

## FALL SPECIAL

ADD the fabulous

Nourishing Refreshing

### "REPLENISH GOMMAGE MASK"

to any facial procedures for **\$35.00** (instead of \$70.00); it calms skin after IPL, laser or Chemical peels. It restores natural Ph back to 5.5 and deeply hydrates skin after summer sun exposure.

# NEWSLETTER

WWW.PERMALASER.COM

514-731-1545

## INCREDIBLE SKIN! INCREDIBLE YOU!

*Permalaser is proud to offer **elōs™**, the first and only technology that uses combined energies to effectively and gently reduce the appearance of problem veins on the legs and face. **elōs™** is truly the next generation of safe and effective vein treatment technology.*

**How does it work?** The unique **elōs™** combination of light and radio frequency (RF) energies provides controlled selective thermolysis to vascular lesions including telangiectasias and leg veins up to 4mm in diameter. The applicator also includes built-in contact cooling which ensures additional epidermal protection and comfort for the patient. Bi-Polar RF is controllable and predictable. The Bi-Polar Radio Frequency of **elōs™** technology flows between the two electrodes of the application head, delivering maximum targeted energy to the treatment area. **elōs™** can improve unsightly leg veins, facial spider veins and other unwanted vascular lesions. Spider veins and larger blue-green vessels on legs will gradually fade.



**Who can be treated with **elōs™**?** Anyone with unwanted leg veins or vascular lesions may be a candidate for treatment with **elōs™**. Removal of vascular lesions and veins with **elōs™** technology (laser and radio frequency) is a safe and effective alternative for patients who want non-invasive approach to vascular treatment. **elōs™** is the clear choice for patients who do not like needles or who have had adverse reaction to solutions that are injected into the vein during Sclerotherapy.

**The **elōs** Difference :** RF, a highly controllable energy heat source, works synergistically with optical energy ~ Enables use of light energy at a level that is safe for all skin types (less optical energy compared to conventional lasers and IPLs) ~ Poses no additional risk to the epidermis ~ Precisely targets areas "preheated" by optical energy and avoids cool areas ~ Provides enhanced penetration for improved treatment results.

**Minimal to no downtime:** Most people experience no side effects, though a few may exhibit some short-term local reddening.

### Are you ready for a change?

Call us today or drop by for a **Free Consultation**. Simply take a moment to schedule your appointment **by calling 514-731-1545** or by email at [info@permalaser.com!](mailto:info@permalaser.com)

### OCTOBER ISSUE #7

#### In this month's issue:

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### A MUST READ IN OUR NEXT ISSUE!

#### Special segments in the November issue!

- Removing unwanted hair this fall with the power of *Gentlelase!*
- Lip Augmentation options *before the Holiday Season!*
- Photorejuvenation = The power to renew yourself!

### SPECIALS OF THE MONTH!

Laser Hair Removal: Underarms \$99 Per treatment / New clients only.

Microdermabrasion by sea salt crystals:  
Full face \$99 (2 passes) with facial masque!

Medical aesthetics

**Permalaser™**

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Medical aesthetics  
**Permalaser**<sup>™</sup>  
Esthétique médicale

*Beauty is yours to  
discover!*

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We're on the Web!  
[www.permalaser.com](http://www.permalaser.com)

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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.

## What is Rosacea, Melasma, Telangiectasias and their optional treatments?

**What is Rosacea?** Rosacea is an unidentified chronic hereditary condition usually seen on facial skin, mostly seen in the early 20s, but usually does not start unless the ages of 30-60. The early stage rosacea is characterized by persistent redness and telangiectasias (spider veins) normally seen on the cheeks frequently followed by bumps (medically known as 'papules') and pus containing bumps (medically known as 'papulopustules'). Most commonly seen in fair-skinned individuals, rosacea affects more women than men; though men normally suffer from a more severe case of rosacea.



**Can Rosacea be treated?** Control of your Rosacea flare-ups is very important. If treated in the earlier stages with **Fotofacials** and a product such as the **Vivier Pharma Anti-Redness daily moisturizer** (available at Permalaser), you have better success in keeping it under control. As we age, rosacea normally is more difficult to treat due to the worsening conditions.

**What is Melasma?** Melasma is also known as chloasma or the mask of pregnancy. It is not a harmful disease, but can severely affect a person's cosmetic appearance. Melasma is skin discoloration (tan, brown, blue or black, dark brown to a deep grey) found most commonly on sun-exposed areas of the face. Sun exposure is said to be the biggest culprit. In the summer, melasma tends to darken after exposure to the sun, fading in winter when the sun is not as harsh. Melanin absorbs the energy of the sun's rays in order to protect the skin, tanning occurs as a result, causing dark areas to get even darker.

**What are the treatment options?** It is best to begin treatment at the first sign of melasma in order to have the best chance of preventing and treating it. The key to preventing melasma is sun avoidance and daily sunscreen use. However, for most of us, it is too late for prevention, and there are a number of treatment options available. Fortunately, there are some very effective treatments that will help even the skin tone more rapidly such as **bleaching creams**, **chemical peels** and **IPL Fotofacials**. Left alone, and not intensified by sun exposure, melasma tends to stay around for less than a year. Impacted skin cells with the discoloration are "surface" cells, and melasma becomes "permanent" if the discolored area splits, allowing these hyper-pigmented cells to go deeper into the skin layers. When the discolored cells with melasma are settled within your deeper dermal tissue levels, they resist conventional treatments.

**Also note that a patient presenting themselves with an Aspirin (salicylate) allergy cannot have a peel.** Be aware of the health of your skin is a major responsibility. Try to avoid drying your skin out, as well as over moisturizing it. It is a good rule of thumb to avoid sun exposure, but to use sunscreen daily with at least a **SPF 30** while taking in the appropriate precautions to counter the sun's rays, ensuring both your inside health and outside appearance are as well as they can be.

**What are Telangiectasias?** Telangiectasia (Pronounced: te-lan-jee-ek-taa-zsha) are dilated superficial blood vessels, which can occur in rosacea. Telangiectasia can also be found in inherited disorders or due to long term use of topical fluorinated corticosteroids; but most of the cases are of an unknown cause. You can tell if you have telangiectasias. Small, unsightly red, purple or blue blood vessels can be found along the surface of the face, upper chest and neck. On occasion, they can be found on other parts of the body, including the ones found of the legs (called spider veins).

**How can I get rid of telangiectasias?** These blood vessels are not abnormal and serve no particular purpose, therefore removal of these broken vessels with **spider vein removal with elōs™** providing us with a pleasing cosmetic appearance.

**For additional information on these conditions and their triggers, please contact PERMALASER or your DERMATOLOGIST. Permalaser offers PERSONALIZED FREE ASSESSMENTS at a time that is convenient for you!**