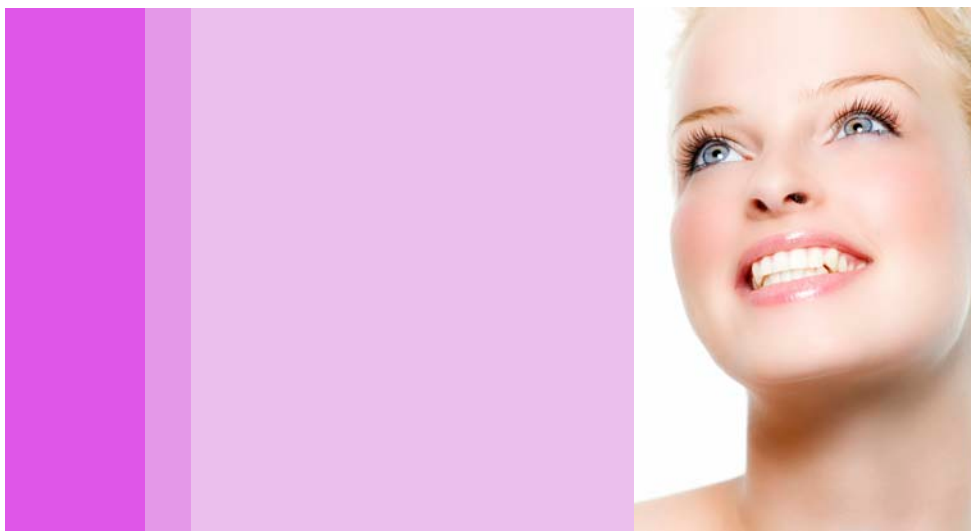


VENUSTALKS

VENUSTALKS Autumn 2007



WRINKLE REMEDIES DECODED

Venus answers common questions about anti-wrinkle treatments.

Of the many procedures available at Venus Medical Beauty, our wrinkle reduction program is our most popular. With so many methods on the market these days to treat wrinkles, it's no wonder so many people are confused about all of the different types they've heard and read about. We wanted to demystify some of the most popular wrinkle reduction products on the market by answering some frequently asked questions about these wrinkle remedies.

1. What is the difference between Botox and Dermal Fillers?

'Botox' refers the use of botulinum toxin type A to relax tiny muscles in the face, improving the appearance of fine lines and wrinkles. It is usually used in the upper part of the face for crow's feet, the furrow between the eyebrows and forehead lines. In select cases, it is also effective in treating smoker's lines around the mouth and "turkey bands", the vertical lines in the neck.

Dermal Fillers are made of either natural or synthetic materials and are used to fill in lines and folds in the lower part of the face, to define and enhance the lips, to augment features (cheeks, chin, etc.) and to restore lost volume in the face.



2. How do I know which filler would be appropriate for me?

Venus Medical Beauty offers several fillers including Restylane, Perlane, Radiesse, Teosyal "Kiss" and Sculptra. You can learn which filler would be best to achieve your goals during a free consultation with a doctor. Restylane and Perlane are injectable gels with hyaluronic acid, a substance

found naturally in the body and abundant in youthful skin. As we age, our store of hyaluronic acid is depleted and wrinkles begin to form. Injecting more hyaluronic acid into folds in the skin can help to decrease the appearance of these lines.

Perlane contains more hyaluronic acid than Restylane, and can therefore be used for deeper lines and folds.

Both fillers can last between 4-12 months before disappearing from the body naturally. They are commonly used to treat nasolabial folds (nose to mouth lines), marionette lines (accentuated smile lines) and sometimes to augment features like lips or cheeks.

Radiesse is used to treat the same areas as the hyaluronic acid fillers; however, this filler is made of calcium-based microspheres that are suspended in a natural gel. Radiesse stimulates collagen production in the skin and the results can last more than a year in some cases.



Teosyal “Kiss” is a highly viscous hyaluronic acid based filler used for lip enhancement. It is designed for reshaping lip contours, increasing lip volume, treating wrinkles around the mouth, supporting lip corners and rehydrating the lips. Results can last around 6-10 months.

Sculptra’s main ingredient is poly-L-lactic acid, which has been

successfully used in surgical operations for more than 25 years. Sculptra is an injectible treatment that works by stimulating production of collagen in the body, which will help plump out lines and wrinkles. It can be used to restore lost facial volume to give you a fuller, younger-looking face, and to augment features, such as the cheeks or the chin. Most people require 2-4 treatments of this filler, but it can last up to 3 years.

3. [What is the advantage of dermal fillers over cosmetic implants to accentuate features?](#)

Fillers last for varying degrees of time, and although some are quite long lasting, they are not permanent like cosmetic implants. This allows you to change your mind about your enhancement in accordance with the natural changes that occur with aging. Additionally, fillers are less expensive than implants and much less invasive. They are a quick way to make a subtle change in your appearance and rejuvenate your look without a major commitment of time, cash, and a permanent look.

COSMETIC SYNERGY

The Not-So-Extreme Makeover

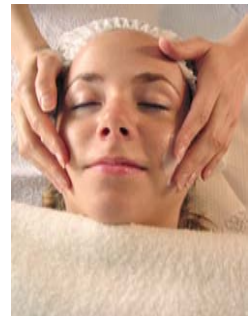
One of the chief benefits of non-surgical cosmetic treatments is their subtlety. They allow you to test out an enhancing procedure without changing your appearance entirely. But does this mean you can’t get a striking result from less invasive procedures? Not at all. Those who are looking for a more dramatic change should consider the synergetic possibilities of combining complimentary procedures.

What exactly do we mean by “cosmetic synergy”? It is simple. Most procedures (surgical and non-surgical) target a specific area or issue and help to correct or improve that particular problem. Aging, however, is a multi-faceted progression. A face that is starting to appear haggard will certainly look better after a treatment of Botox to smooth lines and wrinkles. But imagine the result when combined with laser treatments to improve the tone and texture of the skin. For clients who are envisioning makeover magic, combining treatments is certainly the best way to get a dramatic result without having to undergo surgery.

Certain treatments go well together and create a great effect when combined. Here are some examples of complimentary treatments.

Problem #1: Haggard Face

Signs: Skin is slightly lax and drooping on the face and/or neck; wrinkles and lines are apparent in the forehead, crow’s feet, between the brows and around the mouth; sun damage and age spots are apparent on the skin.



Treatments:

- a) Titan skin tightening: 2-3 treatments of Titan (a laser-like machine that uses infra red light) to help stimulate collagen production in the skin will have a tightening effect on the face and neck.
- b) Botox/Fillers: Botox will smooth away frown lines, forehead lines and crow's feet and fillers will help to fill in lines and folds in the lower part of the face.
- c) Photogenesis: Photogenesis uses an Intelligent Pulsed Light to help fade or remove age spots and sun damage from skin on the face and neck.

Benefits: Fewer lines and wrinkles, a more even complexion with less sun damage, and firmer, younger looking skin.

Problem #2: Gaunt/Drooping Face

Signs: Skin is moderately lax and drooping on the face and/or neck; face looks gaunt due to lost volume in the cheeks and under the eyes. Crow's feet and forehead lines are apparent.

**Treatments:**

- a) Serdev Thread Lift: Lifting one or more of the facial areas (brow, temples, mid-face, neck) using this special scarless thread lifting technique will help to brighten your eyes, tighten and lift the sagging skin and accentuate facial features.
- b) Sculptra/Radiesse: Long-lasting fillers can enhance features (cheeks, chin) and fill in space left by lost facial tissue due to aging/illness, restoring a youthful look.
- c) Botox: Muscle-relaxing injections to soften crow's feet, furrowed brow and forehead lines.

Benefits: Drooping skin is lifted and facial volume is restored. Features appear stronger and more prominent. Lines and wrinkles are diminished.

VENUSYNERGY FEATURE

The Mummy Makeover

Our new Venusynergy programs launch a full-fledged attack on problem areas by taking advantage of the collaborative benefits of combining treatments. Cosmetic procedures are often most effective when they are used in conjunction with one another to address multiple issues. Television shows like Extreme Makeover make good use of the wow-ing effects of combining treatments -- a nose job might make a subtle difference to your looks, but when combined with a face lift, botox, and dental work the result is spectacular.

Venusynergy programs are designed specially to address the needs of each individual, combining procedures to help get the best possible result for the client. This season's Mummy Makeover program is suitable for new mums adjusting to recent body changes and for veterans of motherhood who have never quite gotten back into shape. The Mummy Makeover will treat some of the common complaints associated with child-birth.



"When I was pregnant I had an excuse for a big belly. Now it's just stubborn fat!"

- Vaser LipoSelection to get rid of stubborn post-baby fat on tummy and thighs.
- Titan Skin Tightening to firm up skin that is slightly lax.
- Tummy Tuck surgery for very loose skin, performed by world-famous surgeon Alberto Di Giuseppe.
- Breast Lift surgery performed by Alberto Di Giuseppe.
- TCA face peel to get rid of unsightly pigmentation and brighten the complexion
- Many other procedures available to enhance your natural beauty.

Prospective clients will receive a free consultation to determine which treatments would provide them with the desired results and a specialized package program will be created according to their needs, complete with special packaged pricing. If needed, accommodation and transport can be prearranged for more invasive procedures and included in the special package price. Venusynergy programs are tailored specially for each client's needs and convenience.

Don't forget, Venusynergy programs are not just for mums! Contact us for a consultation to create a program for aging hands, neck, face, or just about anywhere that troubles you.

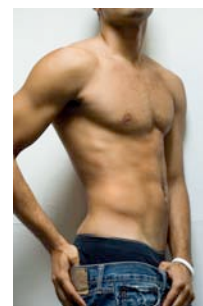
VENUS MAN

A Slimmer Tummy For The Men

In as quick as a week, a pot belly can become trim and tight, thanks to Vaser Liposelection! Unlike traditional liposuction, the recovery after Liposelection is quick and smooth, with minimal bruising and swelling. Our patients are delighted with their results which they begin to see as soon as 1 week after the procedure. As swelling subsides, results continue to improve for up to 3 months afterwards, so you'll look better and better!

Venus Medical Beauty is still the only clinic in Ireland offering Vaser Liposelection. There are 3 steps involved in saying goodbye to that stubborn fat:

1. Call our clinic 01 2962747 to arrange a free consultation with Dr Peter Prendergast where you are assessed and all your questions are answered. There is absolutely no obligation to proceed even if you are suitable. If you decide to have the treatment, book in for step 2.
2. At this visit some measurements, photos, and a quick blood test will be done. The procedure will be explained again and further questions are clarified. The procedure date will then be scheduled.
3. Your Liposelection procedure is performed under local anaesthesia (you will not have to be asleep) and you will be home the same day! A follow-up visit is arranged so some after photos can be taken and compared!



Courtesy Dr. Peter Prendergast