

# ESSENTIALS MED SPA

## MARCH NEWSLETTER



FINE MEDICAL ESTHETICS FOR TOTAL WELL-BEING

Volume 1, Issue 5

March 1, 2007

### Q & A: Why do Skin Care Products Have Different Names?



*I've noticed that skin care products are called cosmetics, cosmeceuticals, pharmaceuticals, and physioceuticals. Why the different names and what do they mean?*  
- Beth, Tampa, Fla.

The first thing to understand is there is really no regulation of these terms and it is up to the company which one is used to market their products.

Cosmetics and cosmeceuticals are essentially the same type of product. These products only effect the stratum corneum, the very superficial surface of our skin. It is the layer that protects. When you put a product on your skin and instantly see or feel a difference, it is a cosmetic or cosmeceutical. The molecules in these products are too large to actually penetrate into the epidermis. These are products that you can purchase off the shelf, over the counter, or from an independent representative. In the mid 1990's the term pharmaceuticals began to be used to refer to skin care products. These were products purchased from a dermatologist or plastic surgeon and are often very aggressive in

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### Part One of a Series

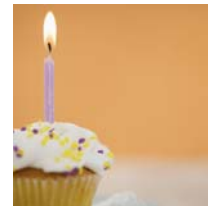
## How to Get the Most From Your Med Spa Experience

Med spas or medi-spas are locations that offer everything from facials to hair removal to pharmaceutical injections and other medical procedures. According to the International Medical Spa Association, medical spas are the fastest growing segment of the spa industry. There are many excellent and convenient med spas that offer safe, physician supervised treatments. However, for those providing treatments outside of the physician's office, there are no national standards for med spas and no recognized definition of what constitutes a med spa. This makes it extremely important that consumers ask the right questions before undergoing any procedures.

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.

- **Is the med spa located within a physician's office?** While problems are infrequent, physicians' offices generally have medical personnel available if a problem develops.
- **Is the med spa located outside of a doctor's office in, for example, a mall or salon?** If so, ask for the name of the physician responsible for oversight and when they are available for consultation or questions before having any injectable, deep peel or laser treatment. Also ask about the training of any other medical personnel. This is vital to protect your health and insure an optimal outcome. These are generally safe procedures with minimal recovery, but do have real risks.
- **Does your med spa have a physician who can help in determining your goals, provide a treatment plan and direct your care? What are the credentials of the physician supervising your treatment?** Injectables (such as Botox and deep tissue fillers), skin treatments (such as laser, intense pulsed light, and radiofrequency) and deep peels should be under the supervision of board-certified plastic surgeons or dermatologists. Ask to see these credentials.

## CELEBRATING OUR ONE YEAR ANNIVERSARY!



**March 7** marks the one year anniversary of Essentials Med Spa! We want to thank you for making our first year an amazing one. All month long we are celebrating with incredible specials. We offer leading-edge medical esthetics in a luxurious, rejuvenating environment. If you haven't visited us yet, now is the perfect time! Call us today at (813) 739-0915.



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## Q & A (continued)

treating skin conditions. However, they do not always leave the skin in the healthiest condition. Often we see “cellular turnover burnout” from these products. They cause rapid cell turnover, therefore, decreasing the quality of the cells reproduced. These products are meant to be used for a short period of time, not for years and years.



Now in the 21<sup>st</sup> century, we have physioceuticals, which actually change the way the skin operates. These products treat skin conditions, yet allow the skin to maintain optimal condition. Physioceuticals actually train the unhealthy skin to regenerate in a healthy, more youthful way. They are produced through chemistry that can penetrate to the dermis, the third and deepest level of the skin.

- 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).

## PERMANENT MAKEUP

### March Permanent Makeup Specials: \$75 Off Each Area and \$50 Off Eyelash Extensions

If you have considered permanent makeup, the month of March is an excellent time to do it! Permanent makeup procedures include: 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.

Do you have little time to apply conventional makeup? Do you have oily skin or does your makeup seem to disappear? Are you allergic to makeup? Do you have limited hand movement, poor eyesight or contact lenses? If you answered “yes” to any of these questions, permanent makeup may be a great alternative for you. All procedures are performed by Mary Ritcherson, Certified Permanent Cosmetic Professional and Certified Eyelash Extensionist and Trainer (more than 400 procedures to date) and medically supervised by Dr. Joseph Aguiar, Board Certified Plastic Surgeon. Essentials Med Spa offers a free permanent makeup consultation. Schedule a consultation today, and mention this article for **\$75 off each area or \$50 off a full set of Eyelash Extensions in March.**

## MARCH SPECIALS

### Facial of the Month

Make your friends “green with envy” after this facial! The **Anti-wrinkle/Resurfacing Facial** removes dead skin on the surface, decreasing the depth of the wrinkle, and improving the overall texture of your skin. Reg. \$125, only \$105 in March.

### Product of the Month

**Bio-Plex Night Repair** is a night time moisturizer that lifts, firms and tightens the skin while providing re-mineralizing benefits. It is also designed to diffuse free radical damage while encouraging the production of collagen and elastine. Reg. \$85, only \$65 in March.

## CONTACT US!

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MED SPA

• Fine medical esthetics for total well-being •

### Essentials Med Spa Supports Breast Cancer Research



Last month Essentials Med Spa donated a gift basket of products and services worth \$2,000 for the grand opening of Maison Rouge, a new fine lingerie and intimate apparel business. Several thousand dollars were raised to benefit breast cancer research. Pictured are Essentials Med Spa Owner and Director Jennifer Aguiar (second from right) and Essentials Med Spa Medical Director Joseph W. Aguiar, MD (third from right), with Maison Rouge Owner Rhoda Shear (center).

### February Winner

Each month we reward our valuable clients by holding a drawing for a fantastic gift.



Our February winner is **Lori Block**. Lori will receive the featured facial of the month, Anti-wrinkle/Resurfacing, and the product of the month, **Bio-Plex Night Repair**.

Congratulations Lori!