

Save My Skin

Avenue Advanced Skin Care

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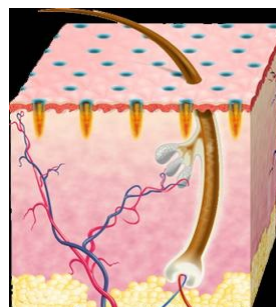
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Your Skin –Protect and Provide

All your life your skin has been making an impression for you. It can reveal whether you are hot or cold, tired or rested, sick or healthy. As you age, your skin changes in response to the environment, particularly the sun. On the inside, you may still feel as good as ever, but the toll of years on your skin may send a different message. Medical conditions ranging from dryness to skin cancer can become more likely. Meanwhile, changes in the deeper layers of the skin (the dermis) and in the muscles of your face alter the tone and contour of your facial skin.

To some extent, your genes determine how well your skin stands the test of time. But environmental factors play a big role as well. Each year, physicians diagnose more than 1 million cases of two highly curable forms of skin cancer – basal cell carcinoma and squamous cell carcinoma. But for some people the diagnosis will be melanoma, a potentially deadly form of skin cancer. For the past three decades, melanoma cases have increased by about 3% per year. That's why it's so important to take steps to **prevent skin cancer by avoiding the sun's ultraviolet rays and caring for your skin.**

There has been significant progress in treating ageing skin and skin disorders including cancer. In addition to treatment for medical conditions, effective techniques of rejuvenating skin are rapidly evolving. The IPL Photo-Facial and Fractional Laser Resurfacing are examples of new technologies that make your skin look and feel better. However, it is important to choose your treatments with care. Check the reputation and credentials of your skin therapist and choose skin care products wisely. The market for anti-ageing creams and cosmetics is skyrocketing but not all products work as advertised. The best products have undergone extensive research, development and testing. There is also a wide variation in the quality and effectiveness of Intense Pulse Light (IPL) machines and lasers. Our aim is always an excellent result - achieved with maximal comfort and minimal downtime.



Fractional Dermal Rejuvenation

“The IPL Photo-Facial and Fractional Laser Resurfacing are examples of new technologies which make your skin look and feel better.”

Fractional Laser

Are you interested in a fresher and more youthful skin tone and texture? We have been using our new **Palomar Starlux 1540 Fractional Laser System** for several months now and our patients are delighted with the results. This Laser can be applied to any area of the body including the face, neck, arms and hands. It is the very latest technology from the US and is designed to penetrate deeply into the dermis (where creams don't go) to heat the tissue and to regenerate collagen.

Fractional Laser is revolutionary for skin rejuvenation. Some treatments such as dermabrasion and CO2 lasers use the ablative method – removing all the epidermis and some of the dermis.

The drawbacks of these older ablative treatments include red and raw skin, the risk of infection and several weeks of downtime.

The Fractional Laser is considered non-ablative as it sends multiple columns of light pulses deep into the dermis while leaving the epidermis intact (see picture above). This allows a quick recovery of 1 or 2 days. (cont.)

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Special Offer

• **Juvederm** is the new Dermal Filler from Allergan (the makers of Botox). It is softer, smoother and lasts longer than Restylane and other fillers. We are using it for lip enhancement, to treat nasolabial folds and even to lift the brows and cheeks. Try it now at **10% off!**

• **Find out how you can have Fractional Laser Resurfacing of facial acne scars at 80% off!**

Fractional Laser (cont.)

The Starlux Fractional treatment is considered superior to the Fraxel by Reliant as it penetrates deeper into the dermis and does not require the application of a blue dye nor the use of local anaesthetic. Recovery is also a lot quicker.

Importantly, the Palomar Fractional Laser features built-in cooling of the skin so that you feel only minor discomfort during the treatment and do not need a local anaesthetic.

If you have concerns about age changes affecting your lips, eyelids, cheeks or neck, please call us to discuss your suitability for treatment. **Acne scars also respond well to Fractional Resurfacing.**

IPL (Intense Pulsed Light) Machines

It seems that IPL machines are popping up in every beauty salon. Many of you may have seen a recent article in the press regarding the importation of cheap IPL machines from China.

Lasers and Intense Pulse Light machines that remove hair, sunspots and wrinkles are subject to approval by the Federal Governments Therapeutic Goods Administration (TGA). The TGA is responsible for registering all imported medical equipment that can cause a clinical change in the body.

The TGA has expressed concern that entrepreneurs from China and Korea have been selling machines without TGA approval. Many beauty clinic operators were unaware that the goods they were buying needed to be registered with the

IPL Hair Removal Results Rx

Our Palomar Starlux IPL machine is the most comfortable and powerful available. Voted number one in the world, with the addition of the Lux-R head, we can now safely and effectively treat all skin types from 1-6. We can also treat sun tanned skin so you can begin or continue hair removal right through the summer months. **We invite you to compare a Starlux treatment with any other - you will be amazed!**

Our highly experienced Dermal and Laser Therapists, Kate and Michelle, are always happy to discuss our exclusive treatments. Evening and Saturday appointments are available . Call 9521 5533

For all of our patients who have been using the **Cosmedix** range of skin products to care for their skin - we have an exciting announcement. The new **Results Rx** range builds on the success of Cosmedix to produce **a unique range of highly potent skin care products that are available only through medically supervised clinics.** Ask your therapist for more information.

TGA and that some of the machines could be harmful to their clients.

Doctors reported cases of established skin cancer which had been inappropriately treated with Intense Pulse Light. This has subsequently made the cancer difficult to diagnose. **Many doctors are concerned about the number of unregistered devices being used and the lack of training among the people who operate them.**

At Avenue Advanced Skin Care we use TGA approved Palomar Starlux IPL and laser equipment which has been voted the world's best.

“The TGA is responsible for registering all imported medical equipment that can cause a clinical change in the body.”



Our Starlux 500 (the first in Australia) is the world's most powerful IPL machine. Its smooth pulse delivery together with integral contact cooling ensures rapid, comfortable and safe treatment.

Silk Peel Dermal Infusion

Have you tried our Silk Peel Dermal Infusion? A breakthrough treatment that combines non-invasive exfoliation with deep delivery of skin specific solutions to improve and revitalise your skin.

The Silk Peel Dermal Infusion is the last word in “micro-dermabrasion”. This is the only procedure that provides both non invasive exfoliation and delivery of specific topical solutions (according to your skin's needs) under pressure, leaving you with fresher feeling and better looking skin.

The Silk Peel is safe and painless and is used to treat hyperpigmentation, acne, photo-damage, dehydration and fine line wrinkles. It is ideal as part of a “maintenance” skin programme or just to refresh your skin.

“The new Silk Peel with dermal infusion is unlike any micro dermabrasion treatment I have had (or performed). The cool soothing delivery of medications combined with gentle exfoliation gives twice the results of standard micro dermabrasion machines. My patients love their clearer refreshed skin” (Carolyn Jacob MD)

Varicose Veins?

We are delighted to announce that Mr Roger Bell has commenced consulting at our clinic. Mr Bell is a highly experienced vascular surgeon. He has come to our clinic in response to a demand for painless treatment of varicose veins. Mr Bell will be supervising the introduction of our **new vascular laser to treat superficial veins comfortably and without injections.** He will also be available for consultation regarding laser ablation of deeper and more complex veins. If you are troubled by large or small visible veins, please enquire.