

NEWSLETTER

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BEAUTY IS FEELING GOOD

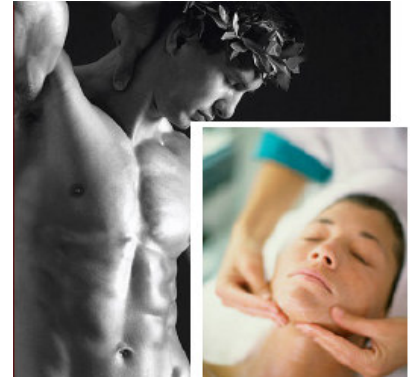
Try our SKIN TX and VIVIER PHARMA Skin Care line and make yourself feel good!

At PERMALASER *Beauty* is more than one ideal. We believe that it is in every one of us and it lies on the surface, sometimes it radiates from within. It is the only thing what we can see with our eyes, and feel within our hearts.

At PERMALASER our mission is to help you bring that beauty out to the surface with our specialty treatments of Photo Rejuvenation, our Beverly Hills Peel, a series of Microdermabrasion treatments or even our fantastic line of effective skin care products.

Spring has arrived and we strive to make you feel as good as you deserve! Let us help you make your skin radiate as much as your smile does! Beauty is feeling comfortable with your skin, so whichever treatment you choose, your skin will surely be appreciative!

Free consultations for all treatments, including Botox® and Restylane® are available weekdays at your convenience. Simply take a moment to schedule your appointment by calling 514-731-1545 or by email at info@permalaser.com with our booking expert Michelle. It will be her pleasure to schedule your appointment at a time that is convenient for you!



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Special articles in our May Issue!

- * Skin care: how important is it?
- * Exfoliation: is it truly needed?
- * Acne care: *Yes! It is possible!*
- * Dr. Adi Yoscovitch, FSCS(C)

Medical aesthetics
PermalaserTM
Esthétique médicale

Women's National Show, Palais des Congrès, April 4-6, 2008

PermaLaser had a huge success at the Women's National Show. Our booth was continuously surrounded by consumers asking information about our peels,

laser hair removal and Photo Rejuvenation to get rid of those age spots, fine lines and spider veins!

Our well-known facial plastic surgeon, Dr. Adi Yoscovitch also performed live injections at

the Restylane booth on Saturday, April 5th with great success. Individuals from the crowd waited in line for long periods of time so they can get their turn. Of course, they paid for the service, but he was the favorite of the day!

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Medical aesthetics
Permalaser[™]
Esthétique médicale

*Beauty is yours to
discover!*

We're on the Web!
www.permalaser.com

We at PermaLaser do the extras that other clinics do not. Our post-treatment care is unparalleled. We are constantly keeping abreast of developments in the Laser hair removal field. We believe that we offer the best laser treatments possible and offer quality treatments at a fair price where your safety is never compromised. Trust us with all your hair removal goals.

Sunscreen Protection!

It's a great time of the year! You'll be outside gardening, picnicking and playing your favorite sports. Enjoy your sun time and keep your skin healthy.

The SPF of a sunscreen is a laboratory measure of the effectiveness of sunscreen; the higher the SPF, the more protection a sunscreen offers against UV-B (the ultraviolet radiation that causes sunburn). The SPF indicates the time a person can be exposed to sunlight before getting sunburn with a sunscreen applied relative to the time they can be exposed without sunscreen. For example, someone who would burn after 12 minutes in the sun would expect to burn after 2 hours (120 min) if protected by a sunscreen with SPF 10. In practice, the protection from a particular sunscreen depends on factors such as:

The skin type of the user; The amount applied and frequency of re-application; Activities in which one engages (for example, swimming leads to a loss of sunscreen from the skin) and; the amount of sunscreen the skin has absorbed.

We at PermaLaser strongly recommend the use of sunscreen to keep your skin looking great! Try our Vivier Pharma Sunscreen as seen below!



VivierSkin[™] Daily Moisturizing Shield SPF 30 provides broad-spectrum protection from ultraviolet radiation across the UVC, UVB, and UVA light spectrum. For all skin types especially sensitive and aging skin that require a high-level of protection or is prone to photosensitization. Ideal for use under makeup.

Botox[®] Cosmetic for Men!

BOTOX[®] Cosmetic is approved for the temporary treatment of moderate to severe frown lines between the brows in people ages 18–65.

BOTOX[®] Cosmetic is certainly *not just for women*. Women may talk about their looks more often, but men are concerned about their appearance as well. In nature, some male species have all the luck when it comes to looks. Think about a peacock and a peahen. It's the male who's got that gorgeous train, not the female. And the father of the lion family is the one with the glorious mane. With humans, it doesn't always work that way, but the fact is, guys do care about their looks.

Why shouldn't they? A man who goes to the gym to work out and cares about his clothes and grooming is a man who not only cares about his appearance, but what it says about him personally, as well as in business.

Men are also doing something about their brow lines. A man who has pronounced lines between his brows may be perceived as angry or stressed—and he doesn't want to look that way. That's why it's not surprising that men are also choosing BOTOX[®] Cosmetic, a non-surgical, physician-administered treatment. *A BOTOX[®] Cosmetic treatment requires little time out of the office. So, it's possible to have the procedure done during a lunch hour and head right back to the office.*

We at PermaLaser do the extras that other clinics do not!

GentleLASE offers permanent hair reduction. This means that the number of hairs will be reduced but ALL hair is not permanently removed. Some areas are more effectively treated and some colors of hair are more responsive to laser treatment.

Hair forms in a pouch-like structure below the skin called a hair follicle. What we see as hair is actually the hair shaft, which is the keratinized, hardened tissue that grows from this follicle.

Humans have more hair follicles per square inch of skin than most higher primates, including chimpanzees and gorillas. Because most of this hair is fine and pale (called vellus hair), it usually is not visible to the naked eye. Consider this: the forehead has more hair follicles than any other part of the body. The thicker, fully pigmented hair most people consider "real hair" is called terminal hair. This hair is found on scalp, eyebrows, legs, backs, underarms. This is the hair the GentleLASE treats.

Everyone's hair grows differently, depending on age, weight, metabolism, hormones, ethnicity, medications, and other factors. But all hair goes through three distinct growth phases:



Active growth phase (called the anagen phase), which lasts up to several years. At any given time, the majority (85%) of our body hair is in this phase. During anagen, the hair has an abundance of melanin.



Regressive phase (catagen phase), which lasts about two weeks, during which the hair stops growing but is not yet shed. About 3 - 4% of our body hair is in this phase at any given time.



Resting phase (telogen phase), which lasts 5 - 6 weeks, at the end of which the hair falls out and a new hair begins to form. Approximately 10-13% of our body hair is in this phase at any one time.

The GentleLASE most effectively disables hair that is in the active growth (anagen) phase. Because all the hair in a treated area may not be in the anagen phase, more than one laser treatment may be necessary to remove the hair that subsequently enters the growth phase.