

FOR A LIMITED TIME

Special

40% OFF

Macrodermabrasion  
with masque

Every Tuesday & Wednesday

# NEWSLETTER

WWW.PERMALASER.COM

514-731-1545

## ENHANCING THE SENSE OF YOUR BEAUTY

### ONLY ONE OF ITS KIND

Candela's unique, Patented Dynamic Cooling Device (DCD) is integrated with all GentleLASE lasers. DCD reduces pain and maximizes patient protection by delivering a short, targeted burst of non-toxic cryogen onto the top layers of the skin milliseconds before the laser pulse. This evaporative coolant speeds up treatment, without affecting the underlying targeted hair follicles and blood vessels or impeding your visibility. Best of all, it helps decrease treatment times, and allows for quick recovery. To understand how the GentleLASE works, it helps to know a little more about how hair grows and how laser light vaporizes unwanted tissue. 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.

**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](mailto: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!

### VOLUME 3, ISSUE 3

#### In our June issue:

- Laser Hair Removal** for men and women. **1**
- Fotofacials:** *The benefits of rejuvenating your skin! No downtime, no recovery ...* **2**
- SKIN TX:** What is it? **2**
- Restylane:** *Enhancing your natural beauty.* **2**

### JULY 2008

#### Special segments in our July issue!

- **Vivier Pharma:** *The Art of Skin Care*
- **Macrodermabrasion:** *Smoothen your skin!*
- **Retinol Peel:** *Benefits for all skin types!*
- **Botox:** *The capability of reducing frown lines!*

### SPECIAL OF THE MONTH! 40% OFF

On our fabulous *Macrodermabrasion treatment with facial masque* every Tuesday & Wednesday during the month of May. Receive at your 3rd treatment a \$50 Gift Certificate towards any treatment of your choice (excludes injections).

Medical aesthetics  
**Permalaser**™  
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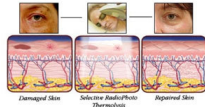
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Medical aesthetics  
**Permalaser™**  
Esthétique médicale

*Beauty is yours to  
discover!*

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www.permalaser.com

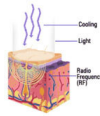
We at PermaLaser do the extras that other clinics do not. Our post-treatment care is unparalleled. We are constantly keeping abreast of developments in the Laser hair removal field. We believe that we offer the best laser treatments possible and offer quality treatments at a fair price where your safety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



## Photo Rejuvenation - FOTOFACIAL RF™ THE BENEFITS OF REJUVENATING YOUR SKIN!

*Beautiful skin at the speed of light™, a non-surgical and non-invasive skin enhancement :*

This is just not IPL, but a powerful and effective combination for treatments of the full face, neck, hands or body treatments **using Intense Pulsed Light and Radio Frequency Energy combined in the same pulse**. These gentle, no downtime treatments are used to improve the cosmetic appearance of the face, neck or body. The FotoFacial™ procedure has increased in popularity and recognition to the point where it is now one of the most commonly performed cosmetic procedures in North America. It has been featured in Allure, Cosmopolitan, In Style, Vogue, USA Today and numerous national and regional television shows. Many Hollywood stars and TV personalities rave about the FotoFacial RF™ and credit this procedure for the renewed health and vitality in their skin. The FotoFacial RF™ is the next generation in high-tech skin enhancement.



FotoFacial RF™ treatments are beneficial in the treatment of rosacea, flushing, redness, ruddy complexion, broken capillaries, spider veins of the face, sun spots, age spots, hyperpigmentation, melasma, chloasma, mask of pregnancy, freckles, wrinkles and skin laxity. The combination of Intense Pulsed Light and powerful Radio Frequency Energy produces improvements of 50 to 70%. The synergy of electrical (RF) and optical (light) energies are applied to the blemished area. Gradually and gently, the blemishes will lessen or be eliminated. At the same time, significant amounts of collagen, elastin and ground substances in the dermis will be produced, resulting in a noticeable and significant smoothing of fine to moderate wrinkles and textural irregularities of the skin. There are many lasers and devices on the market that claim to deliver state-of-the-art Photorejuvenation and you will notice a degree of improvement. However, there is nothing on the market today that can compete with the FotoFacial RF™. The combination of the Intense Pulsed Light and Radiofrequency provide the optimal degree of enhancement to all components of your skin. **PERMALASER offers you the choice of Skin Rejuvenation or the Advanced Skin Rejuvenation treatments depending on your concerns and desired results. Call us today for your FREE Consultation or to book your treatment at 514-731-1545!**

### SKIN TX: The Power to Enhance your Skin!

Many skin care products on the market today offer you promises of effective results for your acne, blemishes, hyperpigmentation, photodamage and for fine lines and wrinkles. You've purchased many programs and have been disappointed over and over again. *No longer!*

**Permalaser** introduces a new generation in skin restoration which is highly effective, easy to use and flexible **which delivers results!** **SKIN TX** is the customized daily care system that helps restore your natural skin radiance, only available in specialized clinics, used under the surveillance of our staff.

The secret to restoring your skin lies in the three phases of restoration: **Phase I:** by instructing your skin to generate healthier cells and relieve your skin of its damaged top layer. **Phase II:** focuses on allowing your skin to renew itself. As your skin builds a tolerance to the treatment, improvements in texture and tone become visible. **Phase III:** this final phase signals a new beginning. Your skin has been restored, surface problems have been corrected and you now have radiant, glowing skin!



### Are you ready for a change?

Ask for your FREE consultation today or call at 514-731-1545 to schedule your appointment.

### Restylane & Perlane: Enhancing your natural beauty.



Restylane® & Perlane® allows you to change what nature and time is taking away by restoring volume by supporting the skin's structure by working beneath the skin to lift and smooth lines, raise scars, fill in your nasolabial folds and increase the volume in your cheekbones, chin and give you luscious lips.

Restylane® & Perlane® are the best and most effective products which can add volume and smoothness to your skin. Both are based on a hyaluronic acid gel that closely resembles the body's own hyaluronic acid (does not contain animal proteins). *It is long lasting*, but not permanent lasting on average 6-9 months (duration variable on the product).

Today, many men and women are embracing the benefits of a healthy lifestyle to help them achieve a more youthful appearance. As part of this quest, thousands have chosen **Restylane®** or **Perlane®** to assist them in achieving their goal.



Nasolabial folds before.

After treatment with two Restylane® 1 ml syringes



After your treatment with Dr. Adi Yoskovitch, facial plastic surgeon, you might have some swelling, redness, pain, and bruising. This will normally last less than seven days. Although rare, red or swollen small bumps may occur. If you have had herpes before, an injection can cause the herpes to return. To avoid bruising and bleeding, you should not use Perlane if you have recently used drugs that thin your blood or prevent clotting.

*If you are pregnant or suspect you are pregnant or lactating, you should wait for any injections of dermal fillers.*