been to other elements that have caused the skin to look weathered. The After Sun Facial begins with a gentle exfoliation (either a light microdermabrasion or dermaplane) followed by a thorough infusion of lipid serum and an application of detoxifying vitamin C firming mask. The treatment concludes with a Gentle Waves LED photomodulation treatment that helps even-out skin tone and reduce redness as well as an application of prescription-strength post-skincare products.

Face | 45 minutes | $99
Face, Neck & Décolleté | 60 minutes | $120

10% off these NEW Products: iS Clinical White Lightening Serum & White Lightening Complex

See nice results with iS Clinical White Lightening Serum and/or White Lightening Complex. Clinically proven to reduce discoloration and hyperpigmentation by 75% in 3 months, White Lightning serum uses Norwegian sea kelp extracts and botanical acids to lighten and smooth skin. iS Clinical White Lightening Complex is an effective product to help brighten skin. This lightening product utilizes a blend of proprietary lightening ingredients and pharmaceutical grade botanicals to tackle the stubborn aspects of hyperpigmentation.

SALE PRICES: Serum $103.50 | Complex $112.50

Buy any iS Clinical product, Get HALF-OFF iS Clinical Cleansing Complex

Current Rebates:

1) STARTING JULY 15: Get up to a $100 rebate on Dysport. For rebate details, restriction and redemption guidelines, see detailed information toward the bottom of this email. Offer runs July 15-Sept 30, 2011

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Recap of New Sunscreen Regulations

By Dr. Beth Hagberg

I'm happy that the FDA recently announced they were changing the requirements for over-the-counter sunscreens. For years, we've been educating patients on the importance of choosing a "broad spectrum" sunscreen versus a sunscreen with just a high SPF. We are in full agreement with the FDAs changes and feel the changes will make choosing a sunscreen less confusing for consumers.

The most important changes to note with the new regulations:

- Sunscreens can now be tested and if they pass, they can claim to be a "Broad Spectrum" product. This is important because it means that a product protects against harmful UVA rays (aging) and UVB rays (burning). Also, for Broad Spectrum sunscreens, SPF values will indicate the amount or magnitude of overall protection. So we recommend choosing a "Broad Spectrum" sunscreen with an SPF of 15 or higher.

- Only Broad Spectrum sunscreens with an SPF value of 15 or higher can claim to reduce the risk of skin cancer and early skin aging if used as directed with other sun protection measures. Non-Broad Spectrum sunscreens and Broad Spectrum sunscreens with an SPF value between 2 and 14 can only claim to help prevent sunburn.

- Sunscreens can no longer be labeled "waterproof" or "sweatproof," or identify their products as "sunblocks."

- Sunscreens also cannot claim to provide sun protection for more than 2 hours without reapplication or to provide protection immediately after application (for example--"instant protection") without obtaining FDA approval.

- Water resistance claims on the front label must indicate how long the sunscreen remains effective while swimming or sweating, based on testing.

- All sunscreens must include standard "Drug Facts" information on the back and/or side of the package.

Dysport Think Outside the Bo**x is a coupon program that works by providing you a rebate limited to either $50 or $100 for one treatment with *Dysport* (abobotulinumtoxinA). This offer is limited to patients over the age of 18 who receive a *Dysport* treatment for the temporary improvement in the look of moderate to severe frown lines between the eyebrows (glabellar lines). To participate in this offer, you must receive a *Dysport* treatment between July 15 and September 30, 2011. If you have any questions about *Dysport* Think Outside the Bo**x, please call toll-free **866-222-1480**. If you would like to check the status of your rebate check(s), visit www.rapid-rebates.com.

Step 1: *Dysport* Treatment and a $50 Rebate (Total Rebate = $50)
Receive a *Dysport* treatment between July 15 and September 30, 2011. Within 30 days after your treatment, you must: (1) sign up for *Dysport* Think Outside the Bo**x (at www.DysportUSA.com or through a self-mailer rebate form from your healthcare professional), and (2) mail your completed rebate redemption form with an itemized receipt for your treatment to the address found on the form. Credit card receipts will not be accepted. Your rebate submission must be postmarked within 30 days after the date of your treatment and no later than October. Step 2 below is not required to participate in this offer or to receive a $50 rebate check. 31, 2011, and must be received by November 30, 2011

Step 2: Additional $50 Rebate (Total Rebate = $100)
You are eligible for an additional $50 rebate check (total rebate = $100) if you purchased and received a treatm treatment. To request the additional $50 rebate, you must: (1) follow the offer rules in Step 1 above, and (2) include in your Step 1 rebate submission a separate itemized receipt for your past Botox Cosmetic treatment. Credit card receipts will not be accepted. The treatment receipt for Botox Cosmetic must contain the following information: Botox Cosmetic name, doctor's office address, date of treatment, and amount paid. Rebate requests will be denied if the itemized receipt shows treatment in any area outside of the approved indication (glabellar lines).
ent with Botox Cosmetic at least 3 months and no more than one year before this *Dysport*

Eligibility Rules
You are eligible for this offer only if you paid for your entire treatment yourself and if no part of your treatment was covered by insurance or another third-party payor. This offer excludes any treatment that is reimbursed by Medicaid, Medicare, or other federal or state benefit programs, including state medical assistance programs. You are not eligible

for this offer if your private insurance, HMO, or other health benefit program paid for all or part of your treatment. If any form of reimbursement is sought from a third-party, you may be required to disclose the value of this rebate to that party. This offer is available only to patients, excluding claims from Medicis employees and their spouses. This offer is non-transferable. Offer valid only in the U.S. excluding territories and void where prohibited by law.

This offer is limited to one redemption per person and cannot be combined with any other Medicis offer or promotion. If you received a treatment as part of any other *Dysport* promotional offer, you may participate in *Dysport* Think Outside the Bo**x; however, you must wait at least 3 months between treatments. By submitting a rebate request, you agree to all terms and conditions of this offer and acknowledge that, in administering this program, Medicis may track your treatment activity and use your personal information to send correspondence in connection with this offer. Medicis reserves the right to verify treatment(s) and/or treatment receipt(s) received and/or submitted in response to this offer. Fraudulent claims are illegal and may be prosecuted. Medicis reserves the right to cancel or modify this offer without notice. All rebate requests become the property of Medicis and will not be returned. Medicis assumes no responsibility for lost, late, damaged, misdirected, misaddressed, incomplete or postage-due requests that fail to be properly delivered to the address stated on the rebate redemption form for any reason. Rebate checks will be issued in U.S. dollars only. Rebate checks and coupons are void if not cashed or used within 60 days.

Skin Rejuvenation Clinic / 6545 France Ave. S. / Edina, Minnesota 55435 /
952-920-6545 / www.skinrejuvenationclinic.net

Earn $200

If you refer someone to Skin Rejuvenation Clinic for ProLipo laser-assisted liposuction, you can receive a $200 credit to use toward future services. Ask a front desk staff member for more details on how to earn the ProLipo referral reward bonus.

Offer Expires: 8/31/2011

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