



ALL
ABOUT
MEN
SPECIAL ISSUE

*One Hour
Non-Surgical
Facelift*

*Botox,
Dysport or
Filler for*



Got
Back
Hair?

GET A
SCULPTED
CHEST

Laser Away

Redness <
Brown Spots <

What do **MEN** want?



COSMETIC SURGERY FOR MEN

Not just women enjoy the benefits and rewards of cosmetic surgery. When you visit almost any spa or clinic, you're bound to see men and women eagerly awaiting facial and body rejuvenation. Every year more and more men are opting for cosmetic procedures: recent data from the American Society of Plastic Surgeons (ASPS) show that in 2011 men underwent almost 800,000 procedures (or 9% of all surgical and nonsurgical cosmetic procedures performed that year), up by an impressive 121% from 1997.

Public perceptions have changed: it has become increasingly acceptable for men to have cosmetic surgery and treatments. While many people picture celebrities when they think of men who choose to have cosmetic surgery, it is also men most of us would never think of ever having cosmetic surgery that do. Some examples include: younger men who want to maintain their good looks, older men who want to reverse age-related changes and men who want to project a powerful, more energized profile at work, at home and at play.

Aside from society's change in attitude towards male cosmetic surgery, perhaps the biggest reason for the rise in male cosmetic surgery is the vast improvement in treatment options, technology and products that have been developed over the years. Recovery times are shorter and procedures involve less risk than ever before. With the recent tendency toward minimally invasive surgery and nonsurgical rejuvenation techniques, men who tend to be less tolerant of recovery time are pursuing more treatments than ever before. In addition, although cosmetic procedures were designed with



a woman's form and figures in mind, surgeons have become more sensitive to the unique needs of men and a skilled Plastic Surgeon will know the varied techniques necessary to provide male patients the results they desire.

Whatever the reason, for men today looking and feeling good with the assistance of Plastic Surgery have never been easier!

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Top 5

Plastic Surgery
procedures for men:

1. Liposuction
2. Rhinoplasty
3. Eyelid surgery
4. Gynecomastia
5. Facelift.

Want a Sculpted Chest?

For some men 'man boobs' or gynecomastia can stand in the way of a sculpted chest.

Gynecomastia is a medical term that comes from the Greek words for "women-like breasts," and is quite common affecting an estimated 40 to 60 percent of men. It may affect one or both breasts. For men who feel self-conscious about their appearance, breast-reduction surgery can help. The procedures remove fat and/or glandular tissue from the breasts, and in severe cases remove excess skin, resulting in a chest that is flatter, firmer, and better contoured.

The best candidates for surgery have good skin elasticity, and the surgery may be discouraged for obese men who have not first attempted to correct the problem with exercise or weight loss. Individuals who drink alcohol beverages in excess, smoke marijuana or use anabolic steroids are usually not considered good candidates for surgery. These drugs may cause gynecomastia and should be discontinued to see if the breast fullness will diminish before surgery is considered an option.

Generally excess glandular tissue will be excised through an incision made on the edge of the areola. The excision may be performed alone or in conjunction with liposuction. If your gynecomastia consists primarily of excessive fatty tissue, liposuction may be used alone to remove the excess fat. Major reductions that involve the removal of a significant amount of tissue and skin may require larger incisions that result in more conspicuous scars. In severe cases where large amounts of fat or glandular tissue have been removed, skin may not contract to the new smaller breast contour. In these cases, excess skin may have to be removed resulting in more conspicuous scars.

Since gynecomastia is incredibly common we may have to ask Victoria what her secret is for the next bro-zero...or talk about surgical options for gynecomastia. Nothing can compare to finally feeling confident enough to chase your lover to the ocean water...without worrying about a pendulous chest. A patient once joked during his post procedure check-up that when people now talk to him he doesn't have to think to himself "hey, my eyes are up here"

To learn more about gynecomastia, visit **SpaSurgica** online:



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What's the difference?

Botox and Dysport are purified proteins that are injected into the muscle. Botox and Dysport stop dynamic wrinkles in the injected area. Botox/Dysport are slow release substances, therefore it takes up to two weeks before you can see and feel its full effect. In most cases, Botox/Dysport are used in the upper third of the face for areas such as, frown lines, forehead lines and crows feet. While Botox/Dysport may stop a muscle from contracting, (which creates smoother and relaxed looking skin) they don't smooth appearance of existing deep lines - this is where Filler is utilized.

Fillers such as Restylane are a clear gel that contain Hyaluronic Acid. Restylane is also Dr. Elmaraghy's filler of choice at Rejuvenate Medical Spa. Hyaluronic acid naturally occurs in the body. It is a component of our skin, helping to maintain the skin's firmness, it contours our features and it provides lubrication in our joints. Hyaluronic acid attracts and binds to water (Holding 1000x its weight in water) which is the reason why it is used to add volume to those deeper lines and areas that need contouring. Clients see instant results and will leave looking more youthful.



Visit Rejuvenate online:



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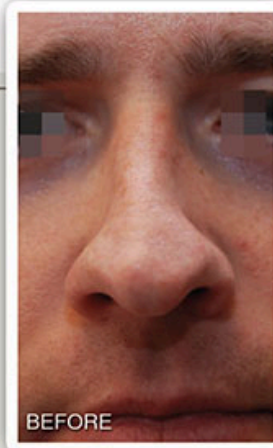
10 MINUTE NOSE JOB

Filler is used through controlled and precise injections to hide away dents, bumps, side way deviations, raise the nasal tip, or contour irregularities to restore a more symmetric look to your nose.

The end result is that your nose will look more proportionate and smaller in your facial frame. Your results are instantaneous. You may be an ideal candidate for this procedure if:

- You wish to diminish the appearance of bumps on your nose.
- You have dents, hollowness, or indentations, or a nose that looks asymmetric.
- You have a flat nasal bridge, and wish to create a bridge or augment your original bridge.
- You have droopy tips and wish to raise the tip of the nose.
- You've had surgical nose jobs in the past and are unhappy with the results.

Call Rejuvenate Medical Spa for a complimentary consultation about the 10-minute, non-surgical nose job: (519) 745-9900.



Pricing
starts at
\$550



1hr NON-SURGICAL FACELIFT

Rejuvalift is our signature, non-surgical facelift that combines the best of both worlds: Botox® and Filler to provide our clients with a non-surgical face lift.

Look years younger without the need for surgery without feeling like you look "plastic". No question, your friends, family and colleagues will pay compliment to how refreshed and rejuvenated you look – yet no one will know your secret.

Dr. Elmaraghy, Plastic Surgeon, administers all of the Botox® and filler treatments at Rejuvenate Medical Spa. In less than an hour, the clock of time is turned back before your eyes. These amazing results are achieved by returning lost volume through the use of fillers. The hyaluronic based gel provides suppleness and can assist in recontouring and plumping up areas that lack volume. Incorporating Botox® into this treatment addresses dynamic wrinkles, the wrinkles that are caused by facial animations. Botox® helps to relax and smooth these troublesome areas while you maintain a natural look. Clients leave with a dramatic and yet inconspicuous result of a facelift with minimal risk and down time.



Pricing
starts at
\$1600



Don't let brown spots and redness be the cost of your hole in one ...

Golfing is a treasured sport for many men today, but the damage that high sun exposure for long hours has on your skin is another sand trap.

At Rejuvenate Medical Spa we can help. With advanced laser treatments, we can banish redness & brown spots.

The Sciton JOULE is Dr. Elmaraghy's laser machine of choice to treat a variety of skin conditions and to achieve improved skin appearance.

Sciton is a leading and highly awarded manufacturer of advanced lasers and light sources in the aesthetic medical market. While there are imitators of the Sciton system, the JOULE has proven efficacy based on rigorous academic studies and medical journal reviews.

TIP

Prevent sun damage by applying sunscreen.

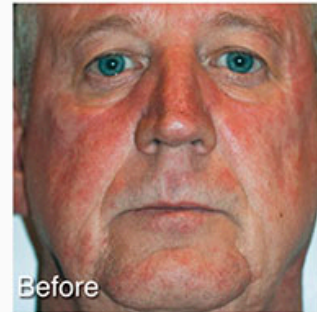
Nu-Derm 50 SPF
\$59.99



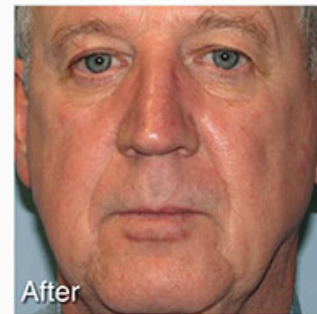
Rosacea / Redness

A chronic condition characterized by facial redness is often called rosacea. If left untreated it may worsen over time. Rosacea affects both sexes, but excessive sun exposure, cold temperatures, alcohol and spicy food can trigger the condition. It has a peak age of onset between 30 and 60 years old.

Sciton JOULE's BBL™ (Broad Band Light) is light energy that is selectively absorbed by the oxyhemoglobin resulting in heating of the blood vessels. By heating the vascular lesion, the targeted blood vessels will break down and shrink which leads to a reduction in redness of the skin.



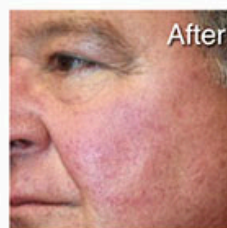
Before



After



Before



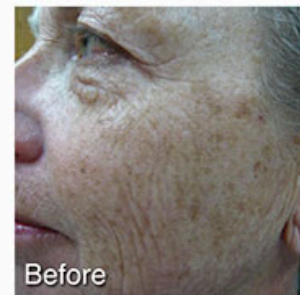
After

\$ 400
per treatment

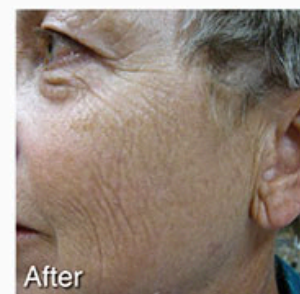
Brown spots

Freckles and brown discolorations of the face, back of hands, arms, chest, and upper back are common among many people.

Sciton JOULE's BBL™ gently heats the upper layers of skin using light energy that is absorbed by brown spots and pigmented lesions. BBL™ lifts brown spots, eliminating them from the skin and restoring one's natural beauty, making skin more vibrant and youthful.



Before



After



Before



After

\$ 400 per treatment
(full face)

\$ 325 per treatment
(both hands)

Free consultation to discuss Rejuvenate's laser treatments: (519) 745-9900

Freedom from Back Hair!

Although body hair on men being sexy or not is subjective, back hair is never ok. Grooming unsightly body hair is part of being a dapper man. The unsightly look of body hair may have been popular in the 70's but women, and men, are choosing a sleeker, cleaner look especially for the beach. Grooming the hair on your head and shaving your face shouldn't just stop at the neck. Most men don't want all of their body hair to be removed but removing hair from the back, shoulders and chest is undoubtedly sexier. It used to be that hair removal was strictly for women but not anymore, more and more men are opting for smooth body skin. So if your significant other is hinting to you that the grizzly look isn't working, perhaps it's time to take heed and explore hair removal.

Laser Hair Removal

The LightSheer Diode Laser System is regularly regarded as the Gold Standard worldwide in laser hair removal circles. It has consistently been used for laser hair removal with great safety and efficacy for many years. The LightSheer offers high powers and both short and very long (400 ms) pulses to safely and effectively treat all skin types (as per its FDA approval) and the broadest range of hair colors, diameters and depths. The LightSheer has been the standard for many to achieve long lasting hair removal. It has FDA clearance for permanent hair reduction. Several sessions are usually required to achieve the optimal results. To achieve a satisfactory level of clearance, 6-8 treatments are typically required. Call Rejuvenate Medical Spa for a free consultation on pricing.



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