

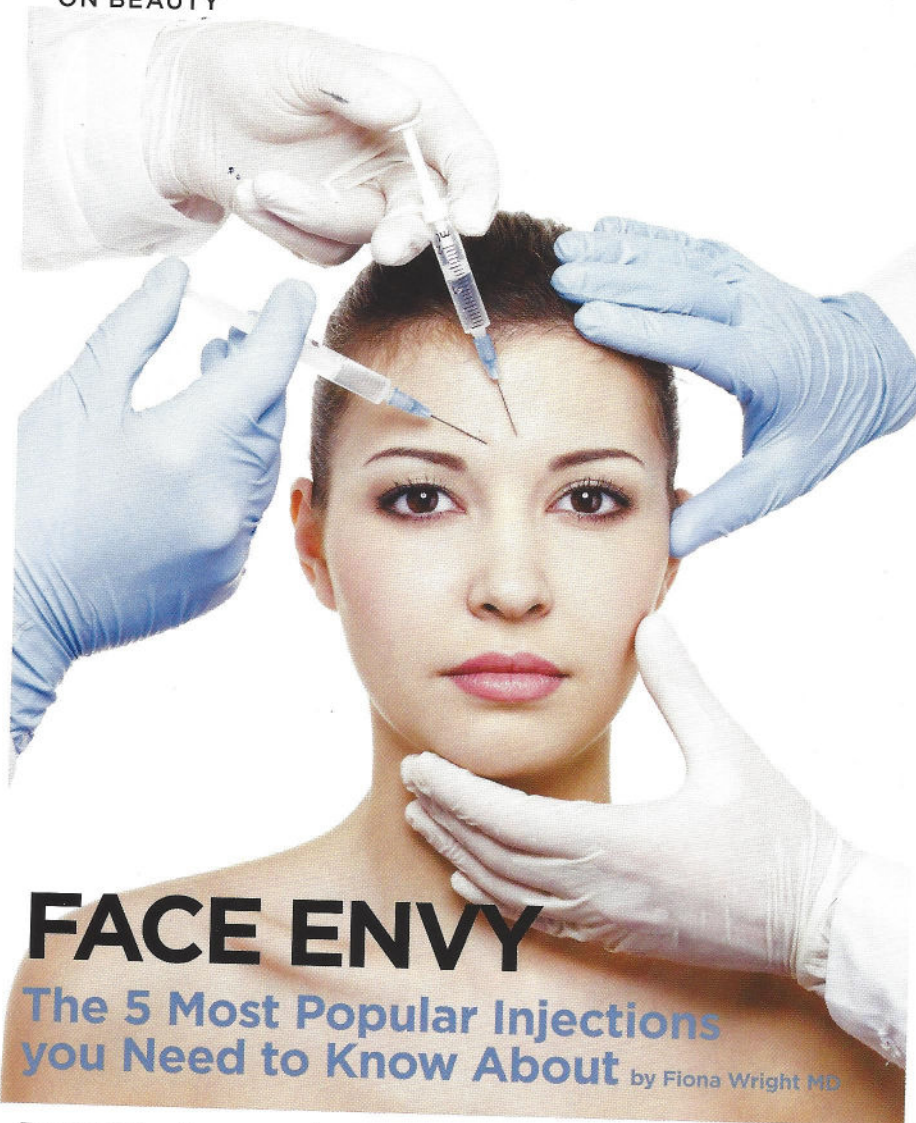
**THE
TEXAS
BACK
INSTITUTE**
Difference

**The Center for
Disc Replacement**
*at Texas Health Center for
Diagnostics & Surgery*

**ON MY
STYLE**
*Mai Lyn
Ngo*

PSRST STD
US POSTAGE
PAID
INNOVATIVE
DIRECT MEDIA

INNOVATIVE DIRECT MEDIA
7274 Elm St. Frisco, TX 75034-5748



FACE ENVY

The 5 Most Popular Injections you Need to Know About by Fiona Wright MD

Facial Injections are becoming very popular for all age groups. Women in their twenties are most interested in improving their lips. In their thirties, men and women begin to focus on the fatigued look and volume loss in the mid face and around their eyes. As aging continues we begin to worry about hard lines, wrinkles and full facial volume loss which creates a sleep-deprived unhappy appearance.

Women and men, as they age, often experience a disconnect with what they see in the mirror to how they feel inside. In the past, we would just wait it out and prepare for surgery – or do nothing. But now, with the introduction of several simple office injections, the aging face and resulting low self-esteem are a thing of the past! From DYSORT to smooth out wrinkles, VOLBELLA to remove aging lip lines and KYBELLA to eliminate the neck waddle, Fiona Wright MD, interviewed on the *NBC Evening News*, has highlighted all of these inspiring treatments. So read on as she takes us through the most popular injectable treatments!

BOTOX or DYSORT for Wrinkles

Is Botox and Dysport like Coke and Pepsi? The short answer is yes. In many cases, choosing Botox or Dysport to reduce your wrinkles is a matter of preference of the patient or doctor. I use both products daily in my practice. The most popular areas of treatment for my patients to contour their face are the Brow Lift, Lip Lift, Jaw Lift and removing wrinkles of the frown line and crow's feet. However, many of my patients are also treated for prominent neck bands, migraines and excess sweating.

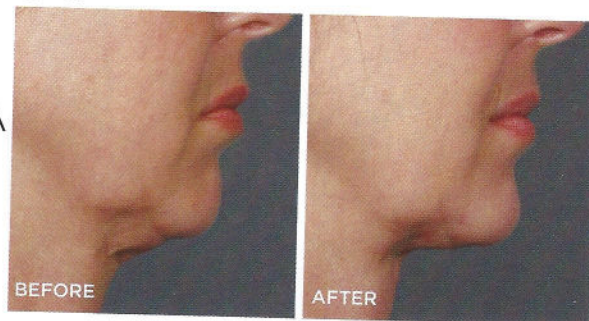
Biologically and chemically, the "active core" of Botox and Dysport are identical and the same size. But, around each core is a protective envelope which differs. Botox's envelope is consistent and larger in size, whereas Dysport's envelope is smaller with more variability in its size – this tends to allow Dysport to diffuse more, causing it to spread out over a broader area after it is injected. This can be beneficial when treating a larger area, such as wide forehead wrinkles, or areas with thinner muscles, such as crows' feet. However, when I need precision placement, Botox may be the better choice.

It is also important to know that you will need 2 to 3 times more Dysport than Botox to achieve the same results.

Ave. BOTOX price: \$10-15 / unit
Ave. DYSORT price: \$4-8 /unit

KYBELLA the Neck's Generation

For years, liposuction or surgery were the only options to eliminate the double chin. However, patients wishing to melt chin fat without surgery can now do so with Kybella! It is the first and only FDA-approved, injectable treatment that reduces fat under the chin without surgery. Kybella contains a naturally-occurring ingredient called deoxycholic acid, something your body already produces. This ingredient destroys fat cells, so the treated area can no longer store or accumulate



KYBELLA: 3 Treatments

fat. Patients should plan on two to four Kybella treatments spaced one month apart. Each treatment is about 15-20 minutes in length. Many patients see visible contouring of their chin within two to four treatments, but up to six may be required for fuller chins and necks. These results may last for several years and re-treatment is often not necessary.

Ave. KYBELLA price: \$1200-\$1800 per treatment

VOLBELLA for Lip Lovers

VOLBELLA is specifically designed for the lips to create soft contours, smooth lines around the mouth and provide subtle lip enhancement. It is commonly used to:

- Accentuate the border of your lips
- Enhance the center cupid's bow
- Diminish vertical (smoker) lip lines



Patient of Dr. Wright



WHAT MAKES VOLBELLA A FAN FAVORITE?

1. Volbella can last up to one year, where other fillers commonly last 6-10 months in the lips.
2. Volbella has a very soft and natural feel in the lips when compared to other common lip fillers.
3. Less Volbella is needed compared to other fillers. Made with VYCROSS technology it allows for precise placement-making it look very natural... never too full or overdone.
4. There is less swelling and downtime compared to more traditional fillers, as its unique formulation allows the product to absorb less water. The treatment itself is made as pain free as possible by the built-in lidocaine anesthetic.

Ave. VOLBELLA price: \$400-800/ syringe

RESTYLANE with a New LYFT

As the first hyaluronic acid facial filler, RESTYLANE has a well-known and well-deserved reputation as an instant wrinkle eraser! In 2004, I introduced Restylane's "bigger brother" PERLANE to the viewers of the *NBC Evening News* and for many years my patients have enjoyed the extra volumizing effects it gives. Fast forward to 2015, and Perlane has been rebranded as Restylane LYFT, as it received a new FDA approval to increase volume in the cheeks, to improve facial balance and reduce smile lines. Restylane and Restylane LYFT are identical formulations, but differ in gel particle size. Restylane LYFT, has a larger gel particle and the ability to provide longer lasting deep facial fold correction. It is also my #1 choice to correct the deep dark hollows under the eyes.

Ave. Restylane LYFT price: \$500-\$800 /syringe

VOLUMA the Shape Shifter

What makes the "Ideal Youthful Face"? The answer is Volume. As the face ages and loses volume, our cheeks flatten and our profile drops and "goes South". To keep a more natural, youthful and not "pulled" profile, facial experts now focus on reversing aging with restoring this volume loss. So to revive your youth it is important to re-volumize your mid-face and restore your cheek positioning to its prominent, high, and fully contoured place. Enter VOLUMA!

Voluma is the next generation of facial fillers. It has been on the market since 2005 in Europe and like its sister product Juvéderm, Voluma is made of hyaluronic acid (HA), a sugar that occurs in our body naturally. What sets Voluma apart from other fillers is the cutting-edge VYCROSS technology that gives it a uniquely thick and robust consistency, making it last for up to 2 years!

Voluma is my go-to filler to lift and contour the cheeks, jowls and temples. It allows me to give my patients a subtle and natural looking lift, helping to restore a more youthful profile, without looking overdone.

Ave. VOLUMA price: \$700-\$1200/syringe



Patient of Dr. Wright



Fiona Wright MD is the founder of *Skin MD and Beyond*. She lives and practices in Plano, Texas and has earned a reputation as one of the premier physicians in Cosmetic Dermatology in the Dallas-Fort Worth area. Dr. Wright has been featured in several *NBC News Health Reports* and is well known for her expertise and honest opinions.

Want Lips that are More Kissable & Sensuous?

When someone mentions "kissable lips", we often think of full, pouty lips. Unfortunately not all of us were born with lush lips, and those who once had full lips may find that the aging process takes a toll. Thinning lips is just one of the many factors of facial aging. There is not much we can do to prevent it short of using injectable facial fillers.

As we age, our lips lose volume. This creates a more drawn appearance, and more pronounced lines on the lips and around the mouth. Over the years, we've all seen those few famous actresses with overdone lips – and this has discouraged many women (and men) from addressing this important facial feature. But – lips can be balanced and beautiful!

Lip fillers, like the newly approved **Volbella** along with **Restylane SILK**, **Juvéderm** and **Belotero** will make your lips look younger, fuller, and best of all – you won't have to worry

about your lipstick bleeding into fine lines. In addition to correcting the aging process, lip fillers also correct visible scars as well as asymmetry and obvious imbalances within the lip contour.

Recently, I highlighted on **NBC Evening News**, the growing popular demand for **VOLBELLA**, the newest FDA approved filler specifically made for the lips. The smooth gel designed in **VOLBELLA** gives a more natural appearance without looking too full or overdone. To the touch, it is softer than other fillers and is perfect for the delicate area of the lips. Results have been found to last up to 1 year and swelling is considerably reduced using **Volbella** when compared to other fillers.

In addition to lip fillers, I also like to complement your lips with **Botox** or **Dysport** to remove a "gummy smile" or the "barcode lines" above your lips made from pursing the lips or smoking.

Natural full lips are completely possible with techniques available today. The skill and experience of the doctor is essential to achieve the natural look and balance appropriate to your unique facial structure. In our office, all injectable procedures are performed exclusively by doctors. With our aesthetic skills, artistry and experience, our patients are very enthusiastic about their results! Call today so we can help you look your very best!

Fiona Wright M.D.

Skin M.D.
and Beyond



6517 Preston Road
Plano, Tx 75024

972-608-0808



Non-Surgical
Facial Treatments
Botox & Dysport
Facial Fillers
Eye Rejuvenation
Laser Skin Tightening
Acne & Rosacea Treatments
Chemical Peels
Photo Facials
Laser Hair Removal

Non-Surgical
Body Treatments
Neck & Hand Rejuvenation
Body Contouring
Skin Tightening
Scars & Stretch Marks
Cellulite Treatments
Laser Vein Removal
Laser Hair Removal
and much more!

The WRxIGHT
Beauty Bar
Oxygen &
Organic Facials
Brow & Beauty Bar
Gentlemen & Teen Facials
Waxing/Threading
Eyelash Extensions
Customized Skincare Products
VISIA® Skin Analysis

www.RxBeautyBar.com
www.SkinMDandBeyond.com



As seen on NBC