

**MERCY REGIONAL PLASTIC SURGERY,
SKIN AND LASER CENTER**

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... for an even more beautiful you!*

The Buzz Word



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What's inside?

- You won't believe your eyelashes
- What "physician strength" really means
- A perfect peel-and-pout offer
- Dramatic new lip colors
- March in for our four-for-three peel special

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Winter 2011

A new way to get thicker, fuller lashes

Introducing Obagi® ELASTILash™ Eyelash Solution

This winter's buzz is eyelashes! Obagi's ELASTILash is a non-prescription eyelash-enhancing product formulated with unique peptides that drastically transform thin, lackluster lashes without harsh side effects or irritation. Use this nonallergenic solution nightly to achieve the appearance of fuller, thicker and darker eyelashes without irritation or side effects.

Q: How do I use ELASTILash?

A: Apply this easy-to-use solution nightly along the upper lash line. Use six to 12 weeks for best results.

Q: Is this product safe and has it been tested?

A: Yes! ELASTILash has been safety-tested by dermatologists and ophthalmologists.

Q: Do I need to have a doctor consultation and prescription?

A: No prescription is needed for this product and it can be purchased directly from our office.

Latisse™, a fantastic prescription product used to grow eyelashes, really set the bar for lash-enhancing products. If you're using Latisse and wonder about switching, turn the page for advice.

ELASTILash, on the other hand, gives you an alternative way to get the lush lashes you're looking for. Make your lashes pop with this great new product!



Our favorite things ...

Perk up the pout!



Looking for a little touch of warm, tropical color this winter, or maybe a dramatic Valentine's Day look? Let gloMinerals perk up your pout with two new lip colors: Bali Lip Sheer and Black Cherry Liquid Lip. Don't those sound heavenly?

These amazing winter reds are the perfect way to keep your lips bright and cheerful this season. Bali Lip Sheer provides moisture and long-lasting color, while the Black Cherry Liquid Lip gives a dramatic, dewy finish. Yummy!

Stop in today to pick up yours — the Lip Sheer is \$16 and the Liquid Lip is \$15.

Get the edge ... on the season's best

Save \$10 on OBAGI ELASTILash

Find out what all the buzz is about! Try the latest lash-enhancing product for only \$50 during this March-only special. Regularly \$60. This special ends Thursday, March 31. No other discounts apply.

Inquiring clients want to know

With so many products and procedures being talked about today, we thought you'd like to know the answers to our client's most commonly asked questions. Our estheticians give you the dish:

Q: Can anything really be done for brown spots on my face, neck and hands?

A: For sure! Many over-the-counter products claim to "brighten" age spots or "even-out skin tone." We've found that our OBAGI® skin care line has proven—year after year—to be the best at significantly diminishing brown skin pigment. OBAGI products are specially formulated to decrease your skin's melanin production and fade away unwanted pigment in the skin. When using OBAGI products, results speak for themselves.

Q: Does BOTOX® Cosmetic really work and does it hurt?

A: BOTOX Cosmetic has been successfully used for years to soften frown lines, forehead lines and unwanted expression lines on the face. It is injected into the muscle to relax it, so mild discomfort may be felt at the injection site.

Q: Do products from a doctor's office really work better than over-the-counter products?

A: Yes! Physician-strength skin care products are just that ... physician-strength. They have higher percentages of active ingredients as well as lower pH levels to allow products to better penetrate the skin. Expect to see more dramatic results faster with physician-strength skin care products.

Hot topic ...

To switch or not to switch ...

"I am using Latisse. Should I switch to Obagi's ELASTILash?"



If you are in the first 16 weeks of using Latisse, we recommend continuing your routine. However, if you are in the maintenance phase of Latisse and finished with the initial 16 weeks, you could switch to ELASTILash to maintain your Latisse results.

Some of our clients are hesitant about possible side effects from eyelash-enhancing products. If you are hesitant, we remind you that although side effects from FDA-approved Latisse showed up in less than 4% of clients, ELASTILash has shown no side effects such as eyelid darkening, irritation or iris pigmentation changes. ELASTILash may also be ideal for people with light eye color.

If you're not sure what to do, please give us a call. We're here to help.

CALENDAR

FEBRUARY

Happy Valentine's Day!

Give your special Valentine the gift of pampering with a gift card in any amount.

Celebrate Valentine's Day with our warm, new gloMinerals lip colors!

Intensed Pulsed Light special: Buy a package of six IPL treatments and receive \$150 off, plus receive the last treatment free.

Peel and pout special: Purchase any facial peel and receive a FREE gloMinerals lip balm in one of our new colors.

MARCH

March 13: Daylight savings begins

March 17: St. Patrick's Day

March 20: First day of spring

Think spring special:
Buy 3 facial peels, get one FREE*

Say good-bye to winter and celebrate spring with a fresh, new look. *This offer must be paid for in March and all four peels must be used by June 30, 2011. A gift card is given at time of purchase and redeemed at each peel appointment. Call ahead to schedule the first peel in your spring series.

\$10 off Obagi ELASTILash
Offer good March 1-31, 2011.

For more information on any of these products or to make an appointment, call (608) 756-6300.