

FOR A
LIMITED TIME

40% OFF

MACRODERMABRASION
with masque

NEWSLETTER

WWW.PERMALASER.COM

514-731-1545

REJUVENATE YOURSELF!

Exfoliation: *The power to visually prolong the youthfulness of your skin!*

It is that time of the year again to realize the importance of exfoliation. Everyone ages; it's a natural process, but *why look older than we really are?* This said, there are now several ways to exfoliate to attain healthy looking skin. **Permalaser** offers you beautiful skin in partnership with our Macrodermabrasion treatments, Beverly Hills peel, Fotofacials and much more! Our highly effective skin care lines of Vivier Pharma and Skin TX (*marvelous on acne and acne-prone skin!*) are available for home use. We also recommend a gentle Vivier facial scrub to remove the dead skin cells sitting onto the surface of your skin. By exfoliating, you also allow your skin to breathe better, but it also helps your serums and moisturizers to better penetrate the layers of skin. *End result: Healthy, glowing looking skin!*



Permalaser offers you high quality professional services. Exfoliation can make a big difference on the health and quality of your skin. Macrodermabrasion, Fotofacials and/or peels also assist in diminishing fine lines, scars, and, uneven skin tones and sun damaged skin. *Treat yourself to 1-3 treatments before the summer! Beneficial for both men and women. All consultations are FREE!*

VOLUME 2, ISSUE 2

JUNE 2008

In our May issue:

The power to visually prolong the youthfulness of your skin!	1
Dr. Adi Yoskovitch, FSCS(C)	1
Acne care: <i>Yes! It is possible!</i>	2
Skin care: How important is it?	2
Botox® and treating Hyperhydrosis	2

Special segments in our June issue!

- **Laser Hair Removal** for men and women
- **Fotofacials:** *The benefits of rejuvenating your skin!*
- **SKIN TX:** *What is it? Skin care programs designed for dry, oily, hyperpigmentation and acne skin!*
- **Restylane:** *Enhancing your natural beauty*

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™
Esthétique médicale

Dr. Adi Yoskovitch, FRCSC© is a well known Montreal facial plastic surgeon specializing in facial rejuvenation.

At **Permalaser** you can receive your free consultation for Restylane, Perlane and Botox every weekday and injections Thursday evenings. Visiting **Permalaser** offers you several advantages to other clinics: you can receive a Laser Hair Removal treatment or a Macrodermabrasion and then, receive your injection with Dr. Adi Yoskovitch thus saving you precious time in your hectic schedule! *Book yours today!*

5845 Côte-des-Neiges
Suite 460
Montreal, Quebec
H3S 1Z4

corner of Linton
(parking in building or on Linton)

Tel: 514-731-1545

Fax: 514-731-3712

E-mail: info@permalaser.com

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.

Skin Care: How important is it?

There are essential steps in maintaining healthy skin: **Knowledge-Self Examination-Protection-Nurturing**

Permalaser believes that the first step to good skin health is to be knowledgeable about your skin and skin type. The second step is to note the differences in skin tone for hyperpigmentation and hypopigmentation.- skin which is susceptible to skin cancer (in general brown skin is less susceptible, but when it does strike it's more deadly). Examine your skin on a monthly basis for any changes; for all skin types early detection is important.

The third step is **Sunscreen**: use an SPF15 for brown skin types. Use an SPF 30 for whiter skins. For certain medical conditions, such as lupus, or take certain medications or have dark marks or skin discolorations, you may need sunscreen with an SPF30 or more. Look for products containing ingredients that protect the skin from both UVA and UVB rays.

The final step is **Nurturing**: cleanse your face daily to remove dirt, oil and makeup. Cleanse facial skin with your fingertips and massage gently in a circular motions. Use products *designed* for **your skin type**: oily, dry, normal, combination, sensitive, acne & acne prone, hyperpigmentation and rosacea. Exfoliate to remove dull, dead skin cells by using gentle exfoliating products. **Tone** your skin. **Moisturize** (day, evening) (moisturizers are available and don't forget your eye contour cream for the delicate skin around your eyes!). Finally wear sunscreen to protect your skin from both UVA and UVB rays.

The secret to beautiful skin for life: *Adapt to making positive changes. Drink water daily. Take care of your skin, nurture it, cleanse it, tone and exfoliate it and feed it products especially designed for your skin type. Ask us about our SKIN TX and Vivier Pharma skin care lines to nurture your skin! Free skin consultations are available.*

Acne care: Yes! It is possible!

Why is exfoliation so important for those with *acne*? *Exfoliation* is the removal of dead skin cells; an exfoliant is a product or procedure that reduces the amount of dead cell build up on the skin. Whether your case is mild or severe, regular exfoliation will smooth, soften and brighten your skin and reduce breakouts.

Every 28 days or so, a new skin cell is born in the stratum germinativum (the deepest layer of the epidermis). The cells travel up until they reach the uppermost layer of the skin. Once the cell reaches this layer, it is essentially dead and the process repeats itself. With those with acne, this process is not always the case. Acne-prone skin produces more dead skin cells and these are not properly shed. This is the reason exfoliation is so important; by exfoliating you can inhibit the formation of blackheads and blemishes and keep the follicles free of any blockages.

Permalaser recommends regular treatments of peels to assist you in treatment of acne. Good skin care is a critical part of your acne treatment routine. Cleanse twice daily with a cleanser; use toner or astringent (alcohol free); apply cream or oil free moisturizer/gel.

Do you know what you should *not do*? **Don't pop pimples!** More inflammation is created, spreads infected materials from the pores into other parts of the skin and this causes *more* blemishes!

Botox[®] and treating Hyperhidrosis

What is Hyperhidrosis: severe underarm sweating, (occasionally found in the palms and feet).

Botox injections have grown in popularity because they are fast and minimally invasive. Botox (also known as botulinum toxin) is frequently used worldwide in the treatment of Hyperhidrosis which cannot be managed with antiperspirants or other topical treatments. Botox injections help control excessive sweating. The doctor injects (on average, 50 units) the chemical into the underarm area (axilla) which then acts by temporarily blocking the chemical signals that stimulate your sweat glands. Patients normally notice a reduction in sweating within several weeks of their treatment, with results lasting 3-8 months on average. After repeated treatments, patients often report a more permanent reduction in sweating. It is possible that some glands may not respond and you may still experience some sweating in select glands.

Possible side effects: injection-site discomfort, bleeding or complete lack of underarm sweating. Just with any medical procedure, the choice to receive injections should always be well thought out and discussed.

Contraindications on all injectible products for pregnant or lactating women.