

JCBanus MD SOLUTIONS

FROM THE PRACTICE OF DR. JOSEPH BANIS PLASTIC SURGERY

TABLE OF CONTENTS

Page 2

New Savings

Update on Breast Surgery
From Dr. Vera van Aalst

Page 3

Clinical Corner -
with Abbey Helton

Find the latest news
from our office by
joining our email list.
Send your information
to info@aesthetics.com

BEAUTY WITHIN



Dr. Joseph Banis

As times change economically as well as technically our focus has been changing to a greater awareness of alternative treatments available to enhance our outer beauty. Hence, the name of our newly formatted newsletter – Dr. Joseph Banis M.D “Solutions”.

I take great pride in offering a variety of services at multiple price ranges – treatments available surgically and non-invasively, skin care topical and ingestible – service that provides you with choices and true solutions.

Beauty from within is a new concept, but a real one. I have always been an advocate for good health, whether it is prior to surgery and losing that last 15 pounds to get optimal results or improving your diet to optimize your skin and achieve a healthy glow. Now our new vitamin supplements specifically formulated for the skin completes a need for further skin health and stimulation.

There is not another 100% natural skin vitamin available with equivalent strength and efficacy. Treating the skin from within is a concept I have felt for years was valuable not only as an adjunct pre-surgically to prepare the tissues for healing, but also as an aid in achieving a great complexion.

I appreciate your interest in our practice and welcome you to stop by any time to see us or ask any questions you may have. I invite you to make an appointment with one of our nurses for a skin evaluation at no charge or to discuss any services we offer here at the practice.

JCBanus MD

ALLURA SKINCARE - THE VITAMINS

As Dr. Banis discussed, a new concept for skin is treating the skin from within! Dr. Banis has formulated a clinical strength, 100% natural/vegetable capsule that treats the skin from within. Treating the skin from just the outside with topical creams and lotions can change your skin greatly (as so many of you know!), but what if you could provide even more stimulation and nutrition to your skin by treating it from the inside as well? You can, a one of a kind supplement that Dr. Banis has formulated himself to promote skin health. Did you know it is recommended to ingest 6-7 servings of vegetables and fruit a day? Good grief... how many of us actually consume this? Now, these vitamins will aid you in making sure that you have the right amount of vitamins and nutrients for optimal skin. There are two formulations one for regular skin and one for breakout prone skin. The cost is \$55/bottle which is a month's supply when taken twice a day as recommended.



(CONTINUED ON PAGE 2)



901 Dupont Road, Suite 202
(502) 589 - 8000
www.aesthetics.com



Joseph Banis, MD
PLASTIC SURGERY
MEDICAL SKIN CARE

901 Dupont Road, Suite 202
Louisville, KY 40207

901 Dupont Road, Suite 202 • Louisville, KY 40207 • Phone: (502) 589 - 8000 • Fax: (502) 589 - 8001 • aesthetics.com



- Allura Skincare - The Vitamins
- Clinical Corner
- Beauty Within
- Happy New Year
- Great Savings!

IN THIS ISSUE:

FROM THE PRACTICE OF DR. JOSEPH BANIS PLASTIC SURGERY

SOLUTIONS

Joseph Banis MD

SPRING 2009 | VOLUME 4, ISSUE 4

RESTYLANE EVENT MARCH 20TH

BUY 1 SYRINGE
\$525
2ND SYRINGE
\$325
3RD SYRINGE
FREE

Must come in have your service that day.

10%
OFF ALL
SKIN CARE
PRODUCTS

For the Month of March.

20%
OFF ALL
LASER SERVICES

For the Month of March. Also includes maintenance treatments.

Please visit us on the web at aesthetics.com to learn about all our great offers!

2

From the Practice of Dr. Josephs Banis

ALLURA SKINCARE (CONTINUED FROM PAGE 1)

ALLURAVIT SKIN

This formulation is perfect for those who have skin not prone to acne or inflammation like rosecea. The formulation contains anti-oxidants, vitamin A to promote collagen synthesis, vitamin E to enhance healing – just to name a few! You are already using our recommended skin care products and have seen a difference; it just makes sense to offer your skin the same internally. And internally, this will not only make the difference to your skin on your face, but your skin on your entire body because this will be systemic. This capsule does not replace your daily multi-vitamin, because this vitamin was made specifically for your skin. It also, does not replace any topical products you use but only to be used along with topical to make your skin even better!

ALLURAVIT CLEAR

This formulation was made for those who have acne prone skin, inflammation and irritation. It is full of natural vitamins and minerals to decrease inflammation, anti-microbial effect, wound healing as well as anti-oxidants just to name a few! When you think of acne skin what do you see – redness (often means inflammation) pustules (often means bacteria growth) these symptoms can be managed by natural ingredients. This product is suitable for young teenage skin as well and we are already seeing a difference with our teen patient's skin. Their smiling faces are worth a million dollars and why Dr. Banis starting researching alternative treatments.

UPDATE ON BREAST SURGERY



Dr. Vera van Aalst

For all of you interested in breast surgery, keep reading....

In January, I attended a breast surgery meeting in Atlanta, where experts from many counties discussed "tricks of the trade". To

say the least, I came back energized with new ideas! Some examples are:

BREAST ENLARGEMENT

As you know, implants filled with silicone are available again since 2007 and these implants have much improved over the older versions. As a matter of fact, about 75% of women now select silicone implants, over saline implants for breast enlargement. The latest silicone filled implants, which may soon become available in the USA, have a stable form (in the shape of a breast) and are already very popular in Europe and Canada.

BREAST REDUCTION/BREAST UPLIFT

These two very common procedures can now be performed with shorter scars and a more pleasing breast shape. It was good to hear other surgeon's tips, but most of these procedures we are already offering in our office.

BREAST RECONSTRUCTION

(after having one or both breast removed) This procedure remains challenging and really requires a "custom-made" plan. Good collaboration between general surgeon, plastic surgeon and oncologist is a must. We feel that this is important that this group of patients get well informed about the many reconstructive options that are available. Often it is possible to preserve some breast skin, which helps with the reconstruction. We are proud to offer as one of the few practices in Kentucky all options for breast reconstruction including implants and the use of patient's own abdominal tissue (TRAM flap). I hope to meet you for your breast surgery consultation!

Dr. Vera van Aalst is Certified by the American Board of Plastic Surgery



CLINICAL CORNER WITH ABBEY HELTON



Abbey Helton



LA ROCHE POSAY BIOMEDIC

LHA PRODUCTS

I am a big fan of the La Roche Posay-Biomedic line. Why? It is affordable with good clinical research. Do they come out with new products every three months? No, but what they do come out with is a solid good product line that delivers results. I am impressed with their new LHA Products – LipoHydroxy Acid. Okay, here comes the science...it is a fatty molecule attached to a salicylic chain. We know that Salicylic acids are good for breakout skin but also as anti-aging products. So by attaching this fatty molecule it makes the salicylic 6x more effective. Wow! Now let's not confuse that with 6x stronger, but 6x more effective! We have received three new products LHA Cleanser, Toner and Serum. They are a bit of jump up from the traditional Purifying Cleanser and Conditioning Solution (one of my

favorite and I feel best cleansers/toners on the market!), so change things a little. Add the serum before your Vitamin C in the morning and if you really want to jazz things up, add it before your Vitamin A at night. What are we seeing are; cleaner pores, decrease breakout and oh yes smoother skin. You know what I always say, change things up, switch things around – here is another chance to do that!

LHA Cleanser \$42
(lasts 3-5 months)

LHA Solution/Toner \$42
(lasts 3-5 months)

LHA Serum \$62
(lasts 4-5 months)



CLENZIDERM M.D. ACNE THERAPEUTICS (OBAGI)

We are always searching for the answer for acne prone skin. But, the real answer is this is extremely challenging and not one skin type is the same. Different skin breaks out in different ways. But we know that we will continue to search for solutions. This system is a benzoyl peroxide based program. However, it is different than others on the market in the fact that it is 5% (stronger- prescription strength) and it is solubilized. Other BPO treatments on the market are insoluble mean-

ing that they largely remain on the surface of the skin. The solubilized form is designed to penetrate deep in the skin and clear acne fast and effectively. If it penetrates deep into the root of the follicle/pore, it is able to treat acne where it starts. The system will not be for those who have acne and very sensitive skin. This is for oily to normal skin types and skin that is not sensitive to products that they put on their face. This system consists of a cleanser, solution and gel/lotion. Remember when using BPO they can bleach your towels, pillow cases, etc. We tried this system on a 21 year old male who has had broken out skin for years (cystic formation) and has tried multiple products on the market, he saw clearing in his skin within two weeks and within a month was able to say that this was the best his skin had looked in a long time!

Clenziderm M.D.
Normal to Oily Skin \$ 130
(Lasts 3 months)



EVOLLENCE NEW COLLAGEN DERMAL FILLER

A new dermal filler has arrived, not only on the American market, but in our office! Evolveance is collagen filler that is different than other dermal fillers that are hyaluronic based products, such as Restylane and Juvederm (Radiesse is a little different because it is a

Calcium Hydroxyapatite), it is a true porcine collagen (pig collagen is most like human, so no testing is required). This product is injected just like the other products with a very fine needle. It replaces and restores collagen in the dermal layer! True collagen is believed to be more durable than hyaluronic acids. We are seeing less bruising, less swelling and minimal "down time". Our patients are saying that there is a "bee sting sensation" during injection and mild tenderness for 2-4 days post treatment, but have reported that they have been able to get back into their regular routine (going out for dinner the night of injection) quickly. The great thing about this product as well, is that Johnson & Johnson (the company who owns Evolveance) has a rewards program of \$50 rapid rebate award for each syringe! If you have a need to find out more about Evolveance, make an appointment and we can discuss with you your options and the differences in each product! The great thing is...we have options!

Cost \$525/syringe.

**EVOLLENCE
EVENT**
APRIL 17th, 2009
CALL US TODAY!

Abbey Helton BSN, RN C, is a Certified Plastic Surgery Nurse

3

From the Practice of Dr. Josephs Banis