

The largest dedicated cosmetic laser center in the world

Gateway Aesthetic

MAGAZINE

Spring/Summer 2007

Botox Myths

The real story behind our most popular procedure

LipoDissolve

Lose fat forever. No surgery. No sweating. No kidding.

Summer Sun

Protect your family this season!



Gateway Aesthetic Institute & Laser Center
440 West 200 South, Suite 250
Salt Lake City, Utah 84101
801-595-1600

www.GatewayLaserCenter.com

In the Media

Good Things Utah Segment: Hyperhidrosis

Support of Dr. Taylor and the Gateway Aesthetic Institute continues in 2007! Thanks to all local and national media for their help in getting the word out about new developments and trends in the cosmetic dermatology and laser surgery industry.



A big *thank you* to the gals at ABC 4's hit show *Good Things Utah* for featuring Dr. Taylor as a guest several times over the past year. Last fall, one segment featured Dr. Taylor with Gateway Aesthetic patient, Emily Hinck, discussing the condition Hyperhidrosis.

Hyperhidrosis is commonly known as "excessive sweating" in the palms, feet or underarms. While this condition is not a serious health concern, it is a nuisance to those that suffer with it. Treatment for this condition can be as simple as receiving Botox injections in the affected area. Botox injections for Hyperhidrosis were performed on Emily last summer and since, she has been thrilled with the results.

"This has been a most wonderful, happy, painless experience. Thank you so much. I will be doing it again."

In our interview, Emily had this to say...

Q Before receiving the Botox injections how did excessive sweating affect you?

"It made me feel very self conscious, always worried about my clothing showing stains or wet marks. I also worried that I smelled. I hated it! It made me very moody. In fact, I would complain about it every day to my mother and friends."

Q When you heard about the possibility to treat your condition with Botox injections, what did you think?

"I didn't think it would work, and if it did, I didn't believe it would last very long"

Q After receiving the Botox injections for treatment, when did you start to see results?

"In less than 2 weeks. In fact, I'd actually forgotten and I was outside in the dead heat of summer and then it hit me, 'Wow! I'm not sweating.' It was so weird. I felt hot, but I wasn't sweating. I was so excited! I called my friend and said, 'It really works. I am in heaven.'"

Q Now that you've had the procedure and it's been several months, how has it changed your life?

"It's definitely changed my life for the better. I don't worry about smelly, embarrassing sweat stains. It has even changed my mood; before I would get ornery and irritated. Now, I am happy and worry free. In fact, my husband and mother have even noticed a difference in my attitude."

Q Would you have the procedure done again?

"Absolutely! In a heartbeat! I think it's been almost 10 months. I never thought it would last this long. This has been a most wonderful, happy, painless experience. Thank you so much. I will be doing it again. Once a year seems all I will need. The cost involved is well worth the results."

Dr. Taylor and the Gateway Aesthetic Institute thank Emily for her candidness and honesty. If you would like more information on the treatment of Hyperhidrosis, call our office at 801-595-1600, to schedule a free consultation. ©



How to Lose Your Spider Veins

(As seen on Oprah, February 13, 2007)

What is the common thread that binds us as women? Spider veins. They are the bane of our existence, a nuisance and a reminder of why we suddenly feel more comfortable in the covering clothes of winter.

Gateway Aesthetic Institute can help you lose your spider veins and feel more confident in your swimsuits this year.

Spider veins are brought on by trauma, pregnancy or good old-fashioned genetics. These veins are not required for regular circulatory function and can therefore be treated safely and effectively. In fact, in addition to improving aesthetic appearance, treatment can actually improve circulation and relieve leg pain that is often associated with spider veins. Our treatments apply a European approach of painless injections or laser energy to rid your legs of unsightly spider veins. These simple methods are more effective than traditional saline injections and may also be used to treat varicose veins. One or two treatments can



make a long lasting and amazing difference in the appearance of your legs.

Are you ready for great looking legs, just in time for warm weather? Get the details on this simple procedure by calling our office at 801-595-1600. ©



Before & After Vein Treatment at the Gateway Aesthetic Institute





Summer Procedures:

Look beautiful all season long

Most of us are too busy playing in the sun rather than seeking shelter from it, to have laser treatments performed during the summer months. Most laser treatments require no sun exposure while being treated; however, some procedures are ideal for the summer time and can be done without interruption from our vacations and BBQs.

Botox® dramatically reduces or rids your face of wrinkles on your forehead, between your eyebrows, around your eyes, mouth and chin. This simple cosmetic procedure produces fast, dramatic results and is preformed with little or no side effects and no recovery time. Botox® treatments can also stop excessive sweating of your hands, feet, or armpits, and is commonly used to relieve migraine headaches. (See more in depth information on Botox® in the article on page 8.)

Soft Tissue Augmentation (STA) treatments use simple injections to add a natural fullness and definition to your lips and other areas of the face. This treatment will practically erase deep laugh lines, fine lines around your mouth, and deep creases or scars. All products used

for STA treatments have been carefully selected and tested by Dr. Taylor for the following key components:

- **product safety** - all temporary products are not derived from animal or cadaver materials therefore eliminating the need for allergy testing prior to having them injected. Temporary products are made of naturally occurring substances in the body such as small “sugar” beads.
- **natural appearance** - in years past women complained of a lumpy and unnatural feel. These particular complaints were primarily due to the actual product that was being used to fill the lips and the techniques used to inject them. By carefully selecting products and mastering the technique and artistry that goes into injecting them, we can eliminate unnatural results.
- **lasting results** - temporary products may last as long as 12 months, minimizing the frequency of re-treatment. In some cases, FDA approved permanent product Silikon 1000, may be used to keep your lips and lines filled to your preference indefinitely.

Product names common in the media are Restylane, Perlane, Juvederm, Silikon 1000, etc.





Skin Tightening (Laser Skin Tightening/Thermage) has been getting a lot of media attention over the past several years and has gained momentum in the main stream of cosmetic trends more recently. ‘Thermage’, a “buzz” word among the general public, heats the deeper layer of the skin while cooling the top layer. As we age, collagen which resides in the second layer of the skin weakens and causes wrinkles and skin laxity. Thermage heats the collagen and immediately causes it to contract. Over time the collagen tightens to improve both wrinkles and skin laxity, offering the result of a mini-face lift.

Other procedures that utilize this technology are also available in our office. Anyone desiring skin tightening on their face, abdomen (stretch marks) or any other part of the body should call to schedule a free consultation. Skin Tightening procedures can safely be performed year round and treat all skin types including Latin, Asian, African American and sun exposed skin.

LipoDissolve is by far our most popular procedure of the year! Thousands across the nation are lining up to have this incredible procedure performed. Gateway Aesthetic Institute, the only physician practice trained to perform

the procedure in Utah, welcomed LipoDissolve to our menu of services in 2006. LipoDissolve is a non-invasive form of Liposuction that actually removes fat cells from the body, giving similar results to Liposuction. Although LipoDissolve is not a weight loss program, it is an incredible procedure used to contour virtually any part of the body.

LipoDissolve is a multiple treatment process involving a series of micro injections to targeted areas of body fat. Once injected, the fat will swell, harden and then slowly dissolve through the body’s natural immune system. The primary component in LipoDissolve has been safely used for dissolving fat in the bloodstream since the 1950’s. It is comprised of naturally occurring substances found in our body’s cell membranes. LipoDissolve has proven to be the answer for many searching for a way to rid themselves of pockets of fat that diet and exercise just won’t remedy. (For more information including before and after photos on LipoDissolve, see our expanded article on page 16.) ©

Botox, Soft Tissue Augmentation, Skin Tightening and LipoDissolve are timely procedures perfect for keeping you looking your best through the summer months. Call our office now at 595-1600 for more information on these and other procedures offered at Gateway Aesthetic Institute.

Before & After Treatment at the Gateway Aesthetic Institute



Lip Augmentation



LipoDissolve Treatment



Filler for Smoker Lines on Upper Lip



Single Treatment of Laser Skin Tightening



LipoDissolve Treatment on Neck

Cosmetic Industry Magnifier



Life in 2007 is all about convenience. We are constantly trying to balance careers, children, soccer practices, dance recitals, family parties and fifty zillion other things that are miraculously supposed to happen in a single day. Simply put, we are busy.

So how is it that in a society so involved in day to day life, more and more of us are finding time to visit the plastic surgeon's office and get "stuff" done? With cosmetic surgery on a rapid rise nationwide, a statistical trend is growing—more and more patients (actually 53% more since 2000), are choosing to have cosmetic procedures done with a needle, rather than a knife.

"Minimally Invasive" are words quickly gaining buzz in the cosmetic surgery industry. They refer to procedures where no cutting of the skin is necessary. These procedures include Botox, chemical peels, microdermabrasion, laser hair removal, sclerotherapy, laser and light facials, Thermage, and fillers (such as Restylane and Perlane). All are on a rampant rise. Why? The answer is simple. Minimally invasive cosmetic procedures are performed in outpatient settings, carry less risk of side effects and require little, if any, down time. They do not require general anesthesia, and perhaps best of all, they cost less.

Concerning the shift of surgical cases to minimally invasive options, Dr. Taylor notes, "The down time necessary and the risks associated with plastic surgery have most of my patients opting for less invasive procedures done earlier in their lives. Maintaining their skin over time is much more appealing than having to undergo bigger procedures later in life. Additionally, I believe that minimally invasive procedures offer a more natural appearance."

A closer look at a few "needle" procedures of today vs. their "knife" predecessors give insight into the mindset of physicians and patients.

Botox vs. Excision of the Corrugator and Procerus Muscle

Both procedures reduce the lines and folds created by muscle movement between the eyebrows. By

disabling muscle contractions, the skin softens causing wrinkles to diminish or fade completely. Excision of the Corrugator and Procerus Muscle relies on the surgical cutting of the muscles to inhibit muscle contractions and improve wrinkles. Botox achieves the same result through injections that temporarily inhibit the muscles ability to move. Botox usually lasts 3-6 months.

Treatment Comparisons: While both procedures are effective, the majority of patients prefer receiving a few simple Botox injections to relax the muscle over having it surgically cut. Of course, some individuals find "permanent Botox" (cutting the muscle) appealing, but the fine print explains that it may not be so permanent. It is possible for parts of the muscle to grow back together, which then requires repeat surgery and added recovery times. Still, if cutting the muscle is your treatment plan, it is extremely important to find a highly experienced and reputable facial plastic surgeon.

Skin Tightening vs. Facelifts

Both skin tightening and facelift procedures keep your facial skin from sagging. Skin tightening works over time using specifically designed lasers that treat the deeper dermis of the skin without breaking it. With facelift surgery, a physician actually detaches the skin from the muscle and tissue to pull it tighter. Then, as healing progresses, the skin and tissues re-bond in the new tightened position.

Treatment Comparisons: These procedures take very different approaches to help you achieve a youthful firmness to your skin. Skin tightening procedures are generally best for early prevention. Think of them as maintenance of the skin's elasticity. If started early, before wrinkles become problematic, laser tightening procedures, such as Thermage or Laser Skin Tightening treatments, should have you looking great when gravity starts to take control. The added bonus is that laser skin tightening treatments can be complimented with Botox



and fillers to achieve an even better result.

On the other hand, facelifts offer dramatic results for patients who already find themselves in a free fall. Remember, however, facelifts are major surgical procedures requiring much down time. They generally last two to five years, after which additional lifts may be required.

Hyaluronic Acid Injectables (Restylane, Perlane, etc) vs. Fat Injections/Collagen

All filler materials are specifically designed to add volume and definition to lips, soften lines and wrinkles and add volume to various other parts of the body (hands, hollowed faces, etc.) Hyaluraonic Acid Injectables are

“It’s an equally important part of a physician’s job to help you decide on the perfect procedure...”

natural occurring substances that are treatment ready and do not require allergy testing, while collagen is it’s opposite. Fat injections require the surgical removal of fat from another part of the body before it is “prepared” for reinjection into the patient’s lips.

Treatment Comparisons: Previous collagen injections required patient allergy testing before treatment could be received. When treatment was finally administered, it only lasted a few short months. And although fat injections were considered safe and long lasting, it was difficult to achieve even results. Such treatments were also considered surgeries that required down time for healing, a luxury most patients didn’t have. Today, hyaluronic acid injectables such as Restylane, Perlane, and recently FDA approved fillers, Juvederm and Radiesse, have made it possible to create a more natural, longer lasting (9-12 months), and safer treatment.

LipoDissolve vs. Liposuction

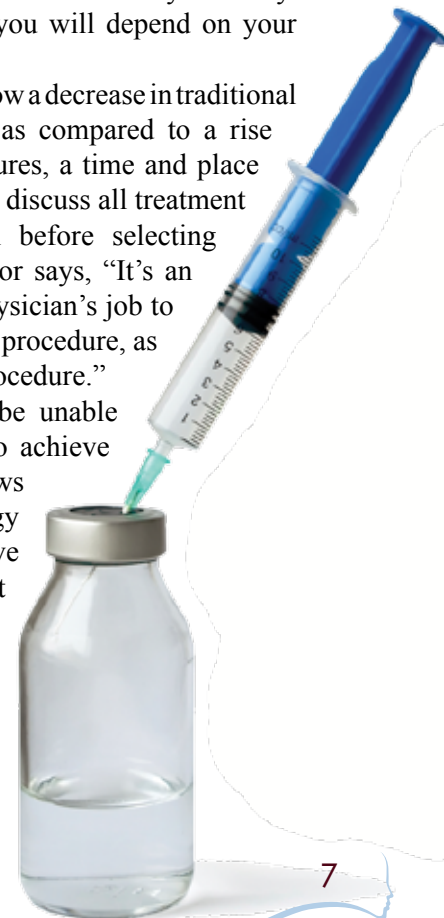
Both LipoDissolve and Liposuction rid the body of concentrated fat pockets, giving a smoother contour to the body that remove inches, not pounds. LipoDissolve is a series of micro injections, administered over time, that dissolve pockets of fat. Tumescant Liposuction removes fat surgically and requires time for proper recovery.

Treatment Comparisons: The micro injections used in LipoDissolve to rid the body of fat require minimal downtime and are generally of little inconvenience. On the other hand, Tumescant Liposuction (which is very different than traditional Liposuction), removes fat surgically and requires at least a day or two of down time before jumping back into regular routines. Both LipoDissolve and Tumescant Liposuction are viable options to remove localized fat pockets and contour your body. The best option for you will depend on your individual situation.

While statistics show a decrease in traditional surgical procedures, as compared to a rise in minimally invasive procedures, a time and place still exists for both. It’s best to discuss all treatment options with your physician before selecting a treatment plan. As Dr. Taylor says, “It’s an equally important part of a physician’s job to help you decide on the perfect procedure, as it is to actually perform the procedure.”

While some patients may be unable to avoid the knife in order to achieve desired results, the good news is that lifestyle and technology now offer viable and effective options for those who are just not ready for surgery. ©

*Statistics taken from the American Society of Plastic Surgeons press release dated March 16, 2006.



Botox

Fact vs. Fiction

For many years, the number one leading cosmetic procedure in the country, Botox, has been plagued by myths and rumors concerning its safety and performance. We have addressed and responded to some of the most popular speculations below.

MYTH: *Botox is dangerous.*

FACT: Botox is very safe. Millions of Botox treatments are administered every day throughout the world without any reports of serious side effects. Although Botox is a formulation of botulinum toxin A, it is sterilized and purified for medical applications. Botox is the only medication approved by the FDA for temporary improvement of creases in the glabella (between the eyebrows).

MYTH: *Botox will cause my face to freeze and I will have no facial expressions.*

FACT: Facial expressions remain active. Botox merely relaxes overactive muscles beneath the wrinkle being treated.

MYTH: *Botox is poison and will harm my body.*

FACT: With proper dosing, Botox is extremely safe. Excessive amounts of Botox, as with excessive amounts of any medication, could be harmful. An average treatment of Botox, however, is between 10 and 70 units. A lethal dose of the botulinum toxin is 2800 units and almost always comes from eating

spoiled food.

MYTH: *Botox injections are painful.*

FACT: Botox injections are virtually painless. Tiny needles are used to inject very small amounts of liquid into the

areas being treated. The experience is often compared to the feeling of being bitten by a mosquito. Although the pain associated with Botox injections is minimal, a topical numbing cream may be applied 30 minutes prior to the treatment to alleviate any discomfort.

MYTH: *Botox treatments will cause my eyelids to droop.*

FACT: There is less than a 2% risk of eyelids drooping. If you do experience this side effect due to the individual anatomy of the muscles, it is easy to relieve or reverse heavy brow effect by injecting a small amount of Botox under the eyebrow to add arch and lift the brow. If left untreated, droopy eyelids or eyebrows will return to normal in a few weeks.

MYTH: *Botox causes headaches.*

FACT: Botox has actually been proven to reduce the length, severity and recurrence of migraine headaches. If a slight headache does occur at the time of treatment, ice packs may be applied to the surface of the skin to help alleviate the symptom.

MYTH: *Botox is too expensive.*

FACT: Botox is much less expensive than operative procedures and it requires no downtime. Although Botox treatments should be repeated every three to four months for optimum benefit, it is easy to customize a treatment to fit nearly any budget.



It is important to note that although Botox is a simple procedure and relatively risk free, it is critical that it be administered by a physician who is a board certified plastic surgeon or a board certified dermatologist. Dr. Oz, recently featured on Oprah (February 13, 2007), confirmed this recommendation and stated that any physician can technically inject Botox, but that it is important to be treated by a physician trained

in one of these specific specialties. The facts noted above are only reliable if Botox is administered in a board certified plastic surgeon or board certified dermatologist's office. Dr. Taylor is board certified in dermatology with over 30 years of experience in this field. The Gateway Aesthetic Institute providers are all fully trained and capable of delivering effective and safe results using this revolutionary product. ©

Before & After Botox Treatment at the Gateway Aesthetic Institute



Notes from our clients...

"Is there anything better than being mistaken for one of your 22 year old daughter's friends? Thanks to Fractional Resurfacing, this happened to me and I am 42! You will be amazed with how wonderful it makes your skin look and feel. I had uneven skin pigment along my jaw and large pores, but all were gone after just one treatment. I love how it removes fine lines and tightens the skin. It is by far the best thing to come along in dermatology in years. I absolutely love it!"

Jodi K.

.....
 "I am so pleased with the light facial I received. I had no idea that a procedure like this could even be done to get rid of my ugly facial veins. I have hated them for so long! Thank you Dr. Taylor and thank you to your great staff, I am so excited about my results."

Beth M.

.....
 "Inna Prokopenko from the Gateway Aesthetic Institute has changed my life. When I first met

Inna, I was very uncomfortable about the scars on my face and neck. After the very first treatment, I finally had hope. I knew she would be able to make a difference. After several treatments, I now look to Inna and the rest of the employees at Gateway Aesthetics as family. I've grown so close to them and enjoy each and every visit. Inna Prokopenko is amazing; she has done so much for me and I will never be able to thank her enough for the care and attention she has given me."

MaryAnn G.



Acne

Better ways to help your teen



We offer better options at the Gateway Aesthetic Institute

If you were a teenager who struggled with acne or if you have a teenager who struggles with acne, you know how embarrassing and frustrating the condition can be. Luckily, there are many options available today to treat those unforgiving pimples.

In years past, if you went to a physician's office, it was typical to be given a prescription of some sort. While prescriptions were effective for some, others experience limited results with either acne not clearing up completely, or clearing up for only limited period of time. While prescriptions may be a good start, they aren't always the best solution for long term results.

Board certified dermatologists, Dr. Mark Taylor and Dr. Nancy Samolitis, have long been searching for more advanced remedies to rid teens (and adults) of their acne. This effort has brought light and laser acne treatments to the Gateway Aesthetic Institute, treatments that truly help with this bothersome condition.

Because each person's skin is

different, the treatments are highly customized to each person and provide options to those who've sought traditional medical treatments only to find little or no relief. "Light and laser" treatments make it possible to partially inactivate oil production, destroy bacteria, fade redness, and smooth scarring. These treatments are a great alternative to prescriptions that carry worrisome side-effects.

In addition to acne treatments at the Gateway Aesthetic Institute, our one-of-a-kind skin care boutique, Anne-Michele Apothica, can help you design a physician recommended skin care regimen with products that work simultaneously with in-office acne fighting treatments.

Due to the specialized nature of the various treatment options, we recommend each client come in for a personalized consultation to determine which treatment plan is best suited for their particular condition. To schedule a consultation, call our office at 801-595-1600. ©

Before & After Light & Laser Acne Treatment at the Gateway Aesthetic Institute



Calendar of Events

APRIL

April 26: *Obagi Launch Party!*
Anne-Michele Apothica now offering Obagi!
Come and join us for our launch party! Call for details.

MAY

May 7-12: *Mother's Day Sale*
Gateway Aesthetic Institute helps you to say "Happy Mother's Day!" by offering gift certificates at a reduced price. (Buy a \$100 gift certificate and pay only \$80.) Limited quantity available, some restrictions may apply.

Anne-Michele Apothica makes it easy to pamper moms by offering 10% off all body products, Kasmire Robes and candles.

May 24-26: *Botox Weekend!*
Come in and receive \$50 off any Botox treatment of 1 cc or more. Bring in a friend and receive an additional \$25 off your treatment. (Limited to one friend per customer.)

May 28: *Memorial Day Sale*
Anne-Michele (sale on select products)

JUNE

June 4-9: *Lips and Filler Event*
The perfect time to plump up those lips or fill up those lines as Gateway Aesthetic Institute offers 20% off all fillers. (Some restrictions apply.)

June 11-16: *Men's Week*
Their women look great; it's time they catch up!

Men, come to Gateway Aesthetic and receive 20% off a Botox treatment of 1cc or more, as well as 20% off a Light Facial treatment.

Visit Anne-Michele to find the perfect gift for your dad! 10% off robes and 10% off our incredible men's grooming products.

June 19: *LipoDissolve Open House!*
Introductory pricing is back for one day only. Come in and receive a package of 6 LipoDissolve treatments for just \$1400. (\$234 per treatment.)

JULY

Month Long Sale at Anne-Michele Apothica
Protect yourself from the sun and save money doing it. For the entire month of July, receive 10% off our San Diego hats OR save 15% when you buy an antioxidant skin care product with any sunscreen.

July 9-14: *Laser Skin Tightening on Sale!*
Keep your skin looking great year round with laser skin tightening. Save 20% on a single treatment. Call for details.

July 18-20: *Lips Event*
The perfect time to plump up those lips or fill up those lines as Gateway Aesthetic Institute offers 20% off all fillers. (Some restrictions may apply)

July 26: *Botox Sale for New Clients*
Come and see what the buzz is all about at the Gateway Aesthetic Institute! New clients receive a complimentary consultation (with

select providers) and 20% off a Botox treatment of 1cc or more.

AUGUST

August: *Back to School Sale!*
Get your kids ready for school with a month long sale going on specifically for your teens. Board certified dermatologists, Dr. Mark B. Taylor and Dr. Nancy Samolitis offer free consultations for acne patients when you purchase any laser acne treatment. (Restrictions do apply, so call our office for details!)

Anne-Michele offers physician strength skin care regimens to take home—10% off Zeno and Clarisonic Brushes and 15% off any purchase of Dr. Taylor's own MAMA Lotion!

August 1-2: *Save on LipoDissolve*
Introductory Pricing is back. Come in and receive a package of 6 LipoDissolve treatments for just \$1400. (\$234 per treatment.)

August 9-10: *Botox Weekend!*
Come in and receive \$50 off any Botox treatment of 1 cc or more. Bring in a friend and receive an additional \$25 off your treatment. (Limited to one friend per customer.)

August 15: *Laser Skin Tightening on Sale*
Keep your skin looking great year round with laser skin tightening procedures. Save 20% on a single treatment.

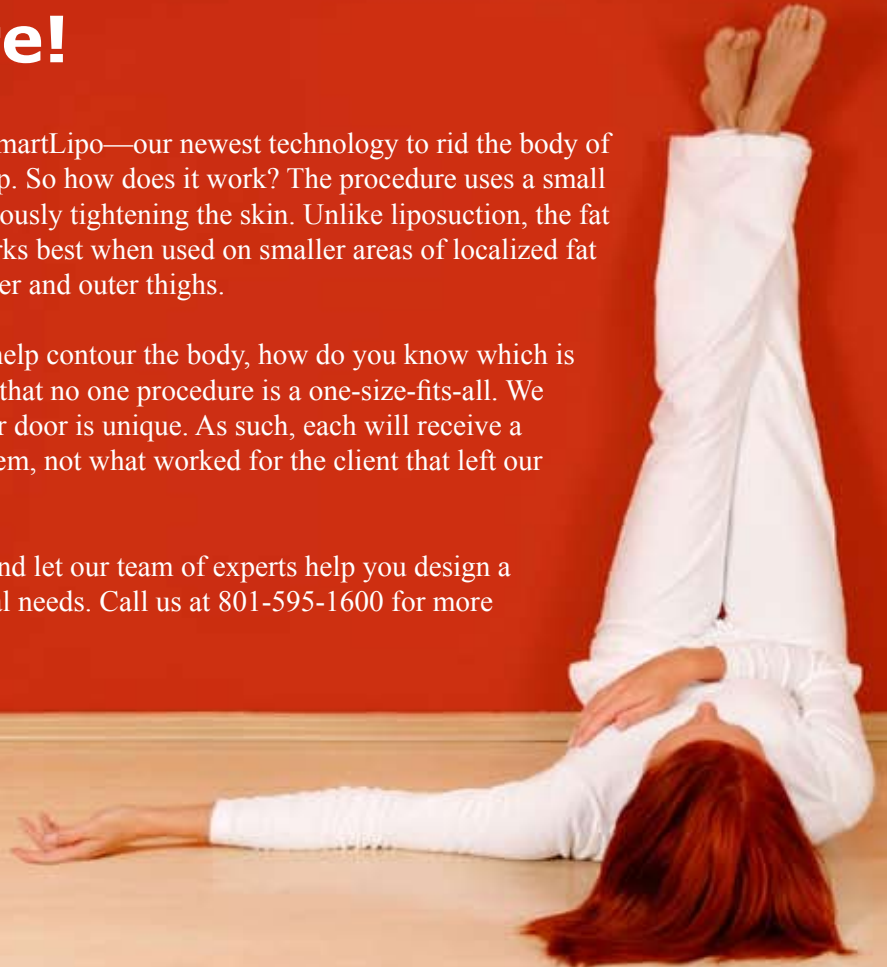
August 20-22: *Lips Event!* The perfect time to plump up those lips or fill up those lines as Gateway Aesthetic Institute offers 20% off all fillers. (Some restrictions apply)

SmartLipo is Here!

Tumescent Liposuction, LipoDissolve, and now, SmartLipo—our newest technology to rid the body of fat pockets that diet and exercise don't seem to help. So how does it work? The procedure uses a small laser probe to melt and remove fat while simultaneously tightening the skin. Unlike liposuction, the fat is liquefied prior to being removed. SmartLipo works best when used on smaller areas of localized fat such as the neck, love handles, waist, hips, and inner and outer thighs.

If all of these procedures remove fat deposits and help contour the body, how do you know which is best for you? Gateway Aesthetic Institute is aware that no one procedure is a one-size-fits-all. We understand that every client who walks through our door is unique. As such, each will receive a treatment plan based on what will work best for them, not what worked for the client that left our office just before.

Come into our office for an in depth consultation and let our team of experts help you design a treatment plan that is best suited for your individual needs. Call us at 801-595-1600 for more details on this new treatment option. ©



Laser Hair Removal



providing you with the safest, most comfortable, and most effective treatment course available in the market. We have the answers to your hair removal questions.

How does Intense Pulsed Light Treatment (IPL) remove hair?

Highly controlled flashes of light are selectively absorbed by hair follicles lying below

Laser hair removal is a safe, gentle and effective way to remove unwanted hair. Hair removal methods such as shaving, waxing and tweezing only provide temporary relief. While electrolysis can provide permanent hair removal, it is typically painful, costly and time consuming. Laser hair removal safely removes unwanted hair without damaging the skin. It is an efficient treatment that can remove unwanted hair and provide long-term results.

When laser hair removal was first introduced in the mid 1990s, it was limited to only fair skinned individuals with dark hair. The Alexandrite and Diode lasers, however, would not work on those with darker skin tones. It was difficult for these early generation lasers to distinguish between skin pigment and hair follicles, thus resulting in blistering and burning of the skin in darker toned patients. Today, technology has changed everything. With the advent of new lasers, such as the YAG and the re-invention of the IPL system, all individuals, fair and dark alike, can enjoy excellent laser hair removal results.

Dr. Mark Taylor, along with his experienced and skilled staff, will customize a treatment program designed for you, including an estimate of how many treatments may be needed to meet your expectations. Everyone at the Gateway Aesthetic Institute is committed to

the surface of the skin. The absorbed light heats the hair, which damages the re-growth potential of the follicle. The result is successful hair reduction without damaging the surrounding tissue.

What does treatment feel like?

Each pulse of light feels like a slight sting or pinch, similar to a snap of a rubber band. The sensation of heat, however, is minimized during treatment with both ice and a skin cooling device. In addition, a topical numbing agent may be applied to the area 30 minutes prior to treatment to decrease discomfort. Most people tolerate the treatment very well.



Before and After Laser Hair Removal

Are there any possible side effects?

Side effects are rare. You may experience slight redness or local swelling at the site of the hair removal treatment, but this typically goes away within hours. Limiting sun exposure before and after treatment will minimize the risk of complications. Most patients immediately resume all regular activities following treatment.

Are all laser hair removal providers alike?

Absolutely not! Laser hair removal requires exacting science, individual attention, experience, and a trained, caring, professional staff. The provider must be knowledgeable about skin, hair type, and the variables that exist between the anatomy of the skin and the associated reaction from the laser. While many spas or clinics offer laser hair removal, most use a single laser for all types of hair color and skin tone. At the Gateway Aesthetic Institute, we are the largest dedicated cosmetic laser center in the world, featuring over 30 state-of-the-art lasers. When you select the Gateway Aesthetic Institute you can be assured of better results in fewer visits.

Dr. Taylor, a board certified dermatologist, has been providing expert treatment for his clients for more than 30 years. He and his staff have been involved in the evolution of these treatments, testing and studying lasers and client results. Gateway Aesthetic Institute providers utilize multiple lasers to treat any skin type on all body and facial areas for both men and women. For more information, please call our office to schedule your free consultation. ©



NEW at

Anne-Michele Apothica

In addition to expanding our product lines, we are now offering facial services at Anne-Michele Apothica. Choose from a relaxing and deep cleansing European Facial to an invigorating and detoxifying Oxygen Facial. Please call with questions or to schedule your service.

Currently offered at the Apothica:

Skincare

IS Clinical • Immuderm • LaRoche Posay • NIA 24 • Obagi • Prevage MD • REN • 100% Pure

Cosmetics

Becca • Colorescience Mineral Make-up • Diannia Brill • True Mineral Make-up

Bath & Body

Archive • Body Coffee • Ervaviva • La Natura • Lollia • Red Flower

Tools

Clarisonic Brushes • Zeno "the zit zapper" • T3

Men's Grooming

Brave Soilder • Billy Jealousy

Gifts

Archipelago • Burn • Buddah Nose • Juniper Ridge • Kashere Robes and Throws • Ojon • Stephanie Johnson Make-up Bags • San Diego Hats • Sprayology

MORE TO COME

Questions or phone orders please call 801-746-7444



Gateway Mall • Salt Lake City

Gateway Aesthetic Institute - *In Focus*

Since moving our office to The Gateway Mall, extending our hours, opening weekends and adding walk-in appointments, we have received tremendous positive feedback. It is now more convenient than ever to visit our office.

Our new office offers a relaxing and private experience during consultations and treatment. The entire space was designed to streamline our productivity and provide you with pampered and timely care.

Our extended hours and walk-in appointments make it possible for you to receive cosmetic and dermatology treatments at your convenience, a new approach to

traditional medical care.

Our purpose is to pamper you. Our office staff is here to help you in any way that we can. Every employee is highly trained, skilled and passionate about Gateway Aesthetic Institute's commitment to our client's individual experience. Our philosophy

has always reflected a desire to meet and exceed your expectation.

Gateway Aesthetic Institute is not a one-size-fits-all facility. Dr. Taylor, with over 30 years as a board certified dermatologist, has vast experience in the cosmetic dermatology and laser surgery field. Dr. Taylor believes that each client has unique circumstances that make it necessary to customize treatment and provide added options that will help achieve maximum results. Dr. Taylor, along with providers Dr. Nancy Samolitis (board certified dermatologist), Elisa Wilcox (PA-C) and Inna Prokopenko (RN) are experienced and nationally recognized as experts in the field of cosmetic dermatology. Through their skill, artistry and most importantly, their compassion, our clients receive the best care available anywhere. ©

Our continued commitment to improvement is an ongoing project. We ask for your help! If you have any suggestions or feedback, please let us know.



Anne-Michele Apothica, our retail store



The Gateway entrance to our office building



Our upstairs waiting room



One of our many treatment rooms



Dr. Taylor's Column

April 2007

It's an exciting time for aesthetic laser treatments! With the help of my team of highly skilled providers, Gateway Aesthetic Institute continues to sit on the forefront of new trends. It is important for us to provide our clients with the most current, tested and proven laser techniques in order to fulfill our mission to help "create the perfect you at every age!"

With all types of laser facials evolving, I thought I might use this opportunity to give you a clear picture of all the options that are now available to you. Laser treatments for the face fall into four categories: 1) Visible light, 2) Deep heating, 3) Laser resurfacing, and 4) Fractional laser treatments. A brief synopsis of each follows:

Visible light lasers are excellent for treating unsightly pigment and unwanted blood vessels in the skin. As you look in the mirror, this is the 'stuff' that appears as the red and brown blotches and little veins on your skin.

Deep heating lasers heat the collagen deep within the skin to help tighten loose skin and improve both skin laxity and sagging. These lasers also improve the overall texture, tone, and light reflectance of the skin.

Laser resurfacing lasers remove the top layer of skin making way for a completely new layer of skin that is free of wrinkles and sun damage. This laser treatment is the gold standard for anyone who has deep wrinkles, scars, and significant aging related to excess sun exposure. It can literally rewind the clock up to 20 years on your skin.

Fractional resurfacing lasers are one of the newer laser treatments. The skin is treated with light spicules that project into the skin and remove approximately 20% to 30% of the skin with each treatment. (Think of it as a 'spot' treatment laser resurfacing.) These treatments help with pitted acne scars, porous skin, deep dermal pigmentation, and sun damage that has left the skin coarse and rough.

Individually, these laser treatments can produce incredible results. When we combine and customize these treatments, the results can be transforming. It is important to me and the other providers that we meet the needs and desires of our clients. We keep in mind what your goals are and also that you lead busy lives. Because of this, we are excited to announce that we are testing a new laser this spring that combines three of these technologies into a single device. This is great news for those of you that are already having one or more of these procedures performed. It will save time and money and we will be able to deliver better results even faster! As always, we won't begin booking procedures until our rigorous testing is complete—but stay tuned.

On a personal note, I'd like to thank you for your continued support and patronage. It's great to look back and recognize how far we have come together. Gateway Aesthetic Institute has exceeded my vision in so many ways and it brings me great satisfaction to hear your personal testimonials and how we've helped improve your lives. My hope is that our progress will continue well into the future.

Sincerely,

Dr. Mark Taylor
Owner/Director
Gateway Aesthetic Institute & Laser Center

LipoDissolve

Lose Fat Forever. No Surgery. No Sweating. No Kidding.

LipoDissolve has taken Utah by storm and is gaining momentum. What is all the fuss about?

LipoDissolve is a non-surgical fat removal treatment for body contouring and an alternative to traditional liposuction surgery. LipoDissolve removes fat through a series of micro injections of PCDC, a naturally occurring substance that breaks up and dissolves unwanted localized fat deposits. Once dissolved, the fat is eliminated naturally through the body's immune system. The result is better fitting pants and a smooth shape to your body's natural curves.

Many will try to imitate this advanced procedure. It's important to note, however, that copycat procedures such as Meso Therapy only claim to shrink fat, not remove it. LipoDissolve, on the other

hand, actually eliminates fat cells in the body. Dr. Taylor and his team of highly skilled providers have been extensively trained on this incredible procedure and are able to precisely target and reduce pockets of stubborn fat safely and effectively, allowing for optimal results.

Our clients can't get enough of this procedure! LipoDissolve is the perfect solution for those of you with busy schedules. It provides an alternative for those who don't have the luxury of time or money to undergo more expensive and time consuming surgery. As with all procedures, a consultation is necessary to determine if this treatment is suited for you. Free consultations are offered with select providers and may be scheduled by calling 801-595-1600. ©

LipoDissolve®: How it Works

- 1** Fat cells accumulate around our middle, buttocks, thighs, arms and chin.
- 2** Micro injections of PCDC to the desired treatment areas dissolve unwanted fat cells.
- 3** The fat cells absorb the PCDC and become slightly inflamed, then harden.
- 4** The hardened cells break down and are excreted through the body within a few weeks.

Common Treatment Areas

Upper Abdomen, Lower Abdomen, Inner Thigh, Outer Thigh, Knees, Face, Upper Back & Armpits, Love Handles, Buttocks, Cellulite Dissolution, Back of Arms, Male Chest

Insider Picks

From Anne-Michele Apothica



IMMUDERM

This super rich cream combines active botanicals with patented soluble Norwegian Beta Glucan. Immuderm absorbs quickly and keeps skin well hydrated without the grease. It's also clinically proven to activate skin repair cells. We cannot get enough of this cream!

Insider Tip: Great for soothing skin that is recuperating from IPL and Fractional skin treatments.

BECCA Concealer

Available in 36 shades. We love this concealer. Each compact contains two different textures of concealer, a "drier" texture for covering imperfections and a "creamy" texture for under eye circles.

Insider Tip: Use Becca spot concealer brush #32 and eye concealer brush #33 for flawless all day coverage.



BECCA Line and Pore Corrector

This silky, oil-free fluid creates a perfecting and mattifying veil to minimize fine lines and large pores while providing a smooth surface for make-up to glide over.

Insider Tip: Perfect for use under the eye. Our insiders challenge any concealer to settle in our fine lines once we use this fluid.

JAN MARINI Age Intervention Eyelash and Hair Treatment

A hair loss treatment that actually works! **GUARANTEED!** This product utilizes a patented proprietary blend of active ingredients. Apply the hair treatment once a day for reduced hair loss and longer, stronger hair. Apply the eyelash treatment twice a day and grow longer and thicker eyelashes. We can't keep this product in stock; call and reserve yours today at 746-7444.

Insider Tip: Eyelash treatment works on skimpy eyebrows too.



100% PURE TONERS

These 100% organic antioxidant rich toners brighten the skin. The Peppermint Green Tea Refresher is infused with cooling, invigorating mint and purifying citrus to hydrate, soothe and refresh normally oily and acneic skin. The White Tea and Rose Soother are soothing to dry, dehydrated skin, and contain white tea, honey, and botanicals that are anti-inflammatory and anti-aging.

Insider Tip: Use a toner to prep the skin for application of active ingredients and to add an additional layer of moisture.



Sun Essentials

A note from Misha about protecting your skin

With summer quickly approaching, we all become more mindful of protecting our skin from the sun. However, it's not just about slathering sunscreen on before we run off to the pool, we need to be protecting our skin from the effects of the sun and UV radiation 365 days a year.

Below is information you need to know in order to protect yourself and your family from the sun's effects. I realize that it's a lot of information to absorb—just think of it as a list of quick facts that will keep your family playing safely in the sun year round.

- There is no such thing as a safe tan, whether it is from the sun or a tanning booth. Even if you tan slowly without burning, the damage is hazardous to the health of your skin.
- UVB radiation is the sun's burning ray and it has an immediate, harmful impact on skin. Damage from UVB rays take place within the very first minute (yes, 60 seconds) of walking outside.
- UVA rays are the sun's silent killers. You don't feel them, but they are the primary cause of skin cancer and wrinkles. (UVA rays penetrate through clear glass windows that do not have a UV coating.)
- Even on a cloudy or hazy day, the sun's rays are present and impacting the skin.
- Sitting in the shade or wearing a hat only protects against a portion of the sun's rays. Surrounding surfaces such as water, cement, and grass reflect the rays from the ground to your skin giving you a double whammy of exposure.
- Altitude is a sun enhancer: for every 1,000-foot increase in altitude, the sun's potency increases by 4%. With Salt Lake City's altitude at 4,226 ft., the sun's potency increases by 16%.
- According to the FDA, a product's SPF (sunscreen protection factor) number tells you how long you can stay in the sun before getting burned. If you can normally stay in the sun 15 minutes before you start turning pink, an SPF 15 product will let you stay in the sun for approximately 3 1/2 hours without burning. If you begin turning pink after 10 minutes, an SPF 15 will let you stay in the sun approximately 2 1/2 hours. The formula is $10 \text{ (minutes)} \times 15 \text{ (SPF)} = 150 \text{ (minutes)}$, or 2 1/2 hours. If you're swimming or perspiring, you must wear a water-resistant sunscreen which provides 40 to 80 minutes of protection before you need to reapply it to maintain a sufficient level of protection.
- SPF is crucial, but it is only a measurement regarding sunburn (UVB) rays. It is dangerous for your skin not to have UVA protection and many sunscreens simply do not have ingredients that can provide true full-spectrum (both UVA and UVB) coverage. There are no numbers to tell you about protection from UVA radiation. For that type of protection, you need to check the active ingredient list to see if zinc oxide, titanium dioxide, avobenzone (which may also be listed as Parsol 1789 or butyl methoxydibenzoylmethane), Mexoryl SX, or Tinosorb are included. If one of the mentioned ingredients is not part of the active ingredient list (it doesn't count if it is part of the regular or "other" ingredients), you are not applying adequate UVA protection.
- There is no such thing as a truly "waterproof" sunscreen and the FDA's 2002 regulations require companies to eliminate use of the word. However, sunscreens that meet stringent FDA requirements can be labeled "water resistant," which means they need to be reapplied if you've been swimming or sweating for more than 40 minutes and up to 80 minutes for sunscreens labeled "very water-resistant."
- Crunching the numbers: an SPF 2 blocks about 50% of UVB rays; an SPF 10 filters out about 85% of UVB rays; an SPF 15 stops about 95%; and an SPF 30 stops about 97%. An SPF that's higher than 30 does not provide any more UV protection, it just offers more time that you can stay in the sun without burning. Note that new FDA regulations state that no sunscreens will be allowed to have ratings over an SPF 30+.
- As a general rule it is best to apply sunscreen at least 15 to 20 minutes prior to sun exposure. This gives the sunscreen time to absorb and to spread over





and into the skin. You must apply sunscreen liberally. A study published in the Archives of Dermatology (October 2002) said, “Sunscreen users are only applying 50 percent of the recommended amount, so they are only receiving 50 percent of the SPF protection.”

- If you are using AHA, BHA, Retin-A, Renova, Differin, or any topical pharmaceutical retinoid, it can make your skin more vulnerable to sun damage due to the surface exfoliation. Your skin is at even more risk for sun damage and sunburn, even with minimal sun exposure.
- If you are using more than one product that contains sunscreen, the two sunscreens do not add up to one SPF number. In other words, an SPF 8 and an SPF 15 do not add up to an SPF 23. Though you would get an increased SPF value for protection, there is no way of knowing what that increased protection would be. If you want to count on getting an SPF 30’s worth of protection, then that is the number you should look for in one product.
- Getting sunburned is bad enough, but what you may not know is that a sunburn continues to develop for 12 to 24 hours after the initial burn takes place! Treat a sunburn the way you would treat any other burn. Do not cover it with thick salves (thick moisturizers are the worst). These will trap the heat and cause more damage. Get the skin in contact with cool (not cold or icy) water or pure aloe vera immediately (do not put ice directly on the skin—that’s too much cold and can cause a different kind of burn). Then keep applying the cool water or pure aloe vera on and off for several hours. You may also want to take an over-the-counter anti-inflammatory, such as aspirin, to reduce pain and swelling. If you are unsure what to take, consult your physician.
- If you have babies or small children, sunscreen protection should be of primary concern. Their delicate skin is even more sensitive to the sun’s damaging energy. All sunscreen for-

mulations that have an SPF are regulated closely by the FDA; the formu-



lations do not differ in any way due to the age of the intended user. Of greater concern than the cute packaging on kids’ products, is that the formulation you choose contains one of these UVA-protecting ingredients: avobenzone, titanium dioxide, zinc oxide, Mexoryl SX, or Tinosorb.

- If you’re determined to get a tan, the only safe way to do it is with self-tanning products. Anne-Michele Apothica offers many different options from which to choose.

May I add... a few additional warnings:

Sunscreen (or sunblock) degrades and it is recommended it be replaced every year. By the way, if you have sunscreen from a year ago, you are not using enough. To receive the full SPF protection, you need to use a golf ball size amount for your face and neck. (I realize this is an enormous amount, use at least the size of a quarter doubled)

Finally, skin damage due to sun exposure is cumulative. That is, it’s not just because you used to sunbathe on the beach slathered in oil for eight hours when you were a teenager. Walking outside for a few minutes here or there to go to class, work, the supermarket, picking the kids up from school, etc.—it all counts. As such, everyone needs to be vigilant about using sunscreen or sunblock.

As with all skin care products, finding the right sun protection product for you is personal and let’s face it, a little confusing. Many aspects need to be considered when selecting a product—skin type, lifestyle, ease of use, etc. All of us at Anne-Michele Apothica are here to assist you in finding the perfect sun protection product for you. Please call 801-746-7444 with any questions.

Enjoy!

Warmest regards,

Anne-Michele Hughes
Director
Anne-Michele Apothica

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& LASER CENTER

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Salt Lake City, Utah 84101

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Bring this coupon to Anne-Michele Apothica, our skin care boutique,
between May 1, 2007 and October 31, 2007, and receive \$20 off
your purchase of \$150 or more.