

The Skinny

CONTOUR
DERMATOLOGY
& COSMETIC SURGERY CENTER

A quick read with substance

Spring 2010

~ Join the Club Enjoy 50% to 70% Savings All Year! ~

Looking your best has never been easier – or more affordable – with membership in our value-packed Club Contour. For a fixed monthly fee, you can receive up to two monthly skin rejuvenation treatments for an entire year at dramatically reduced prices. Simply choose the membership level that works best for you:

- **Level 1: \$99 per month** Includes one laser treatment (regularly priced up to \$200), or one Vibraderm treatment and one chemical peel (regularly priced up to \$125)
- **Level 2: \$200 per month** Includes one laser treatment (regularly priced at up to \$500, excluding Fraxel® Laser) and one chemical peel (regularly priced up to \$125)

"Many of today's aesthetic procedures, such as intense pulsed light (IPL) or laser hair removal, require more than one treatment for optimal results," explains Dr. Jochen. "So we created this program as a more convenient and economical way for our patients to obtain multiple treatments over the course of a year."

For example, as a Level 2 Club Contour member, you could have a series of five monthly IPL treatments (excellent for treating sun-damaged skin and evening out the complexion), a series of five ReFirme™ treatments to tighten skin and reduce wrinkles, and two Vbeam® treatments (the gold standard for treating vascular lesions and facial redness) – and realize an annual savings of

\$1,540 on laser treatments alone! And that doesn't include the added bonus of a monthly chemical peel – a value of up to \$1,500 that you're essentially getting for free!



The Fraxel Laser is not included in the Club Contour offerings because of the expense of the special head used on this revolutionary skin rejuvenation treatment.

"But if clients are willing to cover the \$100 cost of this special laser head, we'll gladly make the Fraxel treatment part of their Club Contour membership," says Ludim Camacho, RN, Laser Specialist.

Membership is for a one-year period and must be paid in full when you sign up. Services must be undertaken monthly and cannot carry over into the next month.

Want to know more? Please call or stop by the office!

~ Laser Liposuction: Buyer Beware ~

There is a lot of hype these days about laser liposuction, which uses laser energy to heat and liquefy fat cells, which are then suctioned out. The hype implies that this new procedure is safe, risk-free and painless, and that you can lose fat, tighten your skin and go back to work the same day. Dr. Jochen begs to differ.

"There's a saying that if something sounds too good to be true, it usually is," he says. "Like any surgical procedure – and it is a surgical procedure – laser liposuction has risks, especially when performed by someone without appropriate training and experience.

"And because laser liposuction is perceived as so easy, it has encouraged people with no formal training in aesthetic surgery to offer the procedure in their office or spa, since any doctor can rent or buy the laser machine," he cautions.

The risks of laser liposuction include tissue damage and skin injury. As the laser "melts" fat tissue, the surrounding healthy tissue also can be damaged. In addition, in unskilled hands, this high-energy technique can potentially burn the skin, and results can be unpredictable since it is difficult to gauge how much damaged tissue is left behind.

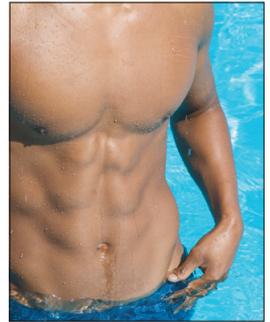
What's more, Dr. Jochen notes, there is no reliable scientific evidence that laser liposuction tightens the skin.

"In fact, if a patient has poor skin tone and elasticity prior to the procedure, laser liposuction won't

make it contract," he explains. "And it will likely look even worse after the procedure. I've seen more than a few patients who have come to me for a 'revision' after laser lipo because they were so unhappy with the results.

"Getting excellent results with liposuction takes training, skill and experience," he adds. "And selecting the patients for whom liposuction is appropriate is a big part of this."

Dr. Jochen believes that tumescent liposuction remains the gold standard when it comes to fat extraction and body contouring, particularly for large areas like the abdomen, buttocks and thighs. He has performed thousands of these procedures.



"Tumescent liposuction has been around for more than a decade and gives the surgeon complete control over the amount of fat being removed," he says. "And the smaller cannulas we use today produce consistently smooth and even results in appropriately selected patients."

If you would like to see if tumescent liposuction is right for you, please call us to schedule a free consultation.

~ Contour Website Gets Facelift! ~

If you haven't visited our website recently, please check out our new look at: contourderm.com. We not only believe in the latest enhancements for our patients, and ourselves, we've rejuvenated our website, too! We hope you'll find the new format to be user-friendly, as well as more comprehensive. Highlights of the new site, besides additional content on our services and staff, include a Patient Testimonials section and Dr. Jochen's all-new Blog.

You're invited
Day of Beauty

Festive Carnival Theme

Saturday, May 22, 2010

10 a.m. to 4 p.m.

Refreshments • Hors d'oeuvres • Prize Drawings

Get ready for summer with your favorite rejuvenating treatments at our special Day of Beauty prices! Bring a friend and enjoy a day of pampering, some fun carnival games and treats.

Reservations Required.

RSVP: 760-416-6971

555 East Tachevah Drive, Suite 2E 106 • Palm Springs



PROCEDURES

SPECIAL PRICE

REGULAR PRICE

Botox®	\$9 per unit	\$10 per unit
Dysport®	\$3 per unit	\$3.33 per unit
Restylane®	\$375 per syringe	\$500 per syringe
Perlane®	\$375 per syringe	\$500 per syringe
Laser Hair Removal - Upper Lip, Chin & Underarms	\$79 per area	\$99 per area
Laser Hair Removal - Bikini/Brazilian	\$199 per area	\$340 per area
Total FX™ Fractional CO ₂ Laser	\$750 per area	\$999 per area
Fraxel® Laser	\$450	\$500
IPL™ Foto Facial™	\$299	\$399
Juvederm™	\$375 per syringe	\$500 per syringe
Sculptra™	\$450 per vial	\$500 per vial
Radiesse™	\$525 per syringe	\$600 per syringe
Beta Lift Peel	\$90	\$125
Re-Vitalize Peel™	\$85	\$125
TCA Peel	\$300	\$499
Green Tea Infused Vibradermabrasion	\$50 face only	\$125 face only

~ Product Spotlight: Contour's Private Label Skin Care Line ~

We are pleased to offer Contour's very own private-label skin care product line. This comprehensive collection enables us to tailor a skin care regimen to each patient's individual needs, and each product has been formulated to meet Dr. Jochen's exacting standards for quality, safety and effectiveness.

The Contour line includes cleansers, toners, moisturizers, eye creams, acne-clearing products, sunscreens, and special creams for post-surgical/procedure use. Many products are fortified with green tea and other antioxidants for optimal skin health.

Notably, we also have our own hydroquinone – a very effective skin-lightening product for eliminating sun spots or other discolorations – that can be custom-mixed to the strength that's best for you. Over-the-counter formulations contain only 2% hydroquinone, and Obagi's prescription-strength skin lightener contains 4%. But with our private label product, we can increase the concentration of hydroquinone to 6% or 8%, if appropriate.

Please call or visit the office to schedule a free consultation to determine the best mix of products for your skin type and needs.

~ Contour Staff Favorite Products For Kara Crane, NP-C, It's Obviously Obagi ~



Definitely Obagi!

That's what Kara Crane recommends as her favorite, complete skin care line available at Contour. Kara has been using the Obgai line since she joined the practice nearly two years ago. When

she first started on Obgai, she used their entire "Transformation Kit."

"For patients who want to see a change in their complexion, I wholeheartedly recommend Obagi," states Kara. "I have acne prone skin and it really helps me, but it's also great for people who have blotchy skin and want a more even skin tone or

those who want to protect against or diminish the signs of aging."

"Many people who come in for laser treatments are not on any type of skin care maintenance program," she continues. "At the very least, I recommend Retin-A and a bleaching cream to maximize their results from the laser treatments."

After using this series of Obagi products for four months, Kara now continues with the Foaming Gel, Clear, Retin-A (she uses 0.5 %) and Sunscreen SPF 35 as the basics of her skin care regimen.

"Working in a dermatologist's office has been an eye-opener for me. I really appreciate what Retin-A can do and recognize the importance of sun protection," she comments.

~ CareCredit®: A Credit Card Just for Your Health & Beauty Needs ~

If you've put off treatments or procedures because you can't afford to pay all at once, CareCredit offers a convenient alternative to regular credit cards, cash or checks. CareCredit is a credit card just for healthcare expenses that aren't covered by insurance, and it allows you to pay over time, often without incurring interest charges. At Contour, CareCredit can be used for any of our laser or other cosmetic surgery procedures.

"One of our patients wanted to have liposuction performed, but wasn't able to pay for the entire procedure upfront," says Cara Pellegrino, Practice Manager. "We told her about CareCredit, and she was approved almost instantly when she applied online. And applying was so easy – the form is only five lines long.

"The great thing about CareCredit is that you can use the line of credit they issue for any medical need," Cara notes. "This patient not only used her line of credit to have the liposuction procedure, but also to pay her medical deductible and even take her dog to the vet – all with no interest for 24 months!"

CareCredit offers a full range of payment plans. Their 6-, 12-, and 24-month no-interest payment plans feature monthly payments as low as 3% of the balance and let you pay within the specified time without incurring interest charges. Simply make your minimum monthly payment and pay off your entire balance during the agreed-upon time period, and you'll pay no interest.

For patients with higher treatment fees who would prefer more time to pay with lower monthly payments, there are 24- to 60-month extended payment plans with a low, fixed interest rate. And you can even pay a portion of the procedure fee yourself and finance the balance (from \$1 to over \$25,000) with CareCredit.



To learn more, please call or stop by the office.

~ One Physician's View on Healthcare Reform ~

It's been difficult to separate fact from fiction amid all the rhetoric surrounding healthcare reform. Even now that the bill has been signed into law, there are still a lot of questions about how it will affect both patients and physicians. I don't claim to have all the answers, but from my perspective as a physician, I do have some concerns – and some kudos – for this new law of the land.

First, I think it's admirable to aim to provide healthcare coverage for all Americans. In reality, however, I think it's easier said than done with our nation's current resources. As millions more people become eligible for covered care, we simply don't have enough physicians to provide it. So while there are provisions to have nurse practitioners and physician's assistants see more patients, and to train more doctors, this won't happen overnight. So short term, it will likely mean longer waits to see a doctor – especially in already-underserved areas.

Another plus of the new law is elimination of denying coverage for pre-existing conditions. This will help many patients with serious and/or chronic conditions obtain health insurance and, it's hoped, get the care they need and avoid huge medical debts. But I do question the fairness of charging younger, healthier patients the same premiums as those of older, generally sicker patients.

I have only good things to say about Medicare. It's a government-run program and it pays at a

fair rate; it's efficient and patients get good care. If the new reform works similarly to Medicare, then I think it would be fine.



Timothy M. Jochen, M.D

But my biggest concern is cost: as a nation, how do we pay for this new law? It does impose some new taxes, such as on tanning salons (a good idea because they really do cause cancer!) and on high-end health insurance plans (will this discourage more comprehensive coverage?). But that's only a drop in the bucket.

On the other hand, as a physician, I see my reimbursements shrinking while, as an employer, the insurance rates I pay for my employees are increasing 20% to 30% a year. Where is the money going? Certainly not to the people who are providing healthcare services.

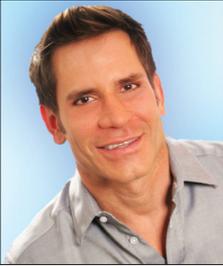
I also have concerns about patients' access to newer drugs and technologies – will drug development and scientific research slow down if there are no incentives for using innovative new treatments?

Bottom line, I think the new law is incredibly complex, and creates as many challenges as it does solutions. With its passage, we're navigating uncharted territory, and where we end up remains to be seen. But I want to reassure my patients that, regardless of where this new law takes us, your healthcare needs will remain my top priority. And I'm always open to a fair and balanced discussion of the topic!

"I have been thinking about the healthcare problem and how to pay for healthcare. If you took all the money the Republicans have spent trying to stop healthcare and all the money Democrats have spent trying to get healthcare, we could afford healthcare."

- Jay Leno

~ Antiperspirant or Deodorant? ~



Timothy M. Jochen, M.D.

If you've ever wondered what the difference is, here's a quick primer. Basically, antiperspirant blocks the pores that release sweat. With regular use, an antiperspirant's two main ingredients, aluminum and zirconium, create little plugs that block the sweat ducts in your axilla (armpit), preventing underarm wetness.

Deodorant, on the other hand, stops the body odor that can be produced when we sweat. Perspiration is a perfect medium in which bacteria grow, and that's what causes underarm odor. Deodorant masks the odor with a perfumed scent and/or uses antibacterial ingredients to decrease bacterial growth. But deodorant does not prevent underarm wetness.

Which is better? It's really a matter of personal preference. While some people can have an aller-

gic reaction to certain ingredients in either type of product, causing redness and itching, these products are generally safe. And there is absolutely no scientific evidence to support the recurring myth that antiperspirants cause breast cancer.

Antiperspirants are the most widely used method of controlling perspiration. To optimize their effectiveness, apply them to dry skin. Don't shave aggressively (this can remove the "plugs" in the sweat ducts). Apply the recommended amount according to the package directions. And use the product daily.



If neither of these types of products gives you the perspiration or odor control you want, let's talk. There are other options including prescription-strength antiperspirants, Botox and surgery.

~ Contour Participates in Relay for Life Benefiting American Cancer Society ~

The Contour Dermatology team helped raise \$22,000 in the recent Cathedral City Relay for Life. This is one of two Relay for Life events Contour participates in each year. The event takes place over a 24-hour period because "cancer never sleeps."



(L-R) Natalie Orozco, Lee Balmonte and Daniel Rangel

(L-R) Cara Pellegrino, Elaine Woo-Gallagher, NP-C and La Rue Cole.



Dr. Jochen at the Contour booth.



Contour staff kids cheer on the team.

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