

Specialty Skin Care

Official Publication of the

Debra Yates, Editor • Shari Friedman, Co-Editor

Spring 2012

SOCIETY OF PLASTIC SURGICAL SKIN CARE SPECIALISTS

From the Editor's Desk

Debra Yates



I can't believe it has been 9 years since I became Editor of our newsletter, "Specialty Skin Care."

What an incredible experience it has been. Taking a look back and being nostalgic, when I took over as Editor, it was the summer issue of 2003 and it was our first color issue that was as beautiful and vibrant as it is today. Just coming off the Board as President, I followed in the footsteps of Betsy Rubenstone, Sandra Day and Sandra Adams as past Editors. Our lead story was by our first President, Bea Hunter Erdman "SPSSCS-Looking at the past 10 years". Sandra Adams wrote our first member profile. Gail Belott, RN, informed us with an article "HIPAA IS HERE!" Michelle Cox Turley was our incoming President at that time. I have an archive of every issue and it is amazing to travel down memory lane

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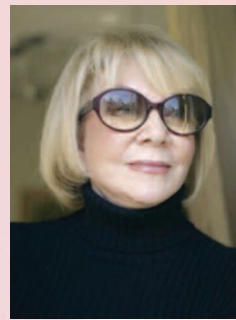
Sitting Down with Joan Kron

Claudio R. Pinto, MMA

The Upper East Side of Manhattan is a glamorous neighborhood—home to the likes of Madonna, Donatella Versace, Gucci, Tom Ford, and the one of the most influential women in cosmetic journalism, Joan Kron, Contributing Editor at Large for Allure Magazine.

"Every time I write about plastic surgery, I know I am putting someone on the operating table—so I have to be extra careful with what and how I report," she says. Sitting in her living room, seeing her so comfortable and open, it's easy to forget how influential the woman before me has been to the world of cosmetic surgery and to women's beauty. If Allure was the brain of the beauty industry, you might say Joan is its conscience.

I was excited when it was confirmed that Joan would again be speaking at our 2013 SPSSCS Annual Meeting in New York. It was my birthday when I received an email from Joan confirming that instead of having her write an article for our newsletter, I should come to her home and interview her. I'd seen her once before when she was the Keynote Speaker at the 2007 SPSSCS Annual Meeting in New



York. I was captured by Joan's spirit and how she opened her heart to express herself as I'd not experienced by any beauty professional before.

When she began covering cosmetic surgery for Allure, Joan says, most articles on the subject in other publications were little more than sales pitches for individual doctors.

Joan wanted to change that. With the support of Allure's Editor in Chief, Linda Wells, Joan began covering the subject journalistically—the good results, the bad results, the science and the psychology. With this approach, she helped Allure become the respected authority in the world of plastic surgery and health and beauty.

Joan started writing about the subject by chance. In 1992, she volunteered to write a story called "Shopping for a Facelift" and ended up, much to her own surprise, going under the knife. The story ended up a chronicle of her own personal experience: "wanting, fearing and having a facelift" (words which became the subtitle of her 1998 book, "Lift"). She walked readers

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SPSSCS Mission

The Society of Plastic Surgical Skin Care Specialists is a voluntary, non-profit organization dedicated to the promotion of education, enhancement of clinical skills and the delivery of safe, quality skin care provided to patients within the office of a Plastic Surgeon certified by the American Board of Plastic Surgery or the Royal College of Physicians and Surgeons of Canada.

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THE PRESIDENT'S MESSAGE

Stephanie Holden RN, BSN



As I sit down to write my last President's message, I am filled with pride in the SPSSCS. This is a great organization, filled with wonderful, knowledgeable members. It has been a real honor to serve as President, one that I treasure. I have learned so much over the past year and look forward to a bright future for our Society. We have members that are excited to step up and serve on the Board of Directors, we are formulating new committees to meet needs, we have a Board of Directors that is dedicated to promoting the Society and most of all, we have a membership that strives to be educated and provide excellent care.

Our collective membership, support and passion for the SPSSCS have allowed us to advance the visibility of our organization. We continue to have new and exciting things on the horizon. Hopefully many of you have noticed our new, improved website. Our goal over the next year is to make our website more interactive and promote better monitoring of the bulletin board questions.

Communication among members is an important benefit of membership and the board is striving to enhance this. For the last several years, Debra Yates had been the Editor of our newsletter. Debra has done a wonderful job and has served above and beyond the call. Our heartfelt thanks and appreciation are extended to Debra for a job well done. Debra has asked to step down and I am happy to announce that her Co-Editor, Shari Friedman, has agreed to step up and will assume the role of Editor this summer. Shari has a passion for writing and is excited and honored to accept this new challenge. Be on the lookout for new columns and information. Our newsletter is a great source for education and sharing, and remember - we are always looking for articles should the writing bug hit you!!!

As I complete my term as President, I must give sincere gratitude to my Board of Directors. Our Board has been a great group to work with. Each and every one of them has been willing to go the extra mile and work hard to improve the SPSSCS. I have seen dedication and enthusiasm about our Society. Each of them has given of their time and talent to see that the SPSSCS is moving forward. I would like to recognize Bea Hunter Erdman for stepping in to serve as my Parliamentarian. Bea was our 1st President and I purposely asked her to serve this year on the Board to help the new Board members with a sense of continuity and where we came from. I would also be remiss if I did not send a big hug to Susan Wells—she has been an amazing role model and support for me. We have made some positive changes over the last year and now have a Board that functions

well together with defined roles and responsibilities. I encourage the membership to seriously think about becoming more involved in the Society—the rewards are many. Much appreciation is extended to Sue, Missy, Janet and all of the Central Office Staff. They are just the best and always ready to lend support. They make our jobs much easier. I would also like to thank Drs. Renato Saltz and Rick D'Amico for their work and support as our ASAPS Advisors. I hope to see many of you in Vancouver as we join Karen Davis and her Program Committee to "Go for the Gold." It will be a wonderful time to network, learn some new things and have some fun. I thank you for letting me serve as your President and look forward to continuing to work to promote the SPSSCS—A Great Organization.▲

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Member Profile:



Shari Friedman

"Life is what happens to you while you're busy making other plans"
—John Lennon

My life has always been about change. Many have been by choice and others have come completely by surprise. So I shouldn't have been shocked when I received a call from our SPSSCS Newsletter Editor, Debra Yates, and the conversation took a completely unexpected turn. After 9 years, Debra informed me she was going to be stepping down from her position as Editor and she suggested that I might like to assume the responsibility.

This past year, as Co-Editor, I've been responsible for the Member Profile article and I've had the privilege of bringing you some really great stories about the folks who belong to the SPSSCS. Turnabout is fair play as they say, so here's some of my story: my grandmother instilled in me the love of all things in the beauty industry. She owned a salon at a time when women simply didn't run businesses. She's always been my inspiration. She's the reason I went to cosmetology school and work in this field.

I put myself through college doing skin care and makeup. From the beginning, I realized how fortunate I was to be able to see a woman flourish right before my very eyes by gaining confidence in herself and helping her to see the beauty that's on the inside enhanced on the outside. Nevertheless, I had my sights set on working in NYC in the media. When I graduated with a degree in Business Administration and Marketing, I began working in the radio and TV industry on and off for approximately 15 years. I produced the news, wrote advertising copy and eventually landed at NBC, managing commercial operations for 5 of their cable networks.

Unfortunately, media is quite a volatile industry and stations were bought and sold every couple of years. Each time that happened, we were all out of a job and I decided to pursue a skin care position once again. I should have recognized this pattern earlier!! I worked for several cosmetic companies as a business manager and eventually became a department store group manager in charge of women's shoes, jewelry and of course, cosmetics.

I knew from taking advanced skin care classes and working in the medical field at other points in my life that what I really wanted was to be a medical esthetician. I sent a resume to The Peer Group for Plastic Surgery, which has a wonderful, long-standing reputation. Twenty minutes after I sent the fax, I had an interview! It's now been 6 years which is the longest I've been at any one job! My current position has given me the opportunity to be interviewed for local periodicals, contribute articles to industry magazines and

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SKIN CARE 2012

**Hyatt Regency
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Facial Aging for the *Skin Care Specialist*

Wilfred Brown, MD

The effects of gravity were previously considered to be the primary factor responsible for the aged appearance of the face. As a result of extensive research, we now know that this is only one of many factors that are responsible for the maturation of the facial features. Factors that contribute to facial aging can be divided into extrinsic and intrinsic influences. Extrinsic influences include exposure to excessive ultraviolet radiation, tobacco use, poor diet, trauma, dehydration and temperature extremes. Intrinsic factors are those that are secondary to genetic influences and normal cellular aging.

Examination of each anatomical component of the human face makes understanding the aging process easier.

1. **Skeletal:** Significant structural and three-dimensional changes occur with time.

The mid and lower face becomes shorter, while the mid-face becomes relatively wider. If loss of dentition occurs, significant reduction in the bone mass of both the mandible and maxilla occurs. This can result in reduction of projection and volume of the chin area. Support of the upper lip can diminish if maxillary resorption occurs, and as a result of loss of mid-facial height, the malar (upper cheek) fat pad can descend which results in the naso-labial fold becoming more prominent. The use of solid implants may result in some restoration of these skeletal changes.

2. **Fat:** Facial aging is associated with loss of volume of facial fat in some areas and persistence of fat in other areas. Well defined compartments of fat occur in the face, and these compartments can become visually distinct from one another resulting in a loss of facial harmony. This occurs in both the superficial and deep to the muscle layers of the face. These observations have allowed clinicians to restore individual fat compartments specific to each patient with fillers (either autologous fat or synthetic materials) with dramatic results.

3. **Muscle:** Increased laxity and diminished tone of the facial muscles have long been thought to contribute to the aged appearance by allowing descent of facial soft tissue. Some consider the repeated long-term contraction of facial muscles responsible for alteration in the

distribution of the facial fat. Filler placed beneath these muscles may have a rejuvenating effect, as does selective muscular denervation with Botulinum toxin.

4. **Skin:** Changes in the skin are usually the most visually obvious. The major factor in aging of the skin is fragmentation of the collagen matrix of the skin, resulting in the progression of dynamic rhytids (wrinkles) to static rhytids. Treatments that stimulate the production of new collagen which is non-fragmented should improve the appearance of the skin. Modalities that may improve the appearance of the skin include the use of radiofrequency, ultrasound, and ablative and non-ablative laser. Skin improvement has also been seen with the prolonged use of topical agents such as retinoic acid. The use of hyaluronic acid fillers has also been shown to increase the production of collagen.

Restoration of the youthful face requires attention to addressing all four components of the facial structure. Focus on a particular compartment without regard for the others will often result in loss of 'balance' of the face. Traditional techniques that involve surgery alone can result in many patients having a characteristic "post facelift" appearance. Multi-modality techniques such as less aggressive traditional surgical lifts, combined with the use of fillers (fat or synthetic) in anatomically appropriate areas and/or selective muscular denervation, allow us to assist patients with regaining their youthful appearance without disrupting their unique look.

Dr. Wilfred Brown, MD, FACS is Board certified in Plastic Surgery as well as General Surgery. He is a member of ASPS, ASAPS and various local societies. He practices in Connecticut as well as Manhattan and specializes in aesthetic surgery and injectables. www.drwilfredbrown.com ▲

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- Coleman SR, Grover R. The Anatomy of the Aging Face: volume Loss and Changes in 3-Dimensional Topography. *Aesthetic Surg J.* 2006; 26(supp):S4-S9.
- Fitzgerald R, Graivier MH, Kane M, et al. Update on Facial Aging. *Aesthetic Surg J.* 2010; 30(supp 1) 11S-24S.



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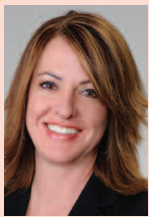
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SPSSCS 2012 – 2013

Nominating Slate

The Nominating Committee and the Board of Directors are pleased to recommend the following nominations for the 2012–2013 Board of Directors. The Nominating Committee consists of two SPSSCS members elected at the Annual Business Meeting, the two Board Representatives from The Aesthetic Society (ASAPS) and the SPSSCS Immediate Past President. Elections will be held during the Member Business Meeting on Thursday, May 3 at our 18th Annual Meeting in Vancouver, BC.



**PRESIDENT—
AUTOMATIC FROM
PRESIDENT-ELECT**

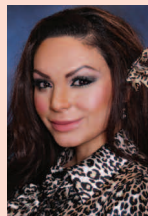
Karen Davis—
Toledo, OH, graduated
from the University of
Toledo in 1994 with a

Bachelor of Business Administration. In 2004, she underwent a major career change and received her aesthetics license. She began working at Bella Via Skin and Body Therapies in May of 2005 and in 2007 she became a Certified Permanent Makeup Professional. Karen has served as Assistant Editor of "Specialty Skin Care," the SPSSCS quarterly publication. She currently serves as President-Elect on the SPSSCS Board, as well as Program Chair for 2012 and has actively participated as an SPSSCS representative to several World Burn Congresses.



**PRESIDENT-ELECT—
ONE-YEAR TERM**
**Abbey Helton, BSN,
RN C, CPSN—**
Louisville, KY, holds a
dual certification in
plastic surgery nursing

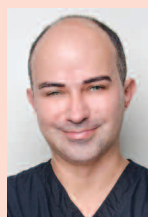
and medical-surgical nursing with 20 years of experience in the medical field, the last 13 years as Clinical Director for Joseph Banis Plastic Surgery. Her background includes Legal Nurse Consultant reviewing and preparing legal documentation for expert witnessing, development of Skin Care Solutions™, as well as aiding in the research of a Nutricosmetic and Genetic Skin Aging Project with Dr. Joseph Banis. She has been a member since 2005 and currently serves as chair of the Membership Committee.



**VICE PRESIDENT—
ONE-YEAR TERM**

**Elena Reyes, RMA,
RST—Yakima, WA,** is a
licensed aesthetician
certified in medical
aesthetics, and holds the

International CIDESCO Diploma. She has been licensed since 2001, and is also a certified professional makeup artist. She recently attended her 4th World Burn Congress as part of the SPSSCS Image Enhancement team. She has developed Cascade Esthetics and The Make-Up Boutique where she provides a full range of medical anti-aging services and specializes in all aspects of makeup artistry. Elena has been involved in the medical/surgical field for over 11 years and holds two allied health care degrees in Medical Assisting and Surgical Technology. For the past 10 1/2 years, she has worked with board certified plastic surgeon, Dr. Christopher Hauge, as his registered medical assistant, and registered surgical technologist. Elena previously served as Parliamentarian, Member-at-Large, and Secretary/Treasurer on the SPSSCS Board, where she also served as Chair of the Membership Committee.



**SECRETARY/
TREASURER—
ONE-YEAR TERM**

**Claudio Pinto,
MMA—New York, NY,**
is a licensed Master
Medical Aesthetician

specializing in providing preventative, corrective and anti-aging services. With over 15 years experience in the medical

field, he also acts as the public relations and event planning at Gotham Skincare, working in the office of Dr. Andrew Kornstein. Claudio previously served on the Planning Committee of GLAAD, the Gay and Lesbian Alliance Against Defamation, glaad.org and raised over 1 million dollars for their annual benefit last spring. Claudio has been featured in many local and national publications including New Beauty, Glow Publications, Allure, Mair Claire, Vogue and Lucky Magazines. Claudio is the "go to" person for all the difficult cases and specially trained by Dr. Zein Obagi on the Obagi Blue Peel, one of the very few professionals performing this treatment in New York City and addressing all difficult cases of skin types and conditions. Claudio has been an active member of the SPSSCS for 4 years.



**MEMBER-AT-LARGE—
ONE-YEAR TERM**

Donna Erb—
Wyomissing, PA, has
been employed at Berks
Plastic Surgery since 2005
as a licensed esthetician

and skin care counselor, with 10 additional years experience in the field of esthetics. She enjoys providing her clients with non-surgical services and education. In order to keep current on the latest technologies, Donna attends seminars throughout the year. She has completed training in Obagi systems and specializes in advanced laser techniques.



**MEMBER-AT-LARGE—
ONE-YEAR TERM**

Belinda Hambergren, RN, BSN—Stillwater, OK, is a Nurse Injector, Aesthetic Nurse Specialist and a

Certified Medical Micropigmentologist. Belinda worked in a hospital setting for over 25 years in the areas of emergency department, labor and delivery, surgical intensive care, endoscopy lab and anesthesia. Belinda was named Nurse of the Year at all three hospitals where she has been employed. She served as Director of Community Education and Staff Development at Stillwater Medical Center before beginning her cosmetic nursing career 8 years ago. Creating a service ministry, "Belinda's Butterflies," she works with cancer clinics to provide complimentary permanent eyebrow color to women diagnosed with cancer prior to beginning chemotherapy treatment.



**MEMBER-AT-LARGE—
ONE-YEAR TERM**

Nina Spadaccino—Houston, TX, is a clinical aesthetician and laser specialist with over 12 years experience in the field of cosmetic and

plastic surgery. In 2006, she joined Town & Country Plastic Surgery as the Medical Spa Director and manages a staff of 6 aestheticians. Nina is a General Partner of EventsRx, LP, a physicians' marketing and consulting firm based out of Houston, TX. In October 2010, Nina attended her first World Burn Congress as part of the SPSSCS Image Enhancement Team. In addition to being a member of SPSSCS since 2007, she looks forward to serving on the Board as a Member-At-Large.



**PARLIAMENTARIAN—
ONE-YEAR TERM
APPOINTED BY THE
PRESIDENT**

Cindy Steele, L.A. NCEA—Little Rock, AR, is a licensed aesthetician

and is a certified national esthetician set forth by the National Coalition of Estheticians. (NCEA) She has been in the skincare industry for 20 plus years and is a partner with her sister, Chotsie, for 6 years at Advanced Aesthetics of Arkansas in

association with Arkansas Plastic Surgery. They have a thriving business specializing in body treatments, skin tightening therapy and a multitude of specialty lasers. A strong retail business is an integral part to their success in this economy.

She has served on the scholarship and program committees and co-chaired the "Master Aesthetician" pre-meeting course at the SPSSCS Annual Meeting in Boston and will be leading a round table discussion at the Vancouver meeting.



**IMMEDIATE PAST-
PRESIDENT—
AUTOMATIC FROM
PRESIDENT**

Stephanie G. Holden, RN, BSN—Dallas, TX, is a registered nurse who

is the nurse manager of EpiCentre Park Lane, the laser and skin care facility for the doctors of Dallas Plastic Surgery Institute. Stephanie performs Fraxel Re:Store Dual treatments, IPL, Thermage, Ulthera, Liposonix and other skin rejuvenation treatments for the patients of the physician partners. She also performs neurotoxin and filler injections for Dr. A. Jay Burns' patients. A registered nurse for 30 years, she has spent the last 20 years in the field of Cosmetic and Plastic Surgery. She was the nurse administrator of Dallas Day Surgery Center, the surgery center for the physicians of Dallas Plastic Surgery Institute, for 7 years. She has been a member of the SPSSCS since 2002 and has served as Treasurer, Member-at-Large, President-Elect and President. Stephanie is also a member of the American Society of Plastic Surgical Nurses and the American Society for Laser Medicine and Surgery.

**NOMINEES FOR THE 2012
NOMINATING COMMITTEE ARE:**



Michelle Turley, LE—Savannah, GA, has been working in the field of esthetics since 1990. Over the past two decades, Michelle has worked with the

physicians at Savannah Plastic Surgery to add home treatment protocols, in-office facials and peels, makeup, and other complementing treatments to provide comprehensive skin care options for their patients. She has been a featured speaker

regionally and nationally and has served on the SPSSCS Board. Michelle also served as Program Chair at the national conference in Boston in 2002 and SPSSCS President in 2003. In 2006 Michelle was appointed to the Georgia State Board of Cosmetology by the Governor of Georgia where she served two terms until 2011. The Board is responsible for reviewing applications, administering examinations, licensing qualified applicants and regulating the professional practice of licensees throughout the state. Michelle's background with SPSSCS paired with her position on the Board helps promote education in the cosmetology and medical skin care specialty.



Kathy Jones, RN, CPSN—Ft. Wright, KY, is currently co-owner/operator of Kathy Jones Skin Care in the greater Cincinnati area, with three locations;

Indiana, Ohio, and Kentucky, providing all ancillary procedures to Loftus Plastic Surgery Center. She supervises a staff of 15 including, nurses, aestheticians, and reception staff. She also is the Director of Training for the PMT/Permark Training School of Micropigmentation. Kathy lectures at various conventions and meetings and is a member of the American Society of Plastic Surgical Nurses, Society of Plastic Surgical Skin Care Specialists, and Certified Instructor for the American Academy of Micropigmentation and the Society of Permanent Cosmetic Professionals. Kathy has been active with both the Ohio and Kentucky Board of Nursing in creating guidelines for cosmetic nurses. She previously served as SPSSCS Historian, Secretary, Exhibits Chair, Program Chair, President and Immediate Past President.

All nominees meet the qualifications required by the SPSSCS and are willing to serve in the designated capacity if elected. ▲





7 Ways to a More Positive “YOU”

IF A POSITIVE ATTITUDE MAKES LIFE BETTER...THEN WHY DOESN'T EVERYONE HAVE ONE?

Sam Glenn

The

reason not everyone has a positive attitude or subscribes to what it can do, is reception and interpretation. We have all heard about attitude, but if you don't interpret it as something of value like an asset, then it's like running your life on a half used battery. If you were planning a trip across country, would you only fill up your gas tank part of the way? No, that would be crazy.

The other aspect is that most people are not receptive to the power of attitude. They see life as it is what it is or whatever happens—happens.

Let me make a bold statement and say that everything starts with attitude... everything! Attitude is the main thing that affects everything as well. Let me ask you a question, is there just one thing in your life that you might want to improve or have a goal to achieve?

It starts with attitude! If you feel negative about it like, “I can never do this” or offer up excuses, then you're starting from a negative point of view. If you choose an attitude of determination and passion, that will work through your efforts.

We are always in a state of action. That's called living. The choice of what current you want to flow through your living—actions and efforts is your choice. You can choose negative attitude to work through your actions and as a result, you will achieve negative consequences. The other plus side is you can choose to be positive and allow that power to work through your life and as a result, your consequences will be positive.

However, getting to positive requires effort on your part. You need to read

positive material, eat right, take care of yourself and do things that are positive for you. This is how you charge your attitude to positive. If you let your attitude stay idle, it can take on the shape of your circumstances, which is not good. You never want your attitude to reflect unfavorable circumstances because it won't benefit you or the situation. You have to practice the right attitude daily, but seeing value in your attitude and making your attitude a choice.

Here is my personal list to get and keep a Kick Butt Attitude! The steps are very simple, so don't complicate this simplicity for yourself. Keep the process of getting and keeping a Go Positive™ attitude simple...because it is!

1. Duplicate your shower or bathing time and invest that into your developing your attitude. If you shower five minutes per day, do something that charges your attitude for five minutes per day. Read or listen to something positive.
2. Listen to positive material while driving in your car. Turn off the noise and re-charge your attitude by listening to something positive. Go to my website: EverythingAttitude.com and order my Go Positive™ Audio CD. This is my mom's favorite audio recording which I did years ago. Listen to it while you drive to work and get your attitude set positive for the day.
3. Create a plan of structure for food, health and sleep. These three factors alone have the power to improve or discourage your outlook, depending on how you handle them. Eat better, work out 30 minutes a day, and get enough sleep. This will relieve

stress, help you feel good and give you the energy you need.

4. Lighten up! Having a good sense of humor is not about being a comedian; it's about finding the lighter side in everything around you. Start small by smiling.
5. Praise your teammates. If you want better teamwork, you have to start by being a better team player. Praise your teammates for even the littlest things. Be encouraging, not discouraging.
6. Be grateful. The fastest way to a better perspective about anything is to stop and think about what you have to be thankful for. Remember this: a minor negative cannot occupy the same space as a major positive. Your major positives are what you have to be thankful for. Get a note card and write down five things you are grateful for. Look at it often. It will improve your mood.
7. FINALLY... Take your fiber and drink lots of water. If garbage piled up in your office, home, bedroom, would you be a happy person? NO WAY! Health experts tell us that if you take your omega 3s and fish oils and drink lots of water, you will flush harmful toxins out of your body. By doing this, you will improve your mood dramatically!

Sam Glenn will be the Keynote Speaker at the 2012 SPSSCS Annual Meeting in Vancouver. For more tips and ideas on how to live a more positive life, visit Sam's website, www.samglenn.com. Also, got an attitude story?—share it with us. Tell us how keeping the right attitude made a difference in your life, work or that of others. Email Sam at contact@samglenn.com ▲

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Likes and Unlikes: The Facebook Friendly

Wendy Lewis

*S*ocial media has become a way of life for consumers and an essential practice building tool to connect with customers. Facebook is the largest of all the social networks, and attracts users from tweens to grandmothers. A recent study by Forrester found that 96% of adults in the U.S. who use social networking sites are on Facebook. The second most popular network is LinkedIn, which captures only 28% of the U.S. adult online population, mainly because it is for working professionals. Twitter ranks third and is most popular among younger users ages 18–22.

As more people continue to join social media channels, it is important to learn how to use them to the fullest potential to capture your customers' attention. Consumers are more inclined to "like" or fan a Facebook page if they have a personal interest in the brand or category. The two main reasons to use Facebook professionals are to connect with customers who know

A RECENT STUDY BY FORRESTER FOUND THAT 96% OF ADULTS IN THE U.S. WHO USE SOCIAL NETWORKING SITES ARE ON FACEBOOK.

you, and to attract new customers who need to know you.

One of the main tactics used to attract fans is to offer deals in a Groupon-like fashion. However if you use Facebook solely for discounts and blatant self-promotion, your fans may eventually unlike your page because you are constantly selling to them and asking them to refer their friends. While a call to action, such as an introductory offer on a new treatment or product, can be a compelling reason for consumers to engage with you on Facebook, you have to vary your content and keep it interesting and relevant to your practice. For example, asking questions,

probing fans for their opinion or preferences via a survey or poll is a strategy that can be very effective, especially for skin care customers. It reinforces that their opinions matter and that you are interested in learning what they have to say. In the same way, you should engage with people who ask reasonable questions. For example: "Do you use any lasers to treat acne?" or "What is the best sunscreen for sensitive skin?" This is your best opportunity to shine and promote your knowledge, expertise and services.

Among the pitfalls for aestheticians and aesthetic practices on Facebook that can be easily avoided are to keep your Facebook account for your personal life and totally separate from your professional persona. You can have a professional profile in a different name, such as "Jane JohnDoeMD" or "Skincare Jane." Through a profile dedicated to your professional life, you can invite "friends" to your page and grow it.

A business should be promoted on Facebook as a Page. A Group is not viable for a business and will be discontinued or reinvented. You need 25 Likes to secure a vanity URL—meaning a name for your Page. Choose the name of your Facebook page carefully because it cannot be changed once you claim the name. If your practice name is very common, you can add a location to distinguish it. For example, John Doe M.D. F.A.C.S Plastic Surgical Associates might be better as Dr John Doe Plastic Surgical Assocs Chicago in terms of getting found. Add as much information about your practice as possible in the Info and About sections, located on the far left column.

INTERACTING WITH PEOPLE ON FACEBOOK, HAVING 2-WAY CONVERSATIONS, IS MORE IMPORTANT THAT JUST HAVING LARGE NUMBERS OF BOGUS FANS WHO NEVER SEE YOUR POSTS.

To build your Page, you need to be proactive or to outsource it to a professional who can help you grow your presence. It requires a time and/or financial commitment. Posting too infrequently or leaving your page dormant so it appears to be inactive for days or weeks at a time will discourage people from revisiting your page. In essence, they will forget about you. It is recommended that you post at least once per day to remain visible, and preferably more. By using third party platforms such as HootSuite or Tweetdeck you can schedule your posts in advance. The downside to automating all of your Facebook posts is that you lose the personal touch that is the essence of social media. Interacting with people on Facebook, having 2-way conversations, is more important than just having large numbers of bogus fans who never see your posts.

SENDING OUT EBLASTS WITH FACEBOOK ONLY OFFERS, INCLUDING YOUR FACEBOOK CONTACT ON CARDS, BROCHURES, SIGNAGE IN THE PRACTICE, AND OF COURSE POSTING IT ON YOUR WEBSITE WILL HELP GET THE WORD OUT.

However, you can link your Facebook page to Twitter so that each post goes out to your Twitter followers, thus gaining exposure for your content and driving more people to like your page. Having a developer create a customized welcome page and banner for your page with compelling content and vital information about your practice is a must-have and is a very affordable marketing tool. Feature the top three to five services you specialize in, brands you carry that have consumer recognition and a Facebook presence, practice credentials and awards, such as "Name in Best Doctors in Dallas," special events and seminars, and phone number, Twitter and email.

When it comes to creating and sharing content on Facebook, widen your spectrum of topics from just anti-aging and cosmetic beauty to include fitness, nutrition, skin cancer, breast cancer, acne, rosacea, hair loss, menopause, fashion, entertainment and your community, plus anything else that you think would be of interest to your customer base.

Due to the fact that HIPAA laws prevail across the board, reaching out to patients on Facebook should be off limits. The goal is to encourage them to reach out to you by letting your patients know that you are on

Facebook and giving them a reason to like your page. For example, sending out eblasts with Facebook only offers, including your Facebook contact on cards, brochures, signage in the practice, and of course posting it on your website will help get the word out. Competitions and giveaways are another good incentive, but must be run according to Facebook's strict guidelines.

Think of your Facebook page as a microsite and use it wisely to generate buzz and promote your skincare practice. As Facebook is in IPO mode, we can expect many more changes, features and opportunities for promotion in the near future, so keep checking back to the Help Center and go to Facebook Basics to stay on top of it, or sign up for updates from www.mashable.com.

Wendy Lewis is the President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy, the author of 11 books, and Founder/Editor in Chief of www.beautyinthebag.com. wl@wlbeauty.com ▲

Skin Care Meets Surgery

Julius Few, MD



F

inding synergy with skin care and surgery provides a life time of natural-looking patient results.

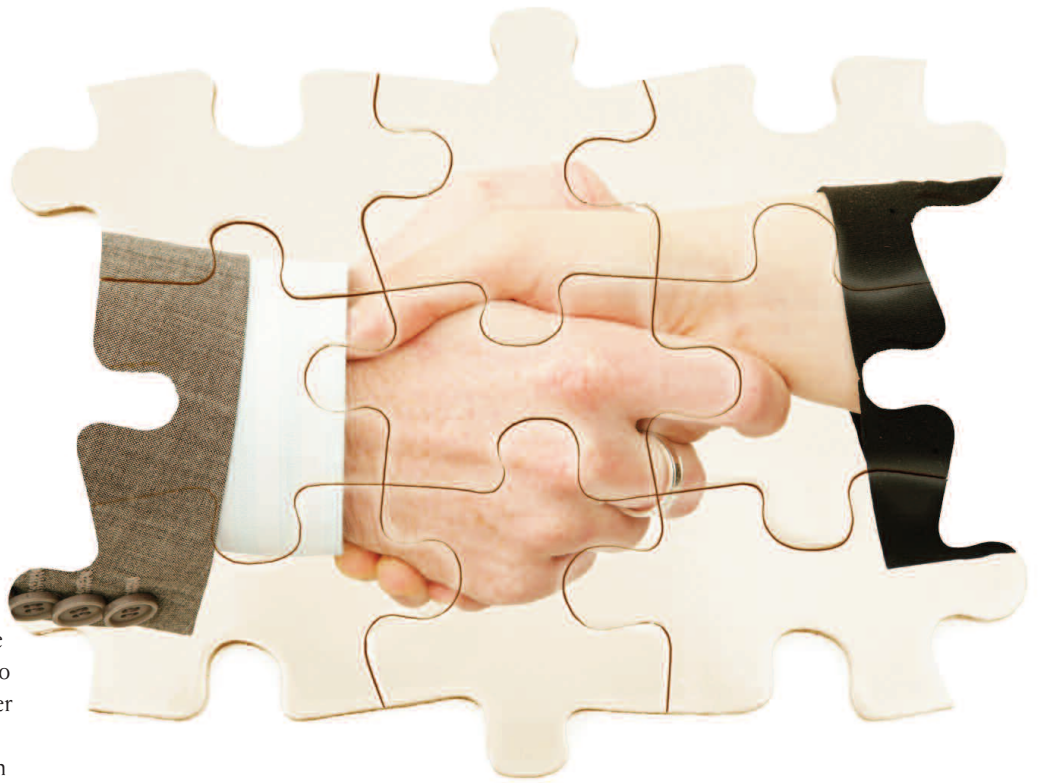
We know that aging is a continuous process. We also know that anti-aging should also be a continuous process. But while we accept this to be true, finding the appropriate methodology—or being able to communicate it to patients—can be another issue entirely.

Consider this: First came the scalpel. In a single drastic measure, we were able to pull up wrinkled, sagging skin, and create a dramatic transformation. Next came the needle and a host of wrinkle reducing and filling products. With limited invasiveness, we were able to create a facelift completely surgery-free. Both milestones on the cosmetic plastic surgery timeline, but each at the opposite ends of the beauty continuum with individual lists of pros and cons. Surgery alone may be a one-time fix, but requires significant downtime. Injections may limit downtime, but require on-going maintenance. Neither method alone is enough to achieve ideal, long-lasting natural freshness and beauty.

Today, however, we've arrived in a place where a balance between surgical and non-surgical methods strikes the right chord with patients, and combining these methods over time is the best way to significantly exceed the results of either strategy alone.

BETTER TOGETHER

To effectively explain the relationship between surgery and skin care, I use a couple of analogies with my patients. First, if you make your bed by pulling up a



*T*ODAY, HOWEVER, WE'VE ARRIVED IN A PLACE WHERE A BALANCE BETWEEN SURGICAL AND NON-SURGICAL METHODS STRIKES THE RIGHT CHORD WITH PATIENTS, AND COMBINING THESE METHODS OVER TIME IS THE BEST WAY TO SIGNIFICANTLY EXCEED THE RESULTS OF EITHER STRATEGY ALONE.

wrinkled sheet, you're still going to have a wrinkled sheet. Second, I equate the facial rejuvenation process to home renovation. I tell patients that by using a combination of technologies, we're renovating their "home," but allowing them to stay there while we do the work instead of moving them out for a period of time. Part of patient responsibility, however, is routine upkeep and care, which is especially relevant with the advent of certain non-surgical skin tightening technologies

(ultrasound, radiofrequency) that require regular treatments for maximum results.

Putting these ideas in context, prevention should be every woman's mantra. For early prevention, we're talking about babying and preserving the skin—good products, great sun protection, regular exfoliation and selective non-invasive treatments. No matter how good a skin care regimen is, however, as patients age, crepey skin around the mouth, prejowls or neck wrinkles may begin to appear, for which non-surgical skin tightening technologies may be indicated. As the face continues to age, the aforementioned skin and energy treatments can be coupled with minimally invasive eyelid and/or facial surgery, which require only minimal downtime—an average of 7 days or less. The mini facelift and/or fat injections with eyelid surgery can be used as a vehicle to reset the soft tissue. After the reset is complete, patients can achieve natural enhancement by the addition of synthetic fillers, toxins, and/or light-based technologies.

A SYNERGISTIC SYSTEM

Whether it's skin care, injectables, energy, or some combination thereof, the measures taken to rejuvenate the face and skin at various points in time to slow down the aging process will affect the level of aesthetic correction required later on, often delaying or drastically minimizing surgery.

To evaluate and create a customized treatment plan for each patient, I break down the characteristics of the aging face into wrinkles, volume loss and skin laxity—the "holy trinity" of aging. Every patient has some combination of these, though the degree to which is a result of various factors, including age, race, excessive sun exposure, smoking, even genetics. I consider these three to determine what the most appropriate treatment protocol will be to achieve his or her goals.

- For wrinkles, age spots and other superficial changes, exacerbated by sun exposure or smoking, think lasers, chemical peels, neurotoxin and fillers.
- For loss of volume, as fat layers dissipate and create deflation in the cheeks and under the eyes, fillers are a great fix.
- Drooping skin can be treated based on level of laxity: less laxity with ultrasound or radiofrequency; more laxity usually requires surgery.

Ultimately, whether you're a plastic surgeon, plastic surgery nurse specialist, or an esthetician, we share the same goal: allowing our patients to maintain productive lives, minimize risk, and enhance natural results. This refocused approach has allowed for long-lasting results that slow down the aging process.

Dr. Julius Few is a board certified plastic surgeon who specializes in advanced cosmetic surgery and cosmetic medicine. He is the director of the Few Institute for Aesthetic Plastic Surgery, as well as a clinical associate at the University of Chicago. Dr. Few has more than 50 publications and serves as a clinical editor for the Aesthetic Surgery Journal, commissioner of cosmetic medicine/board of directors in the American Society for Aesthetic Plastic Surgery, and medical advisor for ABCnews.com. Julius Few is a reviewer for Plastic and Reconstructive Surgery Journal and Aesthetic Surgery Journal, while being an active scientific investigator/principle investigator in clinical research. He currently serves on the editorial advisory board for Medscape by WebMD and New Beauty magazine. ▲

Project Beauty Update

Claudio R. Pinto, MMA



Two years in the making. Extensive market research and testing. A goal to become THE beauty site for all consumers interested in self-improvement. Project Beauty has the backing of one the leading medical authorities in Beauty—The American Society for Aesthetic Plastic Surgery.

BUT WHY DOES THE WORLD NEED MORE HEALTH AND BEAUTY INFORMATION?

With the plethora of information out there, we have yet to find one source for all things beauty that is vetted through the leading authorities in their fields, that presents only safe and effective options and answers to 2,600 board-certified plastic surgeons. That source is Project Beauty. Women and men have told us of their confusion: What treatments work? Which don't? How can we tell if a product is legitimate or just marketing hype?

Project Beauty cuts through the clutter. The entire spectrum of health and beauty.

SO WHY PROJECT BEAUTY?

Our community members and the public DESERVE real and accurate information. Hippocrates has us promising to a higher authority. It is our Mission and pledge to fulfill that promise in an entertaining and informative way.

THIS IS WHERE WE PROMOTE YOU

Our dedicated and licensed aestheticians and nurses working with board certified plastic surgeons—we know that we are the ones who have the expertise and time to educate our patients. To thank you for your participation, all we ask is that you submit to claudio10011@aol.com your testimonial about a favorite skincare product—I will gladly edit your submission and the staff of ASAPS, Project Beauty and myself will be posting and tweeting for you. I have close to 5,000 followers on Facebook alone. Think of all that exposure that you cannot afford to miss.

While you are getting ready to attend our annual meeting in Vancouver—or while you are reading this newsletter, think about one or a few amazing products you can't live without and start writing that testimonial and before you know it, you will be featured on Project Beauty!

Free publicity? Yes, we all want it!

A SAMPLE OF MY TESTIMONIAL

The Avene SOS Post Procedure Kit—Exclusive to physicians—and AS FEATURED in the Winter Issue of NEWBEAUTY Magazine—This is a must have for after chemical peels, laser treatments, any other treatments—Avene's Spring water is extremely soothing, has the lowest salt and irritants concentration making it wonderful for even the most sensitive skin. The thermal spring water cooling gel and cicalfate cream will help restore and hydrate the skin. Also great for those patients who are undergoing procedures but have very sensitive skin or need that extra hydration that's gentle but effective. You will be glad you ordered this kit and your patients will be very pleased. It's the best \$86.00 you will ever spend!

I look forward to getting your testimonials and publishing it through our various channels. You will be glad you did. Thanks to all of those who have contributed to Project Beauty!

Claudio R. Pinto, MMA is the SPSSCS Representative to the Project Beauty Task Force ▲

SITTING DOWN WITH JOAN KRON

Continued from Cover

through the ins and outs of the process, from choosing a doctor (never naming him), sitting in the examination room, and laying your head back with your face in the hands of a relative stranger. What resulted was a candid first-person dissection of someone undergoing a procedure that had, for the most part, remained hidden behind the hospital curtain. Often, she has noticed that writers' first stories on cosmetic enhancement are about procedures they want themselves. "But after that," she says, "You have to put your own interests aside and think about all the various procedures and topics that will help and interest your readers."

Her explorations have taken her around the world and behind the scenes; to the Rio clinic of world-famous surgeon, Ivo Pitanguy. Once inside, she was able to reveal the secrets of his complex multi-O.R.

surgical method. She has watched a law enforcement team in Miami investigate the underbelly of Florida's cosmetic-surgery black market and she has delved into the dangers of "beauty-surgery tourism."

She believes that most potential patients worry only about which doctor to choose, and not enough emphasis is placed on aftercare—the need for having a medical professional, a nurse, with you after a facelift or large body procedure. "A girlfriend or a spouse is not the person you want to take care of you." And by explaining the needs patients have, what it feels like to have a procedure—not just what it looks like before and after, Joan has helped shed light into the more mystifying corners of the cosmetics world.

As our time came to a close, Joan pulled a large loose-leaf binder off her shelf. It was a scrapbook she had compiled on the

history of cosmetic journalism. In chronological order were pages of news clippings starting with a story from 1922, Look Magazine articles from the 1940s and 50s, and the groundbreaking 1966 Vogue article on Pitanguy's buttock lifts and facelifts. As she closed the book, obviously fascinated with the 90 years of change, as cosmetic surgery came out of the shadows, I saw her as if for the first time. Is it possible that a woman, so humble in her attitude, even knows how important her own place in the pages of that scrapbook will be one day?

Claudio R Pinto is a MMA on the Board of Directors for SPSSCS. He is a staff contributor to Glow Magazine and a beauty expert for New Beauty Magazine. ▲

FROM THE EDITOR

Continued from Cover

with this documentation of our history.

Now it is time to bring change and a fresh face to our Society's newsletter. I am thrilled to tell you that Shari Friedman will be stepping in as our new Editor beginning with the summer issue. I hope to see many of you in Vancouver to help me welcome Shari.

"If we don't change, we don't grow. If we don't grow, we aren't really living."—Gail Sheehy ▲

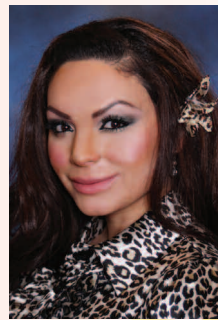
MEMBER PROFILE

Continued from Page 3

become part of the advisory board of a New Jersey beauty magazine. One of my fondest memories was performing a peel on a former member of the "The Biggest Loser" reality television show.

I'm honored to follow in the footsteps of Debra Yates who has done a phenomenal job as Editor for these past 9 years. With Debra at the helm, we have been enlightened, entertained and have grown as a community of like-minded professionals. I am very grateful to her for this opportunity and wish her all the best as she continues to be an active member of the SPSSCS. I welcome any and all ideas you may have to continue making our newsletter educational, interesting, and fun. I look forward to seeing you all in May at our Annual Meeting; the agenda looks fabulous!

Vancouver, here we come! ▲



*Elena Reyes, RMA, RST
Chair, Membership/Mentor Committee*

Welcome New Members

Jennifer Dowling—Paramus, NJ
Anna Johnson—Newport Beach, CA
Toni Jordan, RN—Houston, TX
Nikki Kidd—Dallas, TX
Michelle Lonsdale—Atlanta, GA
Stephanie M. Ollikainen—Macon, GA
Marcia Ann Pastel—San Diego, CA
Samatha Simonds—Toorak, Australia
Joie Tavernise—New York, NY



BEFORE



AFTER 30 DAYS*



Before you moisturize, energize!

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