

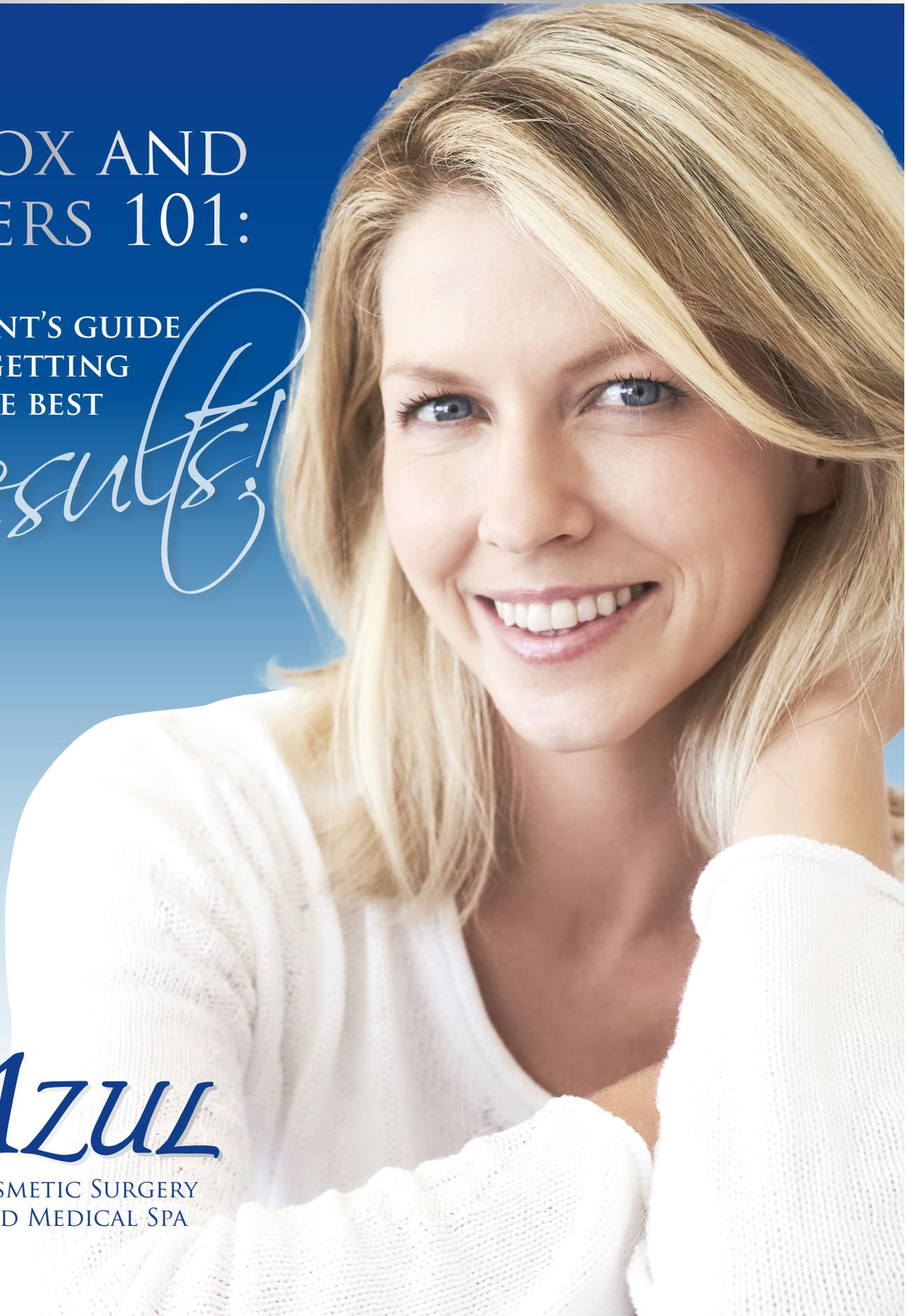
BOTOX AND FILLERS 101:

A PATIENT'S GUIDE
TO GETTING
THE BEST

Results!

AZUL

COSMETIC SURGERY
AND MEDICAL SPA



BOTOX®, DERMAL FILLERS AND THE LIQUID FACELIFT

At Azul Cosmetic Surgery and Medical Spa, one of the questions we're most often asked is, "What is the difference between Botox and fillers?" While most patients know that they aren't precisely the same thing, many aren't quite sure what the difference is, or that they actually serve very different purposes. We've explained the most important differences below because we believe your best results come from a thorough understanding of your options.

Botox or Dysport are used to treat dynamic expression lines – such as frown lines, lines on the forehead, crow's feet around the eyes, smile lines, neck bands, vertical lip lines and the orange peel look of the chin.

Dermal fillers, however, are used to treat static expression lines by restoring the lost volume that happens as we age and our skin begins to sag.

Those new to facial injections may think the only differences between where you get your treatment are related to price when in fact, the biggest differences are related to technique.

Injector technique is often compared to artist technique. You can give artists the same paint but each will produce a very different result – and only a few will be true works of art. The same is true with injectors, most use the same products, but skill technique and artistic ability produce very different results. We are proud to say that Dr. Flaharty's practice has grown largely by patient referral and word of mouth – one happy patient to another. Many of our seasonal patients time their travel around their injection appointments!

At Azul, facial cosmetic surgeon Dr. Flaharty maintains exceptionally high quality standards and personally trains his Master Injectors. As a top-ranked national expert, our product is always fresh and never diluted. You can always be confident you are receiving the product you pay for in the appropriate strength.

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THIS IS A FIRST CLASS OFFICE. TERRIFIC DOCTOR, AND HE HAS AN AMAZING STAFF. DR. FLAHARTY IS VERY KIND. HE MAKES YOU FEEL AS THOUGH YOU ARE HIS ONLY PATIENT IN THE WORLD WHEN HE IS WITH YOU. ALL OF HIS STAFF MADE ME FEEL THAT WAY, TOO.

– SUSAN

”

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MORE ON BOTOX AND DYSPORT

When you smile, laugh, frown or look puzzled, you are using the muscles of your face. Over time, these motions produce permanent furrows and deep wrinkles in the skin, especially around the eyes and mouth, between the eyebrows and on the forehead. Because these lines and wrinkles are caused by muscle contractions, we call them "dynamic" expression lines. They can make you appear older, sad, angry, or tired. Botox or Dysport can not only prevent these lines from deepening, they can also erase these lines, leaving you looking younger and more refreshed.

WHAT CAN BOTOX /DYSPORT TREATMENTS DO FOR ME?

Botox and Dysport are the most popular cosmetic procedures worldwide, and one of our most requested services. Quick, safe and effective, these products reduce or eliminate dynamic facial lines and wrinkles for up to six months, with no downtime and little to no discomfort. Through a series of tiny injections, these products rejuvenate your look by smoothing crow's feet around your eyes, frown lines between your eyebrows, horizontal lines across your forehead, vertical lip lines and age lines on your neck.

HOW BOTOX/DYSPORT WORK?

Botox is a brand name for botulinum toxin A, a therapeutic muscle-relaxing agent derived from the bacteria *Clostridium botulinum*. Originally approved by the FDA for the treatment of eye muscle spasms, Botox was quickly recognized for its cosmetic value. There are also two other botulinum toxin A brands that we use, called Dysport and Xeomin. These other brands have the same action as Botox. Differences are subtle, including the size of the molecule. Dysport is a smaller molecule and can have a faster onset of action than Botox. Xeomin is the newest product on the market and acts very similar to Botox but may not last quite as long.

Physicians have been using these products for years as a treatment to correct visible signs of stress and aging. The medication relaxes the muscles in the face that cause wrinkles. When injected in small doses into specific areas, these injections temporarily block nerve-muscle contraction responsible for fine lines and wrinkles. In this way, Botox, Dysport and Xeomin smooth the lines in the skin that can make you look tired or angry.

WHO ARE CANDIDATES FOR BOTOX AND DYSPORT?

A good candidate for treatment may be anyone looking



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to enhance his or her appearance by getting rid of unwanted lines or wrinkles. It is also important that patients seeking treatment with Botox are in good physical health, are not pregnant or nursing and do not have a neuromuscular disorder.

Our injection consults are designed to ensure that patients considering treatment have realistic expectations and know what they can expect. You should discuss the desired results with one of our Master Injectors, who have been extensively trained by facial cosmetic surgeon Dr. Patrick Flaharty.

After your Botox or Dysport injections, you will begin to feel the medication working fairly quickly, and the effects will continue to get progressively stronger for about one to two weeks. Botox and Dysport generally last about 3 to 6 months. When you first start using Botox or Dysport, you can expect the effects to last 3 to 4 months, but as you continue your treatments, those muscles get trained and the favorable visual effects will last longer. In other words, the more you use Botox or Dysport, the younger you stay!

One of the biggest advantages of Botox or Dysport is that the treatment is quick and easy, and relatively pain free. We use numbing cream and very small needles. If there's one cosmetic procedure that produces the wow effect consistently, it's Botox! People who continually use Botox continue to look younger over time.

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A DOCTOR WHO TRULY LOVES WHAT HE DOES. DR. FLAHARTY TREATS THE FACE LIKE A WORK OF ART. HE TAKES HIS TIME, HAS TERRIFIC IDEAS AND AN HONEST OPINION AS TO WHAT SHOULD BE DONE AND TO WHAT EXTREME. I HAD BOTOX DONE, AND I'M HAPPY WITH THE OUTCOME EVERY TIME.

– ANGELA

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UNDERSTANDING DERMAL FILLERS

Dermal fillers provide us with the ability to treat the other kinds of facial wrinkles and folds on your face: the “static” expression lines, or those that aren’t caused by muscle contractions but are caused by underlying changes due to aging. In addition, dermal fillers are used to restore volume to hollow areas of the face, like the cheeks. The result is a younger, softer look with fewer lines and wrinkles. Results are immediate and long-lasting.

Dermal fillers are an excellent cosmetic treatment to:

- Soften facial creases and wrinkles.
- Address fine and deep lines around the eyes, mouth and forehead.
- Plump thinning lips (the sure sign of thinning lips is when you apply lipstick and the color starts to spread into the tiny creases around your mouth so you lose that crisp lip edge you once had).
- Enhance shallow contours – specifically under the eyes.

VOLUME REPLACEMENT VS. STIMULATORY DERMAL FILLERS

We’ve discussed the general differences between Botox/Dysport and dermal fillers, so now let’s look a little at the differences within dermal fillers themselves. There are two categories of dermal fillers, and though they have somewhat similar effects, they each achieve their results in different ways.

Volume replacement fillers. These are the most commonly used dermal fillers, both in the US and worldwide. Most are made from hyaluronic acid, a lubricating, water-absorbing protein found naturally in our skin and joints. Once injected these fillers settle into the tissue giving immediate results and then will gradually dissolve over 6 months to 2 years.

Hyaluronic acid (HA) fillers are very versatile, because they can be injected at any level of the face (and elsewhere in the body like the hands!). Also, they’re soft and pliable, so they can be molded into a desired shape or contour. In addition, HA fillers are actually reversible, which can make them an extremely attractive option.

Lastly, HA is a natural product found in our body, so you are not exposing your body to any foreign material.

As these fillers dissolve, the added volume is eventually lost, and what remains is the collagen that has been built. For patients who are hesitant about doing anything permanent, it is comforting to know that this kind of dermal filler is temporary (usually lasting a few months to potentially two years, depending on the product and where it is used in the face, as well as on the individual patient). Most patients are extremely pleased with the results, and they’re excited to come back for follow-up treatments. Follow-up treatments can range from 6 months to two years depending on the patient and the area treated.

Volume replacement fillers are excellent for treating mild to moderate facial lines around the eyes and mouth, and delicate areas such as the lips and hollow lower eyelids. They are also excellent reshaping the face by filling in hollow temples, lifting flat cheeks, strengthening the jaw line or chin.

Popular volume replacement fillers include Voluma, Restylane and Juvederm.

VOLUMA®

Voluma, a safe and natural cosmetic dermal filler, restores fullness to eliminate facial wrinkles and folds and restore youthful shape to the face. Like Restylane and Juvederm, it is a hyaluronic acid-based volume replacement filler but it is a little thicker. It is designed to inject deeper into the tissues provide volume to the cheeks and midface, while Restylane and Juvederm are generally used more superficially to fill in lines and creases. Voluma results are expected to last between 12 to 24 months. Evidence has shown that having a touch-up treatment before the product is fully dissipated will enhance the lasting effect.

RESTYLANE® AND JUVEDERM®

These fillers are smooth-consistency gels made of hyaluronic acid – a naturally occurring substance in your skin



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PHOTOS COURTESY OF MERTZ PHARMA

that helps to replace volume and add hydration. (Hyaluronic acid retains moisture, absorbing more than 1000 times its weight in water.) It also binds with collagen and elastin, transporting essential nutrients to the fibers that make up much of the support structure of the skin.

Restylane and Juvederm are clear gels injected under the skin to instantly restore your skin's volume and smooth away facial wrinkles and folds, like your smile lines or "parentheses" (the nasolabial folds – creases that run from the bottom of your nose to the corners of your mouth). These HA products are natural and non-animal-based, greatly reducing any risk of allergic reaction.

STIMULATORY FILLERS

Stimulatory fillers work with your body's natural processes to stimulate its own production of collagen. Each uses a slightly different medium to accomplish this, but with all of them, volume is created through a combination of filler material and new collagen being built around it. As with volume replacement fillers, the results of stimulatory fillers are immediate and can last for one to two years or longer.

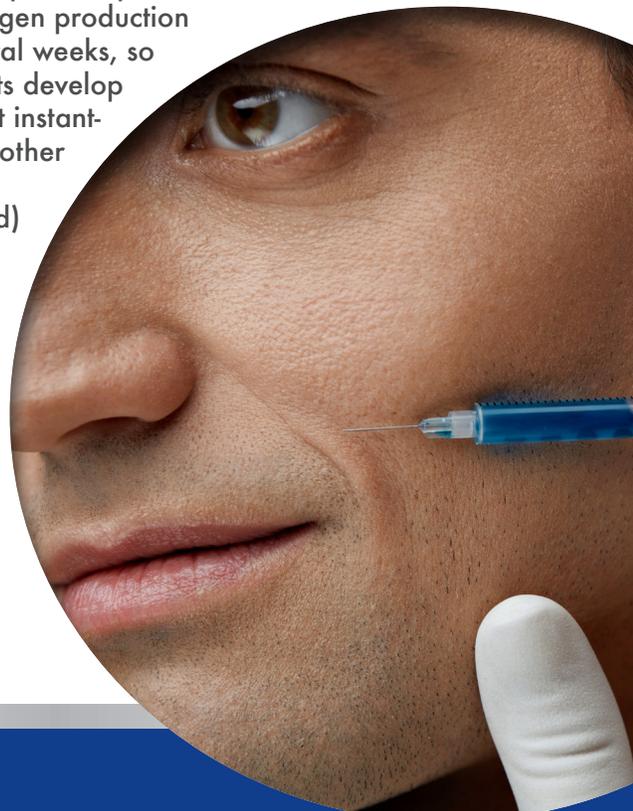
RADIESSE®

Radiesse dermal filler is a safe, natural filler that does more than just fill in lines and wrinkles – it stimulates your body to produce its own volumizing collagen. This treatment restores a natural, youthful look that can last 12 to 18 months. Numerous medical studies have shown that Radiesse dermal filler is a safe and effective treatment

for filling and correcting smile lines, nasolabial folds and wrinkles around the mouth, providing immediate, visible improvement of folds and wrinkles. Radiesse is also an excellent volumizing filler for the cheeks and temples. Radiesse is made of calcium phosphate microspheres floated in a carboxymethylcellulose vehicle making it a natural product with little risk of allergic reaction.

SCULPTRA®

Sculptra is one of Dr. Flaharty's favorite facial volumizers, providing our patients with a soft, natural look. What makes Sculptra unique is that it stimulates collagen production over several weeks, so your results develop slowly, not instantly as with other HA (hyaluronic acid) fillers or Radiesse. Sculptra is used to restore facial volume and to lift the deeper tissues creating a





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smooth natural look. Sculptra can be used to treat tissue laxity, crepey skin and is also used in other areas like the décolletage, arms, knees, hands and buttocks.

Here are the best areas for Sculptra:

- hollow cheeks or temples
- softening sharp cheekbones
- defining or strengthening the jawline
- smoothing wrinkles and sagging tissues in the décolletage, arms, knees and hands
- shaping and building buttock volume

Sculptra (generic name is "poly-L-lactic acid" or PLLA) is a synthetic lactic acid. You may be familiar with lactic acid as the acid made in our muscles after exercise. Poly-L-lactic acid is lactic acid molecules stuck together in strings. It is synthesized and contains no animal products and no human DNA. Sculptra was FDA-approved in 2009 and has been used extensively in Europe for over 20 years.

Sculptra stimulates the production of collagen as it dissolves. The collagen lasts approximately two years once the initial series of treatments are completed. Generally, one maintenance treatment a year is needed. Because Sculptra stimulates your own cells to make more collagen, it lasts longer than other HA fillers. It also gives a firming effect to the tissues which is unique and favorable.

WHAT SHOULD I EXPECT AFTER FILLER TREATMENTS?

- The most common side effects are temporary and mild in intensity and include swelling, tenderness, redness and bruising. To minimize the risk of bruising, patients should avoid taking aspirin and other anti-inflammatory agents, as well as Vitamin C and E supplements for one week prior to the injections.

- If the area is uncomfortable, you may use ice for the first 24 hours.

- Strenuous exercise, consumption of alcoholic beverages and extended exposure to heat or sun should be avoided for 24 hours following the injection.

- If you have previously suffered from facial cold sores, please discuss this with Dr. Flaharty prior to your procedure. He may consider prescribing a medication to minimize recurrence.

FINAL THOUGHTS ON FILLERS

Fillers are becoming more sophisticated and dynamic every year, with improved duration and formulations to optimize results.

When Dr. Flaharty or one of our Master Injectors evaluate you for dermal filler injections, they will be assessing many things. Two of the most important are the depth the filler will be injected and the amount of volume necessary to be replaced. Much like an artist selecting the exact shade of blue for a painting, the decision is based on knowledge, experience and skill. Experienced injectors know that the fillers differ significantly as does their ability to fill a certain area. We will want to select the perfect tools for you. Think of it this way, you would not use sand to fill a cavern, nor would you use boulders to fill a teacup.

Dermal Fillers – for smaller volume replacement:

- Restylane
- Belotero
- Juvederm

Dermal Fillers – for larger volume replacement:

- Voluma
- Restylane Lyft
- Radiesse
- Sculptra

“

DR. FLAHARTY IS WONDERFUL! THERE'S NO ONE BETTER! I HAVE BEEN A PATIENT OF DR. FLAHARTY'S FOR QUITE SOME TIME. HE IS A WONDERFUL, CARING DOCTOR... NEVER IN A HURRY... ALWAYS WILLING TO LISTEN TO YOUR NEEDS, DISCUSS YOUR NEEDS AND THEN PLAN THE 'ACTION' TOGETHER. HIS STAFF COULD NOT BE MORE HELPFUL. MY LATEST VISIT INCLUDED FILLERS UNDER THE EYES AND AROUND MY MOUTH. IT WORKED BEAUTIFULLY! DR. FLAHARTY ALSO DOES BOTOX PERFECTLY... FYI. I'D GO TO NO ONE ELSE!

– JUDI

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HAVE YOU EVER HEARD OF THE LIQUID FACELIFT?

The “Liquid Facelift” is a technique for injecting dermal fillers (like those we’ve just described above) as well as Botox and Dysport to relax, fill, lift and contour facial features. Here’s where we use the magic of our non-surgical injectable tools all together for a remarkable rejuvenating effect. Our patients often say they receive compliments on their appearance without anyone even knowing they had anything done!

A Liquid Facelift can accomplish any of the following:

- Gentle lift of individual (or overall) facial features.
- Reduce wrinkles, creases, lines or folds.
- Restoration of natural, curved facial contours.
- A more rested, energetic look.
- A friendlier smile.

Please note that, while excellent results can be achieved with a Liquid Facelift, it cannot remove excess skin, fat or sagging tissues. A Liquid Facelift will soften and fill wrinkles, lines and folds, but it is not the same as a surgical facelift. That’s why it’s important to discuss your goals with us during your initial consult to help us understand what areas of your face concern you the most, so that we can help select the right treatment for you.

If your goal is to lift or contour specific facial features (for example, under eye dark circles or flat cheeks) a Liquid Facelift might be right for you. Dark circles can be

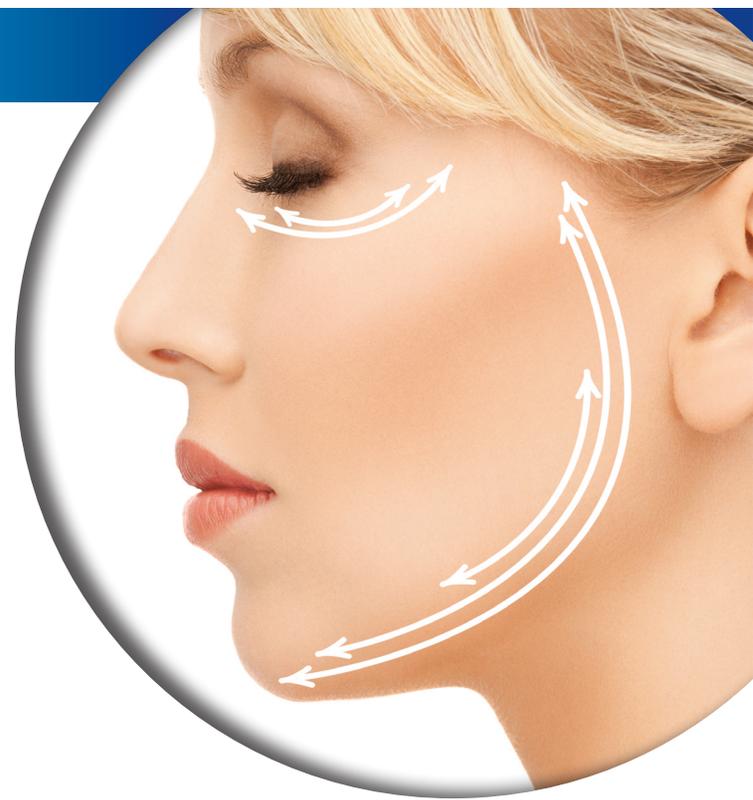


BEFORE



AFTER

LIQUID FACELIFT



“
I LOVED THE WAY I
LOOKED WHEN I GOT
[A LIQUID FACELIFT]
DONE — INCREDIBLE!!!
I WILL BE BACK!!

– DONNA

”

reduced, the natural shape can be restored to flattened cheeks and hollow temples, and the corners of the mouth can be lifted.

At your introductory consult with us, we will discuss many of these treatment options.

HOW LONG WILL IT LAST?

A Liquid Facelift will typically last from six months to two years, depending on the products used and the facial areas treated. For example, lines in areas that don’t move much, such as the chin, may have longer lasting results than lines in very mobile areas, such as around the mouth or eyes. Botox results generally last four to six months, and fillers can last anywhere from four months to two years. Dr. Flaharty and our Master Injectors will discuss more precise expectations with you personally.

At Azul, we only use authentic Botox, Dysport, and dermal fillers with FDA approval, from licensed distributors. So you can be confident you are receiving the appropriate strength of a fresh FDA approved product.

Hopefully we have answered many of your questions about Botox, Dysport and dermal fillers.! At Azul Cosmetic Surgery and Medical Spa, we never take a “cookie cutter” approach with our patients, and we would very much enjoy talking with you and answering your individual questions in person. You are unique, and so are your concerns and goals. We treat our patients like family, and create a fully customized treatment plan for each and every patient we treat.

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FROM MY VERY FIRST VISIT, I HAVE BEEN
PLEASED BEYOND ANY EXPECTATION. YOU ARE
A CLASS ACT GROUP. I AM SO PLEASED WITH
MY RESULTS AND WILL HIGHLY RECOMMEND
DR. FLAHARTY TO MY FRIENDS.

– CAROL

”

We welcome you to come in for a friendly, relaxing conversation about your
Botox and Dermal Filler questions and options.

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