



Caring For Your Skin



Fall-Winter 2018

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Welcome to the latest issue of the **Caring For Your Skin** Newsletter. In this issue, I address:

- 1) Current Pre-Holiday promotions
- 2) Hand Rejuvenation
- 3) Crows's Feet Faceoff Study – Dysport vs. Xeomin
- 4) Skin damage from time in an automobile
- 5) Gift Cards

Current promotions

\$25 off Dysport – New Patients

Improve the look of moderate to severe frown lines with...

Dysport



For new patients or established patients that have never received Dysport treatments at the Rutland Skin Center - \$25 off one Dysport treatment (\$280 or greater), until December 10, 2018. No limits to the number of people who can participate in this offer. *Limited to one offer per person.*

\$100 off Dysport – Xeomin Crow's Feet Challenge - All Patients

See the Dysport vs. Xeomin Crow's Feet Face off challenge on page 4 of this newsletter for more details. This study is limited to ten patients.

\$50 off Restylane, Silk & Lyft – New Patients

Restylane Restylane Restylane

SILK

LYFT



For new patients or established patients that have never received filler treatments at the Rutland Skin Center before - \$50 off a single syringe of Restylane, Restylane Silk or Restylane Lyft. Treatments must be received by December 10th, 2018. *Limited to one syringe per participant.*

Get an additional \$20 off the above Restylane or Dysport offers if you have not yet registered for the Aspire Rewards program. To sign up for Aspire Rewards and get the \$20 treatment certificate click here <https://www.aspirerewards.com/app/home.do#how-it-works> We can also help you sign up by calling Laurie at 773-3553 a few days before your appointment.

\$100 off Restylane Defyne – All Patients



For all patients - \$100 off 1 cc syringe or \$200 off total for 2 syringes of Restylane Defyne. Treatment must be received by October 31, 2018. *Limited to 6 patients, and up to two syringes per patient.* Restylane Defyne is one of two new second generation filler products have been used in Europe under the name Emervel. This filler product, like the other Restylane family products (Silk, Restylane classic, and Lyft) is made of hyaluronic acid. ***The advantages of Defyne over the older Restylane products is that it causes less post-treatment swelling and it has more elasticity, resulting in a more natural looking result with facial expressions.*** The longevity is comparable to the other fillers, lasting up to a year when used in the lower face. The regular cost is \$590 per 1 cc syringe. So if you had significant swelling with fillers in the past, or wish to achieve more natural looking results in filling areas in the lower half of your face, now is a good time to try Defyne. For more information on Restylane Defyne: <https://www.restylaneusa.com/restylane-defyne>

\$150 to \$400 off Restylane Lyft Hand Rejuvenation – All Patients



Restore lost volume to camouflage the veins and tendons on your hands with Restylane Lyft. Usually 1 to 2 syringes are needed per hand for best results.

From now until December 10, 2018 we are offering 3 hand rejuvenation promotions with the equivalent of \$75 to \$100 off each 1 cc syringe of Lyft, **or a free intense pulsed light hand treatment (\$237 value)** when purchasing 3 syringes:

- 1) \$150 off 2 syringes, 1cc per hand
- 2) A free intense pulsed light hand treatment (\$237 value) with the purchase of 3 syringes, 1.5 syringe per hand
- 3) \$400 off 4 syringes with 2cc per hand.

Results are expected to last up to a year. This promotion is for hand treatment only.

For more on intense pulsed light (IPL) treatments see: http://www.rutlandskin.com/#services_photo_rejuvenation_fa

For IPL treatment hands must be tan free including artificial tans.



\$200 off Kybella jowl and double-chin treatments – All Patients



For non-surgical **permanent** fat reduction - Kybella may be the answer for you. Dr. McCauliffe has been using Kybella successfully for double chins, and “off label” for jowls and other areas. It is nice to have this permanent fix for areas of unwanted fat.

Save \$50 off first treatment and \$150 off the second treatment. Limited to five patients. Must receive the first treatment by December 14th and the second treatment by March 29th. The treatments should be spaced about 3 months apart. Typical treatment price of both jowls is \$300-\$450, and double chins approximately \$600. Patients usually require two or more treatments for optimal results.

To participate in this promotion you must sign up with the Brilliant Distinctions reward program at https://www.brilliantdistinctionsprogram.com/?cid=tab_kyb_c If you need help signing up, call Laurie in our office at 802-773-3553.

The nice thing about Kybella is that the results are permanent so additional treatments are not needed to maintain the effects!

For more information on Kybella see: http://rutlandskin.com/#services_kybella

Call 802-773-3553 to set up a Kybella consultaion to see if you are a good candidate. If you choose to be treated, the \$79 consultation fee will be applied toward your treatment fee.

Rejuvenation of the Hands



A recent survey of women aged 40 years and older revealed that almost 80% wish they could change the way their hands look. Dr. McCauliffe often hears his patients share similar sentiments and on multiple times has heard patient’s say their hands “are starting to look like my mother’s” or “grandmother’s hands”. The two most frequent complaints about hands are

the brown age spots and the loss of volume where the tendons and veins become more visible. The age spots are easily treated with cryotherapy and, or, intense pulsed light and other light-based devices. Treating the loss of volume involves placing fillers under the skin to help mask the veins and tendons that become more visible as we age and our skin becomes thinned. Fillers include fat grafts, Radiesse® (Merz) and now the FDA has approved Restylane Lyft® (Galderma) for this purpose. See: <https://6abc.com/health/fda-approves-popular-facial-filler-for-hand-rejuvenation/3733422/>

Hand rejuvenation treatments that can help thicken the skin include topical agents such as vitamin C and tretinoin, and medical microneedling. For more on skin thickening with tretinoin, vitamin C and microneedling see these discussed in a previous newsletter. <http://www.rutlandskin.com/Newsletter-Summer%202018.pdf>

Some providers also perform sclerotherapy to prominent blood vessels to shrink them down. There is some controversy regarding sclerotherapy of hand veins as these veins may be needed for future intravenous (IV) access during hospitalization and medical procedures. It is also very important to protect your hands from the sun as ultraviolet sunlight accelerates the skin thinning and the development of age spots. Dr. McCauliffe recommends that his patients wear gloves while performing yard work and applying sunblock when engaging in other outdoor activities.

Hand rejuvenation treatments have had a 100% satisfaction score on the patient feedback site RealSelf.com, <https://www.realself.com/hand-rejuvenation>

Crow's Feet Faceoff – Dysport versus Xeomin



In the US there are currently three approved forms of botulinum neuromodulators that are FDA approved for treating wrinkles: Botox®, Dysport® and Xeomin®. A few years ago we introduced Xeomin in our practice and a number of patients did not feel that it lasted as long, so we stopped using it. Dr. McCauliffe spoke to a Xeomin representative about this and he informed us that they have learned that Xeomin needs to be prepared differently than Botox and Dysport for injection for maximal effectiveness. To verify that this is the case Dr. McCauliffe wants to test Xeomin against Dysport. If Xeomin works as well, then others may want to try it, as it is less expensive. To encourage people to participate in this study we will reduce the treatment cost by \$100 (\$180 instead of \$280). **The study will be limited to ten participants.** One crow's feet area will receive Dysport and the other Xeomin, with the participants not knowing which product is used on each side. We will ask the recipient to return 2, 3 and 4 months after treatment for photos and to assess if one side wears off sooner than the other. The results of this study will help Dr. McCauliffe decide whether to offer the lower cost Xeomin in his practice.

Dr. McCauliffe chose to compare Xeomin to Dysport rather than Botox, as a previous study revealed that Dysport appears to last longer in the crow's feet area compared to Botox <https://abcnews.go.com/Health/botox-dysport-face-off-crows-feet/story?id=13888299> Additionally, the vast majority of Dr. McCauliffe's patients choose to use Dysport rather than Botox.

If you would like to participate in this study, call 733-3553 and let our receptionist know. Once we have enough participants we will schedule a treatment time.

Be aware that there are several other botulinum neuromodulator competitors in development, as discussed in the last newsletter: <http://www.rutlandskin.com/Newsletter-Summer%202018.pdf>

Ultraviolet skin damage while in an automobile

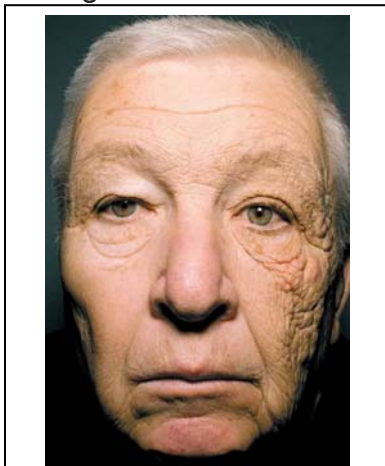


CRYSTALLINE					
3M Automotive Window Films					
Day Cool	Day Comfort	UV Protection	Block Tans/Prep	Maintain Appearance	Lifetime Warranty
Looks Hot. Feels Cool.					
Crystalline	CR 40	CR 50	CR 60	CR 70	CR 90
Visible Light Transmitted	39%	50%	60%	69%	86%
Total Solar Energy Rejected	60%	56%	53%	50%	34%
Infrared Rejection*	97%	97%	97%	97%	90%
Visible Light Reflected	7%	7%	8%	9%	10%
UV Rejection	99.9%	99.9%	99.9%	99.9%	99.9%

Many people do not realize that their skin is exposed to damaging ultraviolet sunlight while in an automobile. The front windshield of automobiles is now laminated and this blocks most (BUT NOT ALL) of the damaging ultraviolet (UV) light coming from the sun, but the other windows are not laminated and do not block this ultraviolet light as well. Some skylights in automobiles are laminated, but some are not. A recent study found that while the front windshield blocks approximately 94 percent of UVA rays, the driver's side window only blocked 71 percent. Of course having the side windows up will provide some UV protection compared to having them down.

"Multiple studies have demonstrated that individuals spending a large amount of their time driving have an increased risk of skin cancer and UV-induced skin damage on the left side of their body," said [Jason E. Hawkes, M.D.](#), University of Utah Department of Dermatology. "This damage is primarily due to the UVA light passing through the driver's side window."

https://healthcare.utah.edu/healthfeed/postings/2016/05/uv_windshield.php



This photo shows the results of sun damage from 28 years of truck driving. <https://metro.co.uk/2018/01/28/photo-truck-driver-shows-28-years-sun-damage-looks-like-7266641/>

Compared to UVB, UVA light has a longer wavelength, and more of it gets through automobile glass than UVB. UVA does most skin damage to cause thinning, wrinkling, and age spots. Sagging develops from UVA destruction of the skin's elastic fibers. And like UVB, UVA also causes DNA damage that gives rise to skin cancers, including melanoma.

There is a reason that car manufacturers may not use laminated glass for all the windows in a vehicle as they are more difficult to break for an escape route in times of an accident. <https://www.nbcmiami.com/news/local/-Laminated-Windows-Being-Installed-in-Vehicles-Prevents-Escape-in-Emergencies-180205471.html>

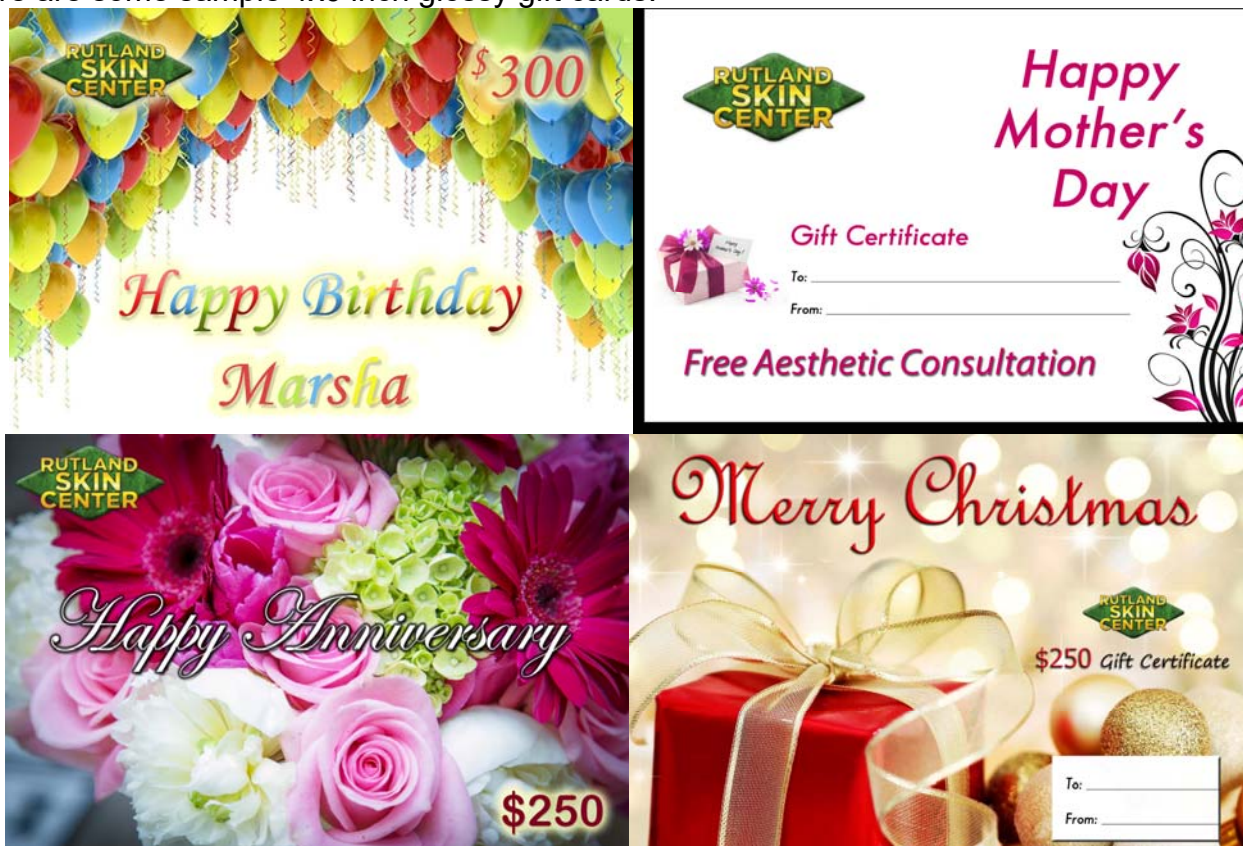
A solution to this problem would be for automobile manufactures to apply a strong ultraviolet protective film on automobile window glass. Until automobile glass is manufactured to better protect occupants from UV light exposure, drivers and passengers should be made aware of the detrimental affects of this exposure so that they can take measures to protect themselves such as applying sun screen before traveling in an automobile and, or wearing protective clothing such as long sleeves and driver's gloves. You an also have UV blocking films applied to your automobile windows as well as your home and workplace windows if you spend significant time by the windows. <https://www.skincancer.org/Media/Default/File/File/window-film.pdf>

Gift Cards

The Rutland skin center offers prepaid gift cards for aesthetic services. If you are interested in purchasing a gift card please call us, and provide us with:

- 1) The amount you want the card to cover (\$50 or above)
- 2) What the occasion is (e.g., Birthday, Mother's Day, Anniversary, Christmas)
- 3) How you want it addressed (e.g., To Mom, from Susan)
- 4) Arrange for payment (e.g., Provide a credit card #) and pick-up. We do not mail these.

Here are some sample 4x6 inch glossy gift cards:



This concludes our **Caring For Your Skin** Newsletter. If you are not on the e-mailing list and would like to receive future newsletters via e-mail, or would like to have a particular topic covered in a future newsletter, e-mail your request to C4YSkin@gmail.com



My staff and I hope you have an enjoyable fall and winter season.
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