

AZUL

ANTI-AGING

MAGAZINE

Winter 2016-2017

WHAT'S INSIDE:

Manscaping: Azul's Top
Cosmetic Treatments for Men
(And Why They're Becoming
So Popular)

How Infini Skin Tightening
Can Eliminate Acne Scarring

Why Monthly HydraFacial MD
Treatments Might Be the Secret
to Glowing Skin

Dr. Patrick Flaharty
Cosmetic Surgeon



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Welcome to the Latest Issue of Azul's Anti-Aging Magazine!

Hooray, the winter season is here! I know that rushing around preparing for holiday guests, shopping for gifts and cooking up a storm is a very hectic time, but once that is over, we have the most wonderful time of the year here in Florida. All of our winter friends are back, the weather is perfect and social activities abound. I really hope that during the hectic holiday and seasonal bustle you can carve out a little time for yourself to stop, breathe, and soak in some of the best time of the year! In the Flaharty household, this is a really special time to gather with family, to reflect on the blessings of the year past and to plan for the New Year!

This last year, we had so many exciting things happen. We opened our new Azul office in Naples. It took a herculean effort, but we made it across the line and we couldn't be more thrilled! Azul was also recognized as one of

America's "Top 100 Injectors of Restylane and Sculptra Aesthetic" by Galderma Laboratories. And Trilogy Laboratories, my incredible wife Kristen's company, launched our new skincare line, customizing scientifically proven anti-aging formulations for Azul, and she was recognized as a finalist for the prestigious "Manufacturer of the Year" awards at the state level! We couldn't have done any of this without the hard work and can-do attitude of each and every member of our entire team. We are so grateful for them!

Our family also made some really wonderful memories. We had a fantastic multigenerational vacation to Hawaii, enjoying all of the





delights of Pacific island life. We also saw our middle daughter off to college, where she had an extremely successful freshman volleyball season! Those of you who are parents will understand how truly bittersweet that is — if we could, we would keep all of our daughters the little girls they were as children, but we are also so proud of the young women they have become, and can't wait to see what their own lives will bring as they make their way out into the world.



During these holidays and into the New Year, I wish you and your loved ones a very peaceful, blessed and joy-filled time. And no matter how hectic things might be, I hope that you'll still be able to pause, if only for a few minutes, and truly enjoy the spirit of the season in this paradise we call home.

We look forward to seeing you soon.

Dr. Patrick Flaherty

\$99

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AZUL

Cosmetic Surgery and Medical Spa



MANSCAPING:

AZUL'S TOP COSMETIC TREATMENTS FOR MEN

He's a handsome guy, you think, but he doesn't always know it.



You want the man in your life to see himself as you see him; you know it would do his confidence a lot of good to just make a small change that would help him look and feel the way he did all those years ago. He may be willing to undergo a cosmetic treatment (or two), or he may be reluctant... but he can't make a final decision until he knows what his options are.

That's where we come in. The expert team of medical estheticians at Azul understand that men don't want the same soft, smooth look that works for women. This is why we offer a range of spa treatments, minimally invasive procedures and facial surgeries that can be customized to men's more "rugged" needs.

All skin will benefit from moisturizer, exfoliation and SPF. Each one of our Azul Signature Facials is tailored to the skin type and problem areas of each client, including conditions like eczema or rosacea. Facials are especially good for men, since hydration softens facial hair, hydrates the skin and helps free ingrown hairs.

If your man is looking for deeper exfoliation, treat him to any of these:

- Facial Peel — Azul offers three different types and strengths of acid peels, as well as a light micropeel that can be done over lunchtime. The stronger peels result in some flaking and peeling over the course of five to seven days, after which the skin is left looking refreshed and less “rough.”
- Dermaplaning — A very sharp, but very safe (and painless) blade in the hands of a skilled medical esthetician is used to scrape dead skin cells and fine vellus hairs from the surface of the skin.
- HydraFacial MD — Combining hydration with exfoliation and extraction, his skin will feel nourished, refreshed and soothed, while maintaining the masculine appearance he wants.

But what if he’s ready to take things to the next level? The popular minimally invasive procedure, Botox, is the number one non-surgical cosmetic treatment for both men and women. Men tend to be more discreet about plastic surgery than women are, but

you’d be surprised to see how many male patients come to us for anti-aging treatments like dermal fillers, intense pulsed light and Fraxel laser skin rejuvenation. And if your man’s body hair is a problem for him (or for you), laser hair removal is a minimally invasive way to tame the growth once and for all.

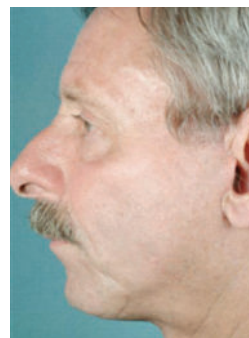
Of course, Azul offers cosmetic surgery esthetic services customized for men. In his more than twenty years of practice, Dr. Patrick Flaharty has performed over 20,000 facial plastic surgeries, and regularly performs eyelid surgery on men and women. Men also tend to request chin enhancement frequently, in order to achieve a masculine, “chiseled” look. The possibilities are almost endless!

Chin Enhancement

If the man in your life needs some gentle guidance in making his selection, Dr. Flaharty will be happy to discuss different options with him as part of a free consultation at any of Azul’s three office locations. Encourage your special man to contact Azul through our website, or call (239) 415-7576 to book the first step toward the youthful, energetic look you both want him to have.



BEFORE



AFTER



How INFINI Skin Tightening Can Eliminate Acne Scarring

“THEY’LL BE KNOCKED OUT WHEN THEY SEE YOU,” YOUR HUSBAND SMILES AS HE WALKS BY, FASTENING HIS CUFFLINKS. You’re almost ready, leaning in close to the mirror to apply one more layer of concealer. You know you look beautiful – the right dress, the right shoes, the right hair. The people who remember you as a pimply teenager may not even recognize you; you won your battle with acne a long time ago, and you’ve still got the scars to show for it. Usually you can hide them with makeup, but tonight is different. Special. *A twenty-year reunion doesn’t come along every day*, you think, and smile at your reflection. Is that little bit of scarring on your upper lip still visible? Better add a little more concealer....

The focus should be on you, not on the ghosts of your adolescent acne. There are plenty of temporary fixes out there claiming to treat acne scarring. And some of them work... for a time. The good news, though, is that the fate of your skin is now in your hands, and you can banish those scars altogether. At Azul Cosmetic Surgery and Medical Spa, INFINI is one of our favorite and most versatile treatments for all kinds of skin imperfections, including those deep-pitted acne scars.

INFINI literally tightens and smooths your skin from within. The esthetician uses a handheld device that delivers a combination of microneedling and radiofrequency (RF) energy to stimulate collagen production in the deeper layers of your skin. The tissues are tightened and deep acne scars are smoothed, all with zero damage to the surface of your skin.

Because INFINI bypasses the outer layer of skin, it's safe for all skin types, tones and conditions. In just thirty to forty-five minutes, we can treat specific areas of your face, neck or chest. All you need is a topical anesthetic applied to the target areas, and then the provider makes three passes over each spot. The depth of the microneedles is adjustable, so you can get a deeper treatment at each session. If you do experience any discomfort afterward, many

may also recommend dermal fillers (such as Juvéderm®, Radiesse®, Restylane®, Artefill®, and Perlane®) to boost collagen regeneration and rejuvenate your skin.

No treatment can make your acne scars disappear overnight – no matter what the product label promises. It takes several weeks after each INFINI treatment for the deeper layers of the dermis to heal enough to produce new collagen. Be patient. After two or three treatments, you'll see the scarring literally disappear... leaving you fresh-faced and ready to dance the night away with more energy and confidence than you had twenty years ago.



The first step in choosing INFINI can be the hardest, but we've made it easy for you to book your free consultation with our easy contact form. Or call (239) 415-7576 to find out more about whether INFINI can help you finally get the flawless skin you deserve. Dr. Flaharty and our team of skincare specialists are happy to talk through all of your options and recommend the treatments that are best suited for you. We'll see you soon – and help you get ready to wow them the minute you

patients report that it's no worse than having a minor sunburn.

Depending on where your acne scarring is, and how deep, you can also consider other treatments for acne scarring instead of (or in addition to) INFINI. A liquid facelift is a non-surgical way to get smoother, fresher, rejuvenated skin. Dr. Flaharty has performed thousands of liquid facelifts that contour your facial tissues, and smooth out wrinkles and minor scarring. In addition to INFINI, he



BEFORE

AFTER



Why a Monthly HydraFacial MD Might Be the Secret to Glowing Skin

Imagine that you've just bought a brand new, shiny car. It's beautiful, and you can't wait to take it out and show off. As you're driving around town, the car kicks up a bit of dirt, dulling the shine. Then it rains, and the car's shine is dulled even further. Little scratches from the normal wear and tear of daily life start to nick the paint. By the end of the first month, your "new" car just isn't looking quite as pristine as it did when you first drove it off the lot — but that's ok, it still looks great.

Now imagine the car a year later... then two years later. That dirt, those scratches, the daily wear and tear can all really build up.

How can you keep your car looking as great as it did the day you first bought it?

By going in for monthly maintenance, of course!

The same is true for your complexion. Immediately following a cosmetic procedure, your complexion is going to be gorgeous — your glow will be visible to everyone around you. But as time passes, the wear and tear of daily life start to build up. It could be redness from sun damage, maybe a little bit of acne, or you might even see a wrinkle or two that weren't there before. At first, it's no big deal, it's barely noticeable. But that kind of skin damage can build up over many months, prematurely aging your skin and rendering all of the money you invested into spa treatments moot.

What's the solution?

Monthly maintenance!

By dropping into our medical spa once a month, you can maintain your beautiful skin and help keep the wear and tear of daily life to an absolute minimum. And one good way to



go about this healthy skin maintenance is with a monthly HydraFacial treatment.

This treatment begins with a thorough cleansing. A small handheld machine removes all the dirt and debris from pores, and also removes dead skin cells. In the next step, a gentle glycolic peel is applied, so mild that it only leaves skin with a slight tingle, which breaks down more of the dirt, debris and dead skin that is harder to get to. The skin is then gently vacuumed again to remove any embedded particles that clog the pores. Last, a serum that infuses collagen with antioxidants is applied to the skin, promoting elasticity and giving your skin a healthy, hydrated radiance.

This treatment takes only about a half an hour, requires no downtime, and is proven safe to use as a monthly cleansing, exfoliation and hydration maintenance.

If you'd like to put your best face forward with HydraFacial or other skincare treatments that we offer at our medical spa, just visit our website at www.azulbeauty.com or give us a call at (239) 415-7576. As the sun and wind continue to take their daily toll on your skin's natural healthy glow, and especially as we're heading into the dryer conditions of winter, now is a great time to get started on your monthly maintenance!

Heard From Clients

“ I had fat injections and laser resurfacing. I am so pleased with the result of both. I would highly recommend this procedure to anyone wanting to have a more youthful look without injections. The downtime was minimal for the lasting results. Thank you, Dr. Flaharty, for making me feel and look much younger!”

–Susah H.

“ Dr. Flaharty is kind, patient and very professional. He is a wonderful caregiver. After having my surgery, I was completely and joyfully satisfied due to the patience Dr. Flaharty accorded me. He was aware of what I wanted and with his expertise added to that, I love the results! I look very natural. The surgery was completed with minimal pain and minimal healing time because I did what Dr. Flaharty and his staff told me to do. Indeed, they are experts and one can see that in the results they achieve. His staff is very professional and competent and very nice. They think of everything to make the patient comfortable and I am thrilled about the result!”

– Bonnie G.

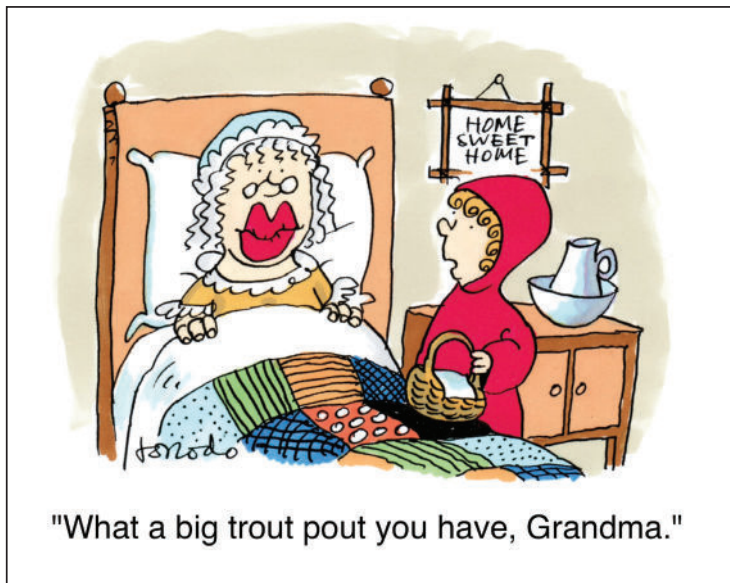
“ Dr. Flaharty repaired the lower lid of my right eye after I had Mohes surgery for cancer. This surgery was difficult, due to the location being right by my tear duct. Dr. Flaharty advised me of the possibility of a wet eye after surgery and that he might have to do a skin graft. I'm happy that neither wet eye or skin graft happened. My eye came out perfectly. Dr. Flaharty is an artist with a scalpel.”

– Robert B.

“ This was such an exciting thing to go through with Dr. Flaharty and his staff. Such a warm and inviting staff that helps to take care of you. I would and have sent some of my friends to see the doctor. Would do it all over again.”

– J.G.

The Lighter Side



Fun Trivia

1. Who was the legendary Benedictine monk who invented champagne?
2. Name the largest freshwater lake in the world.
3. Where would you find the Sea of Tranquility?
4. What is someone who shoes horses called?
5. What item of clothing was named after its Scottish inventor?
6. What kind of weapon is a falchion?
7. Which word goes before vest, beans and quartet?
8. What is another word for lexicon?
9. Name the seventh planet from the sun.
10. Who invented the rabies vaccination?
11. Which is the only American state to begin with the letter 'p'?
12. Name the world's biggest island.
13. What is the world's longest river?
14. Name the world's largest ocean.
15. What is the diameter of the Earth?
16. Where would you find the world's most ancient forest?
17. Which four British cities have underground rail systems?
18. What is the capital city of Spain?
19. Which country is Prague in?
20. Which English town was a forerunner of the Parks Movement and the first city in Europe to have a street tram system?

1) Dom Perignon, 2) Lake Superior, 3) The Moon, 4) A farrier, 5) A Mackintosh, 6) A sword, 7) String, 8) Dictionary, 9) Uranus 10) Louis Pasteur, 11) Pennsylvania, 12) Greenland, 13) Amazon, 14) Pacific, 15) 8,000 miles, 16) Daintree Forest north of Cairns, Australia, 17) Liverpool, Glasgow, Newcastle and London, 18) Madrid, 19) Czech Republic, 20) Birkenhead

AZUL MEDICAL SPA & SPOTLIGHT

Annoyed by Those Fine Hairs on Your Face? Forget Waxing, Plucking or (Gasp) Shaving. Introducing... Dermaplaning!

Remember how your mother always told you that shaving your fine facial hair would actually make it grow back faster, darker and coarser? Well, we hate to say it: mom might have been right about a lot of other things, but — at least in this one instance — she was wrong. The small light hairs on your face are called vellus hairs, which don't have the same thick, subcutaneous tissue as the hair on your head. They grow back exactly the same every time, and nothing — except hormonal changes — can change their color or texture. These fine vellus hairs usually aren't noticeable, but they can prevent moisturizers and serums from fully penetrating your skin, and can cause makeup to go on unevenly.

Even though dermaplaning may sound similar to shaving, it's really quite different. Think of it as deep exfoliation... with an ultra-sharp blade. Don't worry, this blade is in the hands of one of our skilled medical estheticians, and does an amazing job of removing fine hair and dead skin cells from the surface layer of the skin. The esthetician uses light "feathering" strokes. Most patients report that dermaplaning is not only painless, it's actually very relaxing. Your skin is cleansed, exfoliated, moisturized and given SPF protection, all within about 30 minutes. After that, you can go on with the rest of your day enjoying softer, more radiant skin.

Most patients report that dermaplaning is not only painless, it's actually very relaxing.

Since you probably don't want wax all over your face, and plucking is just NO, what's left?

Dermaplaning is ideal for patients who are especially sensitive to facial peels, facials or

other chemically based treatments. Since it requires no use of skin product (other than a simple cleanser), it can even be used by women who are pregnant or nursing. It's also effective at smoothing and blending the skin in areas where moles, warts and other blemishes have been removed. Acne scars are minimized and can virtually disappear with repeated dermaplaning sessions — each one usually lasting no longer than 45 minutes. It's a short investment of time, especially compared to its long-lasting results.

The results of dermaplaning are similar to — even sometimes better than — microdermabrasion. It's a fast, effective way to brighten your skin and encourage the growth of healthy new cells, while removing all the gunk that you didn't even know had

built up in your pores. The only way anyone will ever know you had dermaplaning is if you answer them honestly when they say, "Wow! You look great, what's your secret?" Don't worry — we won't tell!

Your mother would want you to contact Azul at any of our locations in Naples, Bonita Springs and Fort Myers, because she taught you to be a careful shopper. Book your free consultation with a member of Azul's esthetic team today, and find out if you're a good candidate for dermaplaning (which you should be, unless you have active acne). After that, it's simply a matter of sitting back and relaxing while we do the work of restoring your skin to its naturally radiant glow.





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PRODUCT CORNER

Satin Eclipse Sunscreen SPF 34



This winter, we are excited to debut a revolutionary SPF 34 sunscreen called Satin Eclipse that protects you and repairs damage from ALL damaging rays. This is a new generation of high-quality protection that also includes reparative ingredients that turn back the damage done by the sun. We're thrilled that this product contains a natural tint and primer to smooth and even out skin tone before applying makeup, or to use alone. Enjoy a special introductory price of \$58.

In addition, we are introducing Mineral Defense, a mineral powder sunscreen that can be used as a supplement to Satin Eclipse, or all on its own. Mineral Defense is perfect for daily touch-ups, post-gym freshening, and de-shining throughout the day, all while adding additional sun protection. This SPF 32 mineral powder contains zinc, titanium, Vitamin C and niacinamide. It's also natural with 100% mineral ingredients, and it contains no talc. Essential Vitamin C and niacinamide reverse sun damage and brighten the skin so you can get a double whammy with your daily serums. The powder can easily be brushed on over makeup and even bald spots, as well as to squirmy children! Grab one for your office gifts, your friends and family and for yourself – it's great to keep in a golf bag, tennis bag or purse! Enjoy a special introductory price of \$45.

AZUL SPA MENU FOR SKINCARE SERVICES

HydraFacial MD

Science and technology come together for the most therapeutic deep-pore facial treatment.

Deluxe \$155 each (Introductory Special, \$99)

Package of 6 \$800

Package of 12..... \$1500

Deluxe includes HydraFacial with your choice of microdermabrasion or dermaplaning. Choice of 7.5%, 15% or 30% acid. Includes manual extractions.

Neck and Chest..... add \$50

HydraFacial Express..... \$99

(No Dermaplaning or Microdermabrasion)

AZUL Platinum Facial\$125 each

Package of 6..... \$650

Not every skin is the same, let us create a treatment appropriate for your concerns. Massage and mask included.

Micropeel.....\$135 each

Package of 6..... \$700

A light physical blading and acid exfoliation done on a monthly basis. No downtime.

Microdermabrasion Diamond\$150 each

Package of 6..... \$800

A light exfoliation of dead skin cells.

Ultrasonic Facial.....\$75 each

A cleansing using a paddle that utilizes a low-frequency oscillating massage.

Dermaplaning.....\$55 each

A thorough exfoliation dead skin cells and vellum hair for a flawless feel.

Microneedling

For the treatment of light acne scarring, fine lines and wrinkles. Prices given during consultation based on individual treatment needs.

Express Peel.....\$75 each

Recommended for the correction of skin conditions. Acids per skin condition done on a monthly or bimonthly basis.

Skincare Add-Ons

Dermaplaning / blading \$30

Acids appropriate for your skin's needs..... \$40

Eyebrow / eyelash tinting \$30

MEDICAL PEEL PROGRAM

AZUL Designer Peel\$250 each

A synergistic blend of ingredients that improve the tone, texture and clarity of the skin. Suitable for all skin types, because it is able to be designed based on skin type and problem by adding boosters. We can adjust it for acne, pigmentation and anti-aging. No discomfort. No downtime. Can be repeated in 4-week intervals.

JESSNER Peel\$225 each

Treats acne, blackheads and white heads. Mild to moderate peeling for a few days.

Vi Peel Plus.....\$375 each

Treats pigmentation, fine lines and wrinkles.

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