

VENUSTALKS

VENUSTALKS Spring 2008

PEARL™
Laser Skin
Resurfacing.

**First
Clinic
in Ireland**



New Pearl™ Laser For Skin Resurfacing



We are pleased to introduce the latest in skin resurfacing technology to Ireland, providing healthier, smoother and clearer skin in one procedure—the Pearl™ procedure with YSGG laser technology.

Using FDA approved technology, Pearl is a laser at 2790nm wavelength that removes undamaged or weathered skin and fine lines, clears brown spots and gives the skin a much softer, healthier appearance. Three things happen during the procedure: firstly, a thin sheet of cells (10-30 microns) from the epidermis—the outermost layer—is instantly vaporised. Meanwhile, the epidermis beneath this is coagulated, providing a natural dressing that peels away in 3-4 days. Finally, the unique 2790nm wavelength of Pearl heats the rest of the dermis of the skin, stimulating collagen to give it that extra smoothness and tone. This continues for months following the procedure.

So what happens during the procedure and when do you see results? Since Pearl is a medical laser, a qualified doctor with knowledge of lasers should only perform the procedure. Your doctor will ask you to wear special protective goggles for your eyes and then clean your skin. The Pearl laser quickly and efficiently passes over the skin on your face guided by a precise scanning device. You may feel short pinches as each segment is treated. Afterwards special cream is applied and you will be given simple instructions. The procedure itself takes about 15-20 minutes. Your skin will look pink following the Pearl procedure, like mild sunburn. In 3-4 days, the outermost layer of skin gently peels away, **instantly providing a brighter, healthier and smoother complexion.** As well as the initial benefits experienced, you can look forward to improvements in skin texture continuing for up to two months as new collagen is laid down in the skin.

Pearl is different to other ablative lasers on the market. Some lasers ablate or remove a layer of skin on the entire skin surface. These include the traditional CO2 laser and the Erbium laser. These lasers are somewhat outdated as they tend to be aggressive and result in a downtime sometimes of a couple of weeks. Few can afford to look red and peel for such long periods. With Pearl's unique wavelength and characteristics, it provides **beautiful results with much less downtime**—usually 3-4 days. A more recent phenomenon in the laser world is the emergence of fractional technology. A fractional laser is one that does not treat the entire skin surface in one procedure, but rather destroys tiny islands of tissue (fractions) leaving untouched areas in between. They include Fraxel, Pixel and Active Fx. The basis of fractional lasers is that, in theory, healing should be quicker and downtime less since the full skin surface is not ablated. Unfortunately this has not translated into practice, and fractional laser treatments often result in a week or more of downtime. More disappointing even than this, however, is that some fractional lasers require up to 6 treatments for an optimum result. Pearl has a shorter downtime, provides results in a few days and requires **only one or two treatments to yield best results**.

Laser skin resurfacing has really come of age with the new Pearl YSGG laser. As a stand-alone procedure it provides impressive results. However, it can also be used in conjunction with other non-ablative lasers and lights such as Titan for skin tightening, and anti-aging procedures such as Botox and fillers. Pearl has already garnered significant reaction from some of the world's most eminent cosmetic dermatologists, including New York based David Goldberg who says "Pearl is for that person who says 'don't like those brown spots, don't like those fine wrinkles, don't like that tired skin. I'll take the weekend off, but Doctor, show me evidence of improvement'". According to dermatologist E. Victor Ross of California "What's exciting about the Pearl is the ability to maximize patient outcomes and minimize their downtime. The Pearl uses a unique wavelength where you actually get the proper balance of tissue removal and thermal damage to the epidermis. And, it's a procedure that makes patients happy because they see results in just 3-4 days after their treatment."

We are delighted to bring some of the most advanced and safest technology to Ireland for skin rejuvenation. If you are interested in what Pearl can do for you, take a look at our **special offer (In this newsletter) for April only!**



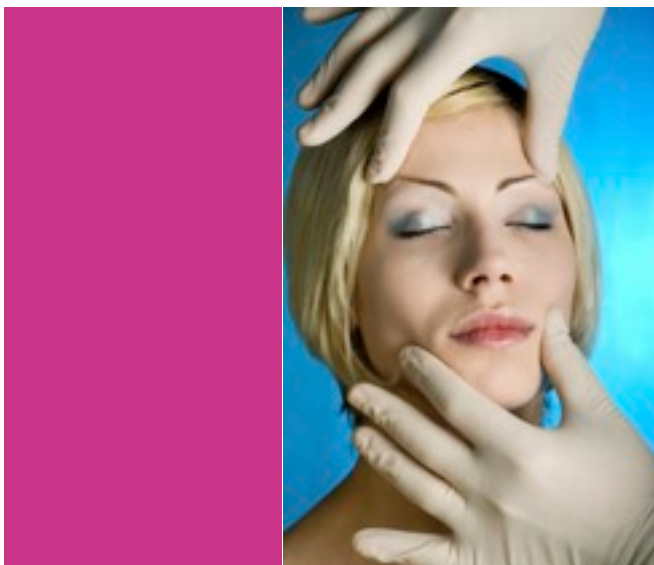
REJUVENATE: Ireland's First Cosmetic Enhancement Magazine



Have you seen Rejuvenate magazine in the shops yet? Rejuvenate is the first magazine in Ireland dedicated to cosmetic procedures and discusses a range of both

non-surgical and surgical procedures. Dr Peter Prendergast, our medical director is a regular contributor to Rejuvenate magazine and has already written on a range of topics including thread lifts, VASER Liposelection and treatment programmes tailored for men. Rejuvenate is a valuable source of information for anyone thinking of getting a cosmetic procedure. The magazine is quarterly and is available in most good newsagents. Our own Liposelection procedure features on the cover of the current edition, "The Lipo Revolution". Don't miss the spring edition where Dr Prendergast is asked to discuss 3D Skin Rejuvenation and he also talks about fat transfer and pain relief during cosmetic procedures.

COSMETIC SURGERY REGULATION IN IRELAND



Cosmetic surgery and medicine are still unregulated in Ireland, which means there is no control over who opens a clinic offering cosmetic procedures and more importantly, what happens within these clinics. Doctors performing cosmetic procedures are not required, either by the government or the Irish Medical Council, to have any special training in these procedures. A recent audit on Ireland's largest provider of cosmetic surgery, Advanced Cosmetic Surgery, revealed a total inadequacy in facilities for surgical procedures. This

company was recently taken over by a large British property development company and plans to continue operating as a provider of cosmetic surgery in Ireland. The only body representing cosmetic doctors in the UK and Ireland is the British Association of Cosmetic Doctors (BACD). Dr Peter Prendergast, medical director of Venus Medical Beauty is a full member of the BACD and is meeting other members this month to discuss plans to advise the Irish Medical Council in regulating doctors in the industry. According to Dr Prendergast, worldwide training in cosmetic procedures is still important, but structured training programmes will also play a role as a basic requirement for doctors carrying out these procedures. "Cosmetic procedures today are performed by doctors in several disciplines, including plastic surgeons, general surgeons, dermatologists, and dedicated cosmetic doctors. Cosmetic surgery and medicine are still ill-defined disciplines, but formal training such as the advanced diploma in cosmetic medicine, being proposed under the auspices of the BACD, will go a long way towards defining the boundaries. Guidelines and regulations will also be instituted, with the patient's interests and safety the number one priority", he says.

For more information on the British Association of Cosmetic Doctors, log on to www.cosmeticdoctors.co.uk

BRAND NEW VENUS WEBSITE!

Visit our totally redesigned new website today at www.venusmedicalbeauty.ie. You will find all our great treatments and procedures in a user-friendly format. Navigate through our face, body and skin links to view the different treatments. Don't miss the VENUSynergy link to get more information on combined treatments for maximum results. If you experience our treatments at a Venus Medical Beauty Clinic outside Dublin, you might be interested to see where our other clinics are around the country—just click on the “nationwide” link at the top. Over the next month we will be updating the site with even more information. To celebrate our new website, there is a **€50 voucher for the first 100 people who contact us** through the website: go to Contact Us, submit your details and include the words “newsletter” and you can enjoy €50 off your next treatment—tell your friends to do the same! If you have any suggestions to improve the website, please let us know; the site is for you!

