



How to Look Your Best in a Tough Economy

Jason C. McBean, MD

Here are some opportunities to look your best based on your budget.

What can I do for less than \$250?

Renew your skin and make a great first impression. A skin care regimen that consists of 3 core ingredients can improve the tone, texture, appearance and health of your skin. This regimen includes:

1. A moisturizing sunscreen
2. Vitamin A derived creams such as retinoids
3. Vitamin C derived serums

At a minimum, these three products can be used to turn over cells, remove dull skin and reveal a more youthful appearance. Call us to schedule a consultation for a personalized skin care regimen.

Our highly trained staff can make your skin glow with a light or medium depth chemical peel, microdermabrasion or combination. Chemical peels force the skin to shed the outermost damaged cell layers. Results are best when combined with a complete home skin care regimen.

What can I do for less than \$500?

Often considered the gold standard for eliminating wrinkles caused by muscles of facial expressions, Botox® is FDA approved to improve fine lines between the eyebrows. This nonsurgical treatment can also soften crow's feet and lift the eyebrows. You will notice the results 3-4 days after the injection. Botox® can also be used to prevent wrinkles from ever forming by relaxing the muscle contractions that result in lines and wrinkles.



INSIDE THIS ISSUE

How to Look Your Best in a Tough Economy	1
Skin Cancer Alert and Introducing Latisse®	2
Seasonal Specials	2
Aesthetic Laser Treatments	3

Also for under \$500, lasers can be used to tackle a host of beauty issues from head to toe. Hair removal from lips, chin, neck, armpits, bikini and feet can all be performed with the newest laser technology at Cohen Dermatology Associates. Laser treatments can also eradicate discoloration, brown spots, vessels and veins with minimal downtime.

What can I do for \$1,000 or less?

In addition to having multiple sites treated with Botox® (frown lines, forehead, or crow's feet), you can restore volume to your laugh lines, lips or cheeks with Juvederm®, Juvederm Ultra Plus®, Restylane®, Perlane® or Radiesse®. All the fillers are long lasting and FDA approved.

What can I do for less than \$3,000?

A combination of injectables, fillers and laser procedures can achieve a full facial rejuvenation or liquid facelift with minimal downtime.

Also, smaller areas of unwanted fatty tissue in the knees, neck and chin can be treated with Fairfield's only SmartLipo® procedure.

Smartlipo®

Take advantage of the latest technology to remove back fat, bra bulges, love handles and more with SmartLipo!® It is the newest and safest way to remove areas of unwanted fat. Any area with unwanted fatty tissue can be treated including abdomen, hips, back, bra area, arms, neck and chin.

For more information about the procedures available at our office, please visit www.cohendermatologyassociates.com or contact us at 203.259.7709



Before Smartlipo Abdomen After SmartLipo Abdomen

Skin Cancer Alert

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Skin Cancer Alert

Skin cancer is the most common type of cancer diagnosed in the United States. It may surprise you that 1 in 5 Americans will develop some form of skin cancer during their lifetime. The two most common forms of skin cancer are basal cell carcinoma and squamous cell carcinoma, which tend to arise on sun-exposed skin. Fortunately these cancers have a better than 95% five-year cure rate if detected and treated early.

Melanoma is a third type of skin cancer and although less common can be fatal if not diagnosed early and properly treated. Melanoma incidence has increased by 2000% since 1930 and can strike anyone. People who are at an increased risk of melanoma include fair skinned individuals, anyone with a history of blistering sunburns, those with many moles and individuals having a family history of melanoma. Prevention and early detection of skin cancer are the best ways of controlling this epidemic. Annual skin exams for those at risk for skin cancer are recommended by the American Academy of Dermatology.

For more advice about sun protection and skin cancer treatment or prevention contact us at 203.259.7709.

Introducing Latisse®, the newest way to grow longer eyelashes

Have you always wanted longer lashes? Now there is a new solution - Latisse® that gradually grows longer lashes in as little as 4 weeks with full results after 16 weeks! Call our office for more information 203.259.7709.



We're pleased to introduce Latisse™ (bimatoprost ophthalmic solution) 0.03%—the first and only FDA-approved prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker, and darker.



Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

Unretouched photos of Latisse™ users in the clinical trial before starting treatment and at week 16. The onset of effect with Latisse™ solution is gradual. In the clinical trial, the majority of users saw significant improvement by 2 months. Individual results may vary.

Latisse™ has been studied in clinical trials to demonstrate its safety and effectiveness. To see more results or learn more, visit www.latisse.com.

READY FOR SPRINGTIME?

Cohen Dermatology Associates
IVAN S. COHEN, MD
JASON C. MCBEAN, MD
Monthly Specials

APRIL 2009 SPECIAL

\$50 OFF Botox® Cosmetic or
Juvederm® treatments
20% OFF Vivite® Daily Facial
Moisturizer with SPF 30

MAY 2009 SPECIAL

**Ready for Spring,
Graduations, Weddings?
Join us for our
Patient Appreciation Day
May 1, 2009**

**Receive \$100 OFF or a FREE Latisse®
kit (\$120 value) with
your Botox® Cosmetic or Juvederm®
treatment
OR receive \$200 off a combination
treatment**

JUNE 2009 SPECIAL

**FATHER'S DAY TREAT!
(including sons, uncles,
brothers, husbands etc...)
\$75 off a Botox® Cosmetic or
Juvederm® treatment**

BOTOX
Cosmetic™
Botulinum Toxin Type A

VIVITÉ

Juvederm
INJECTABLE GEL

Aesthetic Laser Treatments

Jason C. McBean, MD

Laser Hair Removal – 5 days a week - lower fees

We now offer the latest technology by Cynosure to remove unwanted hair. This new procedure is performed by Dr. McBean and professionally trained staff at a fraction of the price previously offered at our center. Because the technology is now available 5 days a week, you may schedule an appointment at your convenience. Unfortunately, traditional hair removal routines can be tedious, painful and expensive over time. Shaving may last a day, waxing a couple of weeks, but none of them can permanently reduce hair growth like the laser.

How does it work?

To eliminate hair, the laser emits a gentle pulse of light energy that passes through the skin directly to the hair follicle. This energy is then absorbed into the hair follicle destroying the hair so that it does not regrow.

Am I a viable candidate for laser hair removal?

Laser hair removal is most effective for dark hair. It can be used anywhere on the body where there is unwanted hair on all types of skin – even dark skin.

Does it hurt?

This is a safe treatment causing at most, only minimal discomfort. Patients often say it feels similar to the snap of a rubber band. Slight redness or localized swelling can occasionally occur, but this usually subsides within the first 24 hours after treatment.

How many treatments are required?

Patients will see results after the first treatment however, because hair grows in cycles, optimum results may require multiple treatments depending on hair color, density and several other factors.

SmartLipo®: The Newest way to get the shape you want

Dr. McBean is one of the first physicians to offer this exciting new technology in CT. Liposuction is still the gold standard for removing unwanted areas of fatty tissue and in 2007 was the number 1 cosmetic surgical procedure performed.

SmartLipo® burst onto the scene after its FDA approval in 2006 and has been featured in *People Magazine* and several national television programs including *E!* and *The Early Show on CBS*. It has never been easier or faster to achieve the smooth, sculpted shape you have been thinking about, all with much less pain and down time than traditional liposuction.

The most common areas are the abdomen and hips. Healthy men and women who maintain a balanced diet and exercise regularly, but are simply unable to lose the final small areas of unwanted fatty tissue are frequent candidates. Additionally, for some patients, the goal may



not be to look perfect in a bathing suit. Patients may simply wish to improve body contours to look better in every day clothing. SmartLipo® is the safest and most effective way to achieve these goals.

For further questions and information or to schedule your consultation with Dr. McBean, call 203.259.7709. Visit our website at www.cohendermatologyassociates.com or contact us at 203.259.7709.

You're Invited!

Smartlipo® Laser Body Sculpting Information Session

Thursday, May 14, 2009

6:00 pm

At The Offices of

Ivan S. Cohen, MD

Jason C. McBean, MD

Cohen Dermatology Associates

1305 Post Rd, Suite 310 • Fairfield, CT

RSVP 203.259.7709 - Limited Space
Event Only Specials & a Botox Giveaway

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Ivan S. Cohen, MD Jason C. McBean, MD
Board Certified Dermatologists

We're on the Web!

Visit us at:

www.cohendermatologyassociates.com

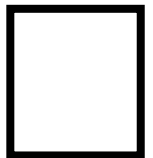
SAVE THE DATE – Complimentary **Smartlipo®** event,
Thursday, May 14 at 6 p.m.

Dr. Jason C. McBean is a board certified dermatologist. He is a graduate of Dartmouth College and Brown Medical School. During his fellowship he researched and became an expert in the latest cosmetic technologies and procedures including minimally invasive laser liposuction (SmartLipo™), fractional laser resurfacing, soft tissue fillers (Restylane®, Juvederm®, Perlane®, Radiesse®), chemical peels and Botox® Cosmetic.

At Our Offices We Offer.....

- Smartlipo®
- New Affirm® CO2 Microfractional laser resurfacing
- BOTOX®
- Juvéderm™
- Restylane®
- Perlane®
- Radiesse®
- Microdermabrasion
- Laser treatments for hair removal, brown spots, veins
- Hair transplantation
- Chemical Peels
- Sclerotherapy *and more...*

Cohen Dermatology Associates
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Customer Name
Street Address
City, ST ZIP Code