

# ESSENTIALS MED SPA

## April Newsletter



FINE MEDICAL ESTHETICS FOR TOTAL WELL-BEING

Volume 1, Issue 6

April 1, 2007

### Essential Notes



by Jennifer Aguiar, owner and director of Essentials Med Spa

Dear Friends,

I hope you are enjoying these early days of Spring!

As a business owner, I am always aware of the quality of service I receive from other businesses. When it is outstanding, I believe it should be recognized, because outstanding doesn't happen very often, and reflects an enormous amount of dedication and hard work that deserves to be noticed.

For this reason, from time to time we will highlight a local business that provides superior customer service. This month our focus is on **Pilot Bank**, located at 12471 West Linebaugh Avenue in Tampa. Joe Atanasio and his team (pictured below) have established their bank



as the place where "everybody knows your name." They always do things efficiently, and get it right the first time. When you walk into

(Continued on back)

Part Two of a Series

### How to Get the Most From Your Med Spa Experience

Medical spas are the fastest growing segment of the spa industry, offering everything from facials to hair removal to pharmaceutical injections and other medical procedures. However, med spas that provide treatment outside of a physician's office have no national standards to follow. The American Society for Aesthetic Plastic Surgery and The American Society of Plastic Surgeons suggest consumers ask the following questions before committing to any procedure or medical treatment in a spa or non-traditional facility.

- **Who is performing the injection?** Depending on the state you are in, injections and deep peels may be performed by a nurse, physician's assistant or nurse practitioner. Never allow a non-medical, unlicensed person to perform a medical procedure and be sure that the procedure is supervised by a physician board-certified in plastic surgery or dermatology. Your health and safety depend on it.
- **How effective are facial injectables and what is the right product for me?** Injectables are generally very safe and effective treatments. There are a wide range of products on the market that are FDA approved and provide good outcomes. However, be sure to ask your provider the following:
- **Is the product FDA approved? Is it approved for this use?** If your provider is reluctant or does not answer directly, don't proceed with the treatment. Don't be afraid to ask to see the manufacturer's label for any injectable product.
- **Can a medication, filler, or a device be used for a purpose different from which the FDA originally approved it?** Yes. In the United States, FDA regulations do not prohibit physicians from prescribing approved products for other than their original indications. But they should be used according to physicians' best knowledge and judgment. Physicians should be well-informed about the product, and base its use on firm scientific rationale and sound medical evidence.

### SPRING INTO A "NEW YOU"



Spring is here, and Essentials Med Spa is celebrating with incredible specials. We are offering **\$500 off a Portrait Skin Regeneration®** package, with 12 month "no interest" financing available. **Restylane®** is also on special, just **\$600 for the first syringe, and \$100 off additional syringes.** Come see for yourself why we were voted "Best Med Spa" by readers of the *World of Westchase* magazine! Call us today at (813) 739-0915.



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## ESSENTIAL NOTES (cont.)

Pilot Bank, you will notice immediately that it has a different atmosphere than most banks. There are no roped waiting lines; instead you walk up to a counter similar to one you would find in a café. As a mother of three, I especially appreciate the children's play area, complete with toys, books and a television. In addition, they offer a Pilot Puppy Account, which is a great savings account for kids.

I encourage you to visit Pilot Bank to see for yourself the outstanding service they provide. Want more incentive? Ask Joe and his team about their "Refer a Friend Program." For more information, call (813) 496-2600 or visit [www.pilotbank.com](http://www.pilotbank.com).

- Jennifer Aguiar

*Jennifer Aguiar, owner and director of Essentials Med Spa, is a licensed esthetician with more than 14 years experience in medicine and professional skin care. She welcomes your questions about skin care and med spa products and services. Feel free to email Jennifer at [info@essentialsmedspa.com](mailto:info@essentialsmedspa.com).*

Pilot Bank member FDIC

## PERMANENT MAKEUP SPECIALS

### \$50 Off Each Area of Permanent Makeup Eyelash Special only \$275 (Regularly \$350)



Essentials Med Spa offers several kinds of permanent makeup, such as: eyebrows (fills or complete eyebrows with hair simulation), eyeliner (upper and/or lower), lips (liner or full lips), beauty marks, scar camouflage (post surgery) and areola correction. Shown at left are eyebrows after the procedure. The makeup softens after 7 to 10 days.



All procedures are performed by Mary Ritcherson, Certified Permanent Cosmetic Professional and Certified Eyelash Extensionist and Trainer (more than 400 procedures to date) and supervised by Dr. Joseph Aguiar, Medical Director of Essentials Med Spa and Board Certified Plastic Surgeon. Schedule a consultation today, and mention this article for **\$50 off each area or a full set of Eyelash Extensions only \$275 (regularly \$350)**.

## APRIL SPECIALS

### Facial of the Month

#### Signature Matrix-Cell Peptide

Regularly \$130, only \$110

The perfect treatment for over-40 skin. Matrix-Cell 3000 Concentrate is great for preventative and corrective aging care. It firms and lifts the tissues by strengthening collagen and elastine networks and deeply hydrates. Excellent for use in conjunction with Microdermabrasion.

### Product of the Month

#### Matrix-Cell Trio Crème

Regularly \$100, on sale for \$80



### March Winner

Each month we reward our valuable clients by holding a drawing for a fantastic gift. Our March winner is **Patricia Lerner**. Patricia will receive the featured facial of the month, **Signature Matrix-Cell Peptide**, and the product of the month, **Matrix-Cell Trio Crème**.

Congratulations Patricia, and enjoy!

Contact Us! 8557 West Linebaugh Avenue Tampa, FL 33625 • 813.739.0915

[www.essentialsmedspa.com](http://www.essentialsmedspa.com)



ESSENTIALS  
MED SPA

• Fine medical esthetics for total well-being •

### In the News: FDA Approves Radiesse

The FDA recently approved Radiesse, a cosmetic dermal filler, for the long-lasting correction of moderate to severe facial wrinkles and folds. The product also received a second FDA approval for the long-lasting correction of facial fat loss (lipoatrophy) in people with human immunodeficiency virus (HIV).

Radiesse is the first filler with advanced calcium-based microsphere technology that provides volume and also stimulates the body to produce more collagen.

Essentials Med Spa is proud to offer Radiesse. For more information, or to schedule a consultation, call us at (813) 739-0915 or visit [www.bioformmedical.com](http://www.bioformmedical.com)