

# The Skinny

CONTOUR  
DERMATOLOGY  
& COSMETIC SURGERY CENTER

A quick read with substance

Winter 2017

## ~ Juvéderm Volbella XC ~ *Something to Smile About*

A smoother, softer injectable gel – doesn't that sound perfect for smooth, soft lips? Best-selling Juvéderm recently added a new product to its outstanding collection of dermal filler products – namely, Volbella® XC. This FDA-approved subtle lip enhancer will soon have you kissing unattractive vertical lines goodbye! You know the ones. Otherwise known as perioral rhytids, they're the grooves and fine creases that tend to crop up around your mouth.



The passage of time may not have been kind, leaving you self-conscious about this rather conspicuous area. However, it's never too late to do something about it. The reason why Volbella so competently addresses this vexing problem lies in its formulation. Remember anti-aging, youth-enhancing hyaluronic acid, the naturally present substance found throughout the body? Volbella relies on a customized blending of different molecular weights of hyaluronic acid. The end result is an especially smooth and soft gel that is ideal for adding subtle volume to lips and softening the appearance of perioral lines.

Volbella has other talents as well. Its patented technology makes it versatile enough to gently lift skin in all areas of the face and address issues like acne scarring and under-eye tear troughs. Another plus? Juvéderm products have long been heralded for their staying power and Volbella is no exception. A pivotal safety and effectiveness study done in the United States not only had subjects realizing noticeable improvement in lip fullness and perioral line reduction, it also showed results lasting up to a full year. Safe, effective and long-lasting – what's not to like?

Administering Volbella is a very simple procedure that takes just a few minutes. The filler is pre-mixed with a numbing agent which promises less pain. As with most injectables, common side effects include mild to moderate swelling, tenderness, bruising, redness and itching at the treatment site. Such occurrences are seldom long lasting,



however, and regular activities can be resumed immediately after treatment. Erase distracting lines and grooves around your mouth today with Volbella. Nothing should diminish the power of your smile.



## ~ Day of Beauty ~ *The Beauty of Giving Back*

Since our first Day of Beauty in 2003, this event has taken on a life of its own. Over the years, we've presented elegant, fun and wacky themes and tried to outdo ourselves each time. We love hosting Day of Beauty events and hope you enjoy attending.

Day of Beauty is more than just a day of great deals. It's a special event that brings people together. From valet parking, champagne, mimosas, hors d'oeuvres, decorations and entertainment to live demonstrations, raffle prizes, and pampering hand massages, we want you to truly enjoy a beautiful day. We also want to offer a fun and exciting environment where you can feel comfortable inviting your friends and family. As an added incentive, we offer each person who brings a new patient and their guests an additional 10% off the already special prices this day.

More recently, we have changed our format from a day of getting beauty treatments to a day of

education, consultations and pre-payment for treatments where you can receive the special, one-day-only pricing, but schedule it later at your convenience. When you offer as many diverse treatments, procedures and skin care products as we do at Contour Dermatology, Day of Beauty provides the perfect forum to showcase our services as live demonstrations and presentations. This way you can learn more about something you've been considering and schedule a consultation to see if it would be a fit for you. We also have representatives from the various manufacturers of products and devices on hand to answer your questions.

Day of Beauty is also about the beauty of giving back – rewarding our patients with special pricing and giving back to our community. Each of the events Contour Dermatology hosts from Day of Beauty to our new Lunch & Learns, benefits a local non-profit organization. Thank you for your participation and we hope to see you at the next Day of Beauty. Bring a friend!

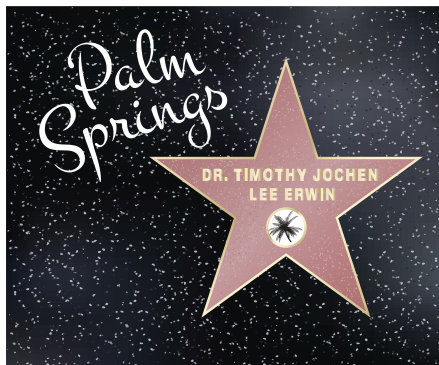




## ~ Palm Springs Walk of Stars to Honor Dr. Timothy Jochen and Lee Erwin ~

Contour Dermatology Executive Director Lee Erwin and Dr. Timothy Jochen will be honored with a star on the Palm Springs Walk of Stars on Saturday, February 4 at 11 a.m. in front of the Palm Canyon Theatre located at 538 N. Palm Canyon Drive in Palm Springs. The public is invited to attend the presentation.

For years, Dr. Timothy Jochen and Lee Erwin have quietly and faithfully contributed generously to the community. The list of charities they have supported is impressive, covering nearly every need in the community from a variety of health interests, women's interests, children's programs, education, school sports, organizations that support the disabled, homeless, animals, music, the arts and more. This star will celebrate their incredible philanthropic contribution, as well as their contribution as business visionaries.



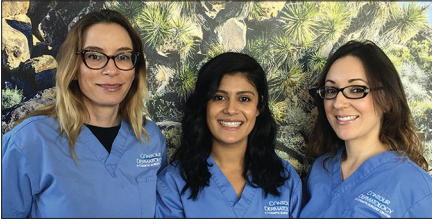
Following is a partial list of local non-profit organizations they have supported, in addition to national charities such as the American Red Cross Disaster Relief and the Skin Cancer Foundation:

Advancing the Interests of Animals	Hanson House Foundation
AIDS Assistance Program	Human Rights Campaign
AIDS Lifecycle	Jewish Family Services
American Cancer Society	Martha's Village & Kitchen
American Heart Association	McCallum Theatre
Animal Samaritans	Melanoma Awareness Project
Big Brothers & Big Sisters of the Desert	Modern Men Coachella Valley Men's Chorus
Bloom in the Desert	National Charity League
Boys & Girls Clubs of Coachella Valley	Palm Springs Animal Shelter
Center for Spiritual Living	Palm Springs Art Museum
Children's Discovery Museum of the Desert	Palm Springs Gay Men's Chorus
City of Hope	Palm Springs Women in Film & Television
Coachella Valley Rescue Mission	Palm Valley School
Coachella Valley Symphony	Rancho Mirage Woman's Club
Coachella Valley Volunteers in Medicine	Shelter from the Storm
Coachella Valley Youth Sports Association	St. Lazarus Relief Fund
Desert AIDS Project	St. Theresa School
Desert Cancer Foundation	The Living Desert
Desert Friends Developmentally Disabled	The Trevor Project
Desert Winds Freedom Band	The Well in the Desert
Guide Dogs of the Desert	Toys for Tots
Gilda's Club Desert Cities	Various Public High School Sports
Greater Palm Springs Pride	Xavier College Preparatory High School



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## ~ Staff Product Pick: Our Estheticians' Favorite Products ~



The Contour Dermatology Esthetician Team (L-R),  
Anne Marie Johnson, Katrina Lopez and Adriana Ortiz, MA

We asked our team of estheticians what their favorite products are. Especially as they recommend skin care products to their clients, we thought you might like to know which products they use and love.

**Anne Marie Johnson** couldn't pick just one. "My favorite changes with the seasons, depending on how my skin is responding to the environment, but my 'always and forevers' are **Renova** and **SkinMedica AHA BHA Cream**."

Renova is a great addition to any skin care regimen to support anti-aging. Renova contains 0.25% tretinoin and is formulated with emollients to be a gentler form of Retin-A that is not as drying as other blends.

What makes SkinMedica's AHA BHA cream different from the many moisturizers on the market is its combination of alpha hydroxy acid and beta hydroxy acid. This dynamic duo helps to keep your skin fresh by sloughing off the outer layer so that the moisturizing ingredients can penetrate your skin to actually work. It also gives your skin a brighter appearance.

**Katrina Lopez**, the newest esthetician to the Contour team, appreciates **Obagi Clendizderm MD Daily Care Foaming Cleanser**. Containing 2% salicylic acid, this is a great cleanser for people with acne prone or oily skin. It also includes menthol to soothe the skin. "I love this product because it removes dirt, makeup and any excess oil leaving my skin feeling clean and refreshed."

**Adriana Ortiz** says her new obsession is **SkinMedica HA5 Rejuvenating Hydrator** which features a proprietary blend of five forms of hyaluronic acid. "I love it because the weather here is dry and this seals in the moisture. It gives me an instant smoother, more hydrated appearance. I use it twice a day under my moisturizer. It is great for all skin types, even acne prone skin."

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## ~ Lunch & Learn ~

### *Contour Offers Food for Thought*

Would you like to learn more about the many treatments and procedures available at Contour in an informal setting? Join us for weekday lunch sessions featuring experts who will thoroughly explain and answer questions while you enjoy a delicious lunch. Days and frequency fluctuate as does the location, so just make sure you're on our email list to get all the details. These events typically offer special pricing and exciting raffle prizes. Bring a friend and come learn about the latest cosmetic treatments. We ask that attendees bring a \$10 donation to benefit a local charity.



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## ~ Congratulations to Contour Director of Marketing Kylie William and Her Family ~

Please join the Contour staff in welcoming Lincoln Gray Lechuga

Born: August 25, 2016 • 5 pounds, 11 ounces • 18 inches  
Proud Parents: Kylie William and Alex Lechuga



## ~ Contour La Quinta Office ~ *Coming Soon*

**Guess what East Valley residents?** Contour Dermatology is coming to La Quinta! If you haven't noticed our logoed sign on Jefferson Street yet, you will soon see progress on the foundation of a new building at 46080 Jefferson Street and Westward Ho Drive – just south of Miles Avenue and Indian Springs Country Club. In fact, the property will have great views of the golf course and surrounding mountains. Currently, the empty building on this site, that was formerly a golf pro shop, will be torn down to make way for the new construction.

Continuing the mid-century design, the new La Quinta office will be nearly identical in design to the main building at the Rancho Mirage facility.

"We've been looking for a location in La Quinta for quite some time," said Dr. Timothy Jochen. "As this property is on the border of La Quinta and Indio and has easy access from both I-10 and Highway 111, we felt it was an excellent location to more conveniently serve the growing East Valley."

Encompassing 5,544 square feet, the La Quinta office will feature a fountain at the entry, a gracious reception area, a spacious lobby with a fireplace, a VIP lounge, patio off of the lobby, seven exam rooms, two special procedure rooms, a laboratory, administrative offices and employee break room with kitchen. Parking will be on the north side of the building with ample parking spaces.

"Working with Dr. Jochen and Lee Erwin is what we like best about this project," said John Greenwood, Project Manager with Prest Vuksic Architects of Palm Desert. "Everything they do is first class. They have an unbelievable passion for

what they do and ultimately what is best for the patient experience."

The La Quinta office was designed to be as energy efficient as possible with LED lights and mechanical specifications to achieve a SEER (Seasonal Energy Efficiency Ratio) rating. Landscaping will feature beautiful drought resistant zeroscape similar to that at Rancho Mirage.

"One of the things we strived for was a healthy building," said Greenwood. "A lot of attention was given to selecting materials that will promote the best possible air quality and there also is a lot of natural light."



Rendering of Contour Dermatology's new La Quinta office at  
46080 Jefferson Street.

Every exam room will be well appointed with

beautiful finishes including quartz countertops for a clean, modern look. Each room will have individually controlled thermostats, adjustable lights and an individually controlled music sound system along with televisions. Greenwood explained that every exam room also is designed to have outer wall exposure and will feature floor to ceiling glass for natural light with privacy panels at the bottom. "The exam rooms will have great views of Mount San Jacinto, Eisenhower Peak and the Santa Rosa Mountains."

Another important fact about the La Quinta office is that the majority of the construction materials will be harvested locally and the building is being constructed with local labor. Site construction may begin as early as February 2017 with completion in late 2017 or early 2018. Stay tuned for progress updates and photos on our Facebook page.



## ~ Ring in a New You ~

### Many Body Contouring Options



Timothy M. Jochen, M.D

Like many people, you're probably heading into the New Year determined to meet weight loss and body image goals. Before you lose your resolve, consider some of the many treatment plans and procedures Contour offers to help keep you on track. An entire division of our practice known as The Skinny Center devotes itself to the cause. We absolutely have a solution that is just right for you.

For those trouble spots that resist your best exercise and healthy eating habits, there's **CoolSculpting**, the revolutionary, non-surgical body contouring treatment that uses controlled cooling to eliminate stubborn fat. In a hurry? Contour has no fewer than four CoolSculpting machines which allows us to treat multiple areas at once. We also use the CoolMini™ applicator to access smaller pockets of fat like those under the chin or near the arm pits. We're ranked #1 in the desert for CoolSculpting and factor among the top 2% of practices offering it nationwide.

On the subject of chins, if a double one is bringing you down, another option besides the CoolMini is **Kybella** – the first and only FDA-approved injectable drug that concentrates its fat-reducing efforts in that area. It's fast and easy and patients love the results.

Does a body-slimming treatment that feels like a warm, deep tissue massage sound good to you? The **VelaShape III** can fulfill your desires for circumferential reduction and improvement in cellulite appearance. Using patented vella and elos technology, it's the first and leading FDA-cleared,

non-invasive medical solution designed to meet these goals.

If you're really focused on cellulite reduction this year, the new **Cellfina™ System** was created with you in mind. This minimally invasive procedure does away with dimpling in the buttocks and thigh regions and delivers the smooth skin surface of your dreams. In less than an hour's time, you could achieve results that last up to two years!

Have you ever considered trying a medically supervised weight loss program? We are proud to offer the **Medi-Weightloss®** program, the only provider to do so in Southern California. This medically-supervised program is customized to your specific goals and needs. Not to be confused with a fad or fast weight loss fix, Medi-Weightloss teaches you how to lose the pounds and keep them off using real food. Most patients lose 10 pounds the first week and some have lost more than 70 pounds over several months.

And finally, **tumescent liposuction** can remove fat from various areas of the body including the abdomen, buttocks, hips, thighs, upper arms, neckline and under-chin region. Tumescent liposuction differs

considerably from conventional liposuction in that it is safer, less traumatizing to the body and renders a much more refined result. It removes fat cells permanently and by adhering to healthy habits, patients can achieve improvement that lasts a lifetime. A consultation will determine if it's the right solution for you.

Don't let your New Year's resolutions fall by the wayside – with an assist from Contour, 2017 could be the year you finally succeed!



### Contour Dermatology Locations

**Rancho Mirage** 42600 Mirage Road  
**Palm Springs** 1180 North Indian Canyon Drive, Suite E-419

**760-423-4000**  
**888-977-SKIN**