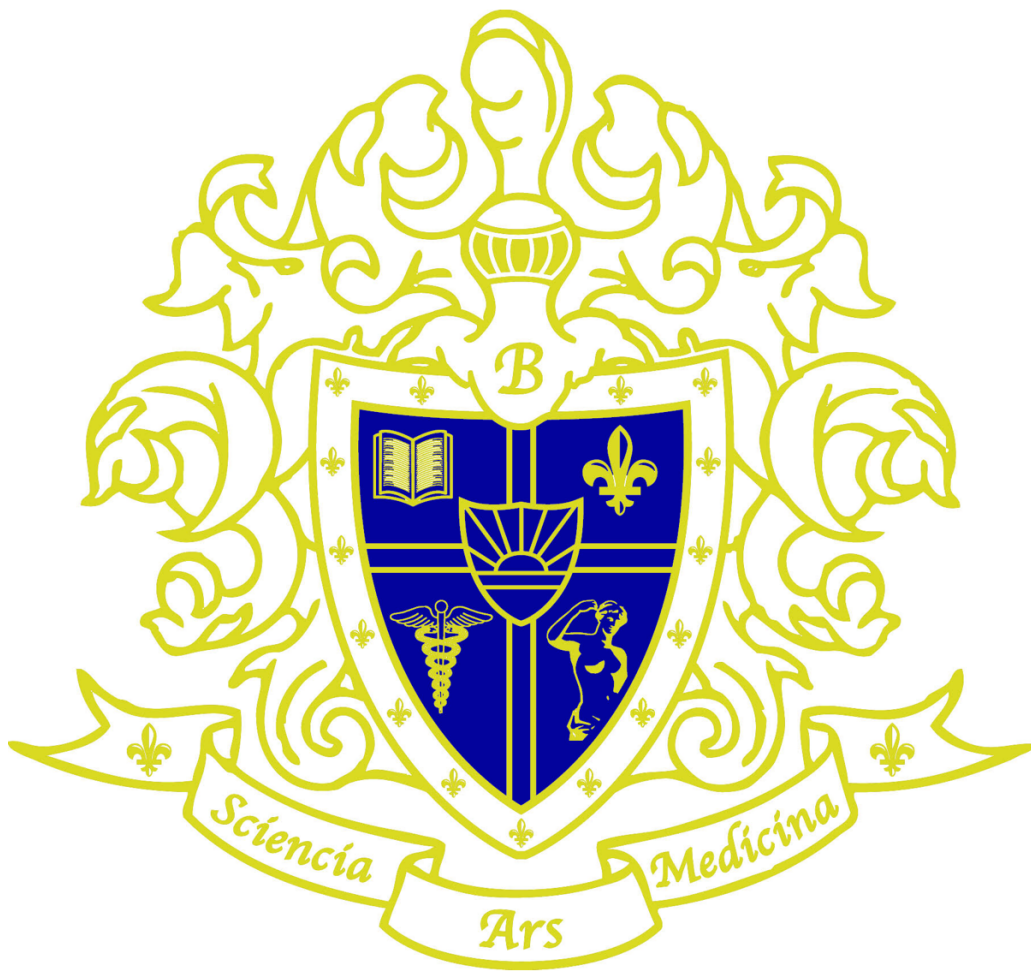


BASI Skin Rejuvenation Program



Beeson Cosmetic Surgery

BASI SKIN REJUVENATION PROGRAM



Our skin rejuvenation program has been developed by physician skin care specialists and is based upon scientifically proven techniques compatible with evidence-based medicine. The program consists of a combination of advanced skin rejuvenation lotions specially selected for your skin type, texture, and tone; light rejuvenation chemical peels and laser rejuvenation treatments. This program is aimed at "refreshing" and "revitalizing" your skin, as well as "slowing down" the aging process.

Skin Rejuvenation Creams

A key to the rejuvenation program is the use of rejuvenation creams on a regular basis. These creams are used to both moisturize and rejuvenate dermal tissues. They help reverse the oxidative effects of photo-damaged skin, as well as intrinsic aging.

Cosmeseuticals, such as Effulgere products, can be an important component of a comprehensive skin rejuvenation program started by you and your

doctor. Skin rejuvenation procedures improve the overall appearance of the skin by achieving a more freshened skin appearance and restoring elasticity. While they do not have the same effect as surgery, they can often prolong the time until a Facelift is needed. To clarify, surgery takes away "sags and bags", while skin rejuvenation takes away "wrinkles". Today, there are a wide variety of techniques available to allow us to tailor a skin rejuvenation program specifically designed for you: one to match your skin type, lifestyle, and desires. In customizing a skin rejuvenation program to meet an individual's needs, many factors must be considered. Among these are the type of skin, general health, and lifestyle. Each type of skin rejuvenation technique varies with the length of recovery time necessary and the frequency with which they need to be repeated.

Aging Process

In order to understand how skin rejuvenation techniques work, it is essential to understand the aging process. As we age, a number of things happen. Our skin loses moisture and elasticity, fat redistributes itself, muscles and skin become more lax, and bones actually start to resorb. Wrinkles [rhytids] are the first signs of this aging process. The skin folds or "bags" are the most advanced signs, which actually require removal of the excess skin.

Aging Skin Changes

During the aging process, the top layer of the skin [stratum corneum], which is the layer of dead skin cells, builds up and thickens. When this happens, our skin can develop small "expression lines". In addition, there is a gradual breakdown of the collagen and elastic fibers in the deeper layers of the skin. Sun exposure or "photo aging" can dramatically increase the breakdown of elastic tissues and lead to increased skin wrinkles.



Skin Rejuvenation Techniques

Skin rejuvenation can be divided into different categories: light, medium, and deep treatments. Light treatments involve lotions and creams. These are physically applied on a daily basis and have the advantage of no "down time" for convalescence. One can apply these lotions and continue their normal daily and social activities without any interruption. The objective of this "first level" of skin rejuvenation is to provide a more "refreshed" appearance to the skin and also, over time, remove some of the more superficial

skin contouring aging changes such as minor pigmentation, scaling, and very fine wrinkling.

Effulgere skin cream can be used to moisturize and rejuvenate skin that has been damaged by exposure to the elements, sunlight or which has simply been affected by intrinsic aging. It can also be used to slow the rate of photo-induced aging to maintain beautiful skin tone and texture over the years. It inhibits the formation of wrinkles and in some cases reduces a depth of existing wrinkles or eliminates them entirely.

In some cases, Effulgere skin cream also lightens age spots and other types of blemishes associated with aging. The effectiveness of all skin care products is contingent upon delivery of the active ingredients through the stratum corneum and viable dermis into the dermis layer of the skin structure. This is because the active ingredients in the skin care products cannot be effective unless they penetrate into the dermal layers of living skin cells. This is normally a difficult proposition for water-soluble ingredients, such as ascorbic acid, because the stratum corneum is an excellent water barrier.



The key to the effective action of Effulgere is based upon the penetration of beneficial agents deep into the skin. These beneficial gradients include an array of antioxidants, vitamin C, vitamin E, zinc, lactic acid, and phenylalanine. Effulgere facial cream was invented after many years of research and testing, and is the subject of patents pending in the United States and a number of foreign countries. Preliminary studies at a leading university showed that Effulgere creams used on a daily basis reduced skin wrinkling, increased skin collagen formation, and increased levels of a tissue growth factor that may possibly reduce the chance of skin cancer.

How to Use Effulgere

- Morning and at bedtime, gently wash your face with mild soap or cleanser and pat dry.
- Apply a pea-sized amount (1/4 inch in diameter) of Effulgere to each of the four quadrants of your face (forehead, cheeks, and chin) and gently message in. You may detect a mild medicinal scent and experience a slight “tingling” sensation to the skin, both of which will quickly dissipate.
- After applying Effulgere in the morning, you can continue with your normal make up routine.
- After applying Effulgere at bedtime you can begin a restful night sleep. No other treatments or moisturizers are necessary, only Effulgere!



Skin Care Tips When Using Effulgere

- While on Effulgere you can continue your routine skin care program of soap or cleanser and makeup of your choice.
- While Effulgere does contain strong antioxidants, which help to reverse sun damage, we strongly recommend the continued use of a sunscreen that provides coverage for both UVA and UVB rays when outdoors (minimum of SPF 15).
- Hair and face products, which contain alcohol, stringent, or menthol may cause irritation to your skin and should be avoided.
- Keep hair dye or permanent wave solutions off of your face, as these may also cause irritation to your skin.
- Electrolysis, hair depilatories or waxing on your facial skin may cause irritation and should be used with extreme caution.
- *If skin irritation does develop: contact your doctor.

What to Expect

In the first 1-2 months, you may begin to notice that your skin has a softer texture and the skin is becoming smoother. By months 3-4, you may notice fine facial wrinkles beginning to diminish and areas of irregular pigmentation beginning to lighten. By this time, many feel that they see an overall improvement in the texture, appearance, and even tone of their skin. You may continue to experience even additional improvement in the following months.

Light Chemical Peels

TCA chemical peels of varying strengths are used as light peels to provide the equivalent of a "deep facial". They remove the dead cell layer of the skin, cleanse the pores, and help to improve the penetration of the rejuvenation lotions. TCA peels have been shown to stimulate collagen formation in the dermis and to improve elasticity of the skin. There is no down time. Following these light chemical peels, one can apply makeup immediately and return to the normal daily activities. These peels are usually performed at monthly intervals, to obtain a synergistic effect. In some cases, they may be performed even more frequently to address pigmentation and acne problems, which are refractory to normal medical management or to "jump start" the rejuvenation process.

Pulsed Dye Laser treatments

Pulsed Dye Laser (PDL) treatments are an important part of the total rejuvenation process. Pulsed Dye Lasers have been used in the past to treat blood vessel tumors and port-wine stains in young children. Recently they have been shown to be extremely advantageous in stimulating new collagen, reducing facial acne scarring, and improving the tone and elasticity of aging skin. A topical anesthetic cream is applied to the skin, which virtually eliminates any discomfort from this process. Light passes through the skin into the dermis where it reacts to reduce pigmentation changes, eliminate small blood vessels [spider veins] and to stimulate collagen formation. Following PDL treatments, there may be a minor degree of redness and puffiness to the skin, with some tingling discomfort that usually disappears within one to two hours. You may apply makeup immediately and return to regular daily activities with no "down time" following PDL treatments.

ALA Photodynamic Therapy

Aminolevulinic Acid [ALA] is a topical chemical that photosensitizes your skin. The ALA is then photo activated by the Pulsed Dye Laser in a process called "Photodynamic Therapy". ALA treatments may be added to the skin rejuvenation process to optimize the inflammatory response and accelerate the aesthetic outcome. It is an important part of the overall skin rejuvenation program. ALA Photodynamic Therapy treatments help to increase stimulation of collagen and are also used to decrease pre-cancer lesions in patients. They have also been shown to be very effective in treating severe acne in many of our younger patients and are an alternative to Accutane therapy for many. We use ALA Photodynamic treatments for the cosmetic effect of improving skin texture, tone, and fine wrinkle reduction similar to that of a Medium Depth Chemical Peel, but without the expense or one week "down time" of a Medium Depth Chemical Peel.

12 Month Advanced Skin Rejuvenation Treatment Schedule

Rejuvenation Creams

Effulgere Ultra in Morning

Effulgere PM at Bedtime

TCA Chemical Peels

Month 1, 2, 3/ 5, 6, 7/ 9, 10, 11

PDL Treatments

Month 4 and 8

ALA Photodynamic Therapy Treatment

Month 12

Risks Associated with Treatment

Every cosmetic procedure involves a small degree of risk, although exceedingly uncommon. It is important that each patient understands and except the risks involved with medical treatment. It is important to realize that no one can guarantee results and no two people react or heal the same or obtain the same results. An individual's informed decision to undergo any cosmetic procedure is based upon the comparison of the risks against the potential benefits, alternatives and cost. Potential risks include (but are not limited to): anesthetic risks, bleeding, infection, wound healing, scar formation, injury to muscles and nerves, pigmentation changes, lack of improvement, or the need for additional treatment. The practice of medicine and surgery is not an exact science. Although good results are expected, there is no guarantee or warranty expressed or implied as to the results that may be obtained. Infrequently, it is necessary to perform additional treatment to improve your results.

Discomfort- You may experience minor tolerable degree of burning and/or tingling discomfort associated with each treatment.

Skin Wound- It is very unusual for treatments to cause blistering or skin wounding. Individuals with dark or tanned skin have more of a risk. If a blister develops, it may take 5-14 days to heal and in very rare cases may leave noticeable whitening or darkening of the skin or (in even more rare cases) a scar. Blistering or skin wounds are much more common if the patient does not follow recommended avoidance of sunlight, self tanners, ultraviolet light and fluorescent light exposure.

Scarring- If you developed a wound and a scar; the scar may end up being flat and quite, large and red or extend beyond the margins of the injury. Subsequent treatment or surgery may be required to improve the appearance of the scar. The scar may be permanent. Not following pre- and post treatment instructions may increase the likelihood of a skin wound or scar.

Pigment Change- There is a small risk of hyperpigmentation [increased pigment or brown discoloration] or hypopigmentation [whitening of the skin]. These pigment effects are usually temporary and resolve over several weeks or months. Pigmentation changes are very rare, but can occur. The use of medical skin care products is important to obtain optimal results and to reduce the chance of pigmentation changes. Sun precautions are also important to obtain optimal results and to reduce the chance of pigmentation changes.

Tanning- It is important that you do not tan your skin or use tanning creams prior to PDL or ALA-PDL treatments, as the pigment in your skin will absorb some of the laser energy and this will increase your risk of pigmentation change or skin wound. You should not have laser treatments if you have tanned skin, until the tan has significantly faded [usually 6 weeks], and you should avoid tanning for 2 weeks following treatment. If you use artificial tanning creams, you should allow these to fade [for 3 weeks] prior to beginning treatment.

Bruising- Bruising can occur following treatment, but it is very unusual. If bruising does occur, it can be camouflaged immediately and usually resolves in 7-10 days. In some rare cases, there may be temporary hyperpigmentation, which may occur as the bruising resolves.

Infection- Infections are very rare because there is no actual cutting or penetrating of the skin. However, individuals who have a history of herpes simplex infections [fever blisters] may develop an outbreak. Individuals who have a history of such infections may benefit from preventive therapy with acyclovir. Be sure to inform the doctor if you have a history of such infections and if you desire prophylactic therapy.

Redness and Swelling- A minor degree of redness and swelling of the skin may follow treatments and usually resolves within 1-2 hours. This minor redness is usually easily camouflaged with makeup. In some cases redness and swelling may persist for 1-2 days. A mild steroid cream [hydrocortisone] and ice will usually accelerate the resolution of most redness and swelling. ALA Photodynamic Therapy treatments will leave your skin photosensitized for 72 hours after each treatment. It is essential to avoid light. Failure to do so will result in significant inflammation and swelling of the skin that may increase the risk of complications such as blistering, scarring, and pigmentation changes.

Fragile Skin- Following treatments, the skin may temporarily be fragile and become reddened with the outer layer of the skin peeling off, much like a blister. This usually resolves in several days. Fragile skin or blisters are more common after ALA photodynamic therapy, especially if post ALA instructions are not followed.

Accutane- This acne medication must be stopped at least 6 months prior to treatment, as it can adversely affect wound healing and increase the chance of skin wound or scar.

Additional Treatment- No one can guarantee results, how one will heal or the results one will obtain with any medical treatment. Over time, with gravity, sun exposure, hormonal influences and normal aging, your wrinkles, large pores, texture abnormalities, vascular and pigment blemishes will reappear. Continued maintenance therapy is recommended in order to maximize the cosmetic facial enhancement of treatments. In some cases, treatment protocols may need to be revised in order to obtain maximum results due to individual variations in aging and healing.

Lack of Satisfaction- No facial wrinkling, blemishes and skin types respond the same to rejuvenation treatments. Your response may be subject to variation, but on average, almost all patients who undergo treatment report noticeable improvement in the appearance, quality, and youthful vitality of their skin. However, there is a risk you may not see an appreciable improvement in the quality and appearance of your skin.

Pregnancy- Although no known adverse reactions upon the fetus are known to resolve, we do not recommend proceeding with treatments if you are known to be pregnant.

An Alternative to Treatment- The easiest and safest alternative is to leave your cosmetic concerns alone and camouflaged them with makeup. Topical rejuvenation creams, laser resurfacing, chemical peels, injectable fillers, micro-fat injections, and cosmetic surgery are all alternative therapies. However, each of these treatment alternatives will require some recovery time, as well as risk and cost.

Financial Responsibilities and Health Insurance- Facial wrinkles, pores, textural irregularities, vascular and pigment blemishes are cosmetic concerns and poses no medical or healthcare threat. Most health insurance companies exclude coverage for these treatments. Complications that may occur from such treatments, and in some cases may be considered a healthcare concern and may be covered by some insurance. However, this is no guarantee, and some insurance companies will not cover such concerns. Please carefully review your health insurance subscriber information pamphlet if you have a private insurance carrier to make a determination as to possible coverage. Regardless of whether the cost of treatment is covered by your insurance plan, you will be responsible for necessary payments. Additional costs may occur should complications develop from treatment.