



TROUTMAN
RICHARDSON
AESTHETIC CENTER

JULY

NEWSLETTER 2018





Can we agree that nearly everyone has some part of their body they can point to, and say, 'I wish this were better'? Have you ever felt this way? We know we have all taken 'that picture' where we wished we would've stretch our neck to smooth the skin out, sucked in our abdomen, tilted our head a different way, etc., to make 'that picture' a little more pleasing to ourselves. And, we can certainly all admit there has been a 'selfie explosion' that crosses generations, so those self-loathe generating pictures are more plentiful than ever. When you notice

areas of your face or body that you don't like as much, what crosses your mind? Do you ever think about improving/correcting or enhancing an area? You wouldn't be human, if you didn't. Really.

It shouldn't be surprising to learn, with the explosion of these 'selfies' and social media, coupled with an increased number of persons remaining in the work force longer, there has been a 162% increase in cosmetic procedures since 1997. The vast majority of those new patients (90%) are actually considered 'middle class'. You might have been inclined to assume those new patients were made up of the very wealthy due to some of the stigma shrouding cosmetic procedures, however, the rise of cosmetic procedures among the middle class represents this field of medicine coming full circle. The origin of cosmetic interventions actually had its beginnings among the lowest class of ancient Egyptian citizens. Eventually, it evolved into what we know it as today in modern society.

Cosmetic procedures have always played a valuable role in the medicine and society. Cosmetic surgery doesn't have its roots in beautifying the wealthy. It began as a method to try to correct the appearance of someone disfigured by injury at work or

during war, with the hope that person could re-enter society without social stigma. Those first patients were not only seeking procedures to restore form and function but also their sense of mental well-being and acceptance in society. Today, cosmetic procedures are still used for similar indications, but their application has expanded to include solely aesthetic concerns, like delaying aging, enhancing or augmenting appearance, or to flat out alter appearance. Today's patients seek these procedures for a variety of reasons, but often there is the same underlying need to boost confidence, self-esteem, and relevance in the world, as those very first patients, centuries ago.

The question isn't why do people want cosmetic procedures, we know the answer. They want to look better, feel better about themselves, and be noticed by someone for good reasons (i.e. relevance). The question is, why do we make people feel bad for having cosmetic procedures? Do we still think the only people getting cosmetic work performed are narcissists and egomaniacs? It just isn't so and a handful of studies have been shown otherwise. One of the first studies was a report published in 2006 in *Dermatologic Surgery* documenting relief of depressive symptoms in patients receiving

cosmetic treatments. This particular study was small and had no control group, however it raised an interesting question.

Subsequently, a double blinded, placebo controlled study, reported in 2009, showed improved quality of life at 2 weeks and up to 3 months in patients receiving a Botox-like treatment. When you look good, you feel good, and you do good. That's not a secret. When you feel good about the way you look, confidence shines through and can be reflected in our social and professional lives and improved overall mental health. It seems we should move past the social taboo surrounding cosmetic work and move towards supporting patients who are working toward overall self-improvement.

We should also point out that we haven't even mentioned the actual medical conditions (some debilitating) that can be assisted by cosmetic procedures. A short list of those includes: migraine headaches, facial asymmetry after strokes, excessive sweating, acne scarring, gynecomastia (abnormal male breast development), female/male balding and many other medically related concerns.

Cosmetic, or aesthetic, medicine is not a branch limited to serving 'the lifestyles of the rich and famous'. It is actually a field devoted to providing safe, effective

treatment options that can not only enhance or restore appearance, but also improve self-esteem, self-confidence, and improve quality of life. Developing a long-standing relationship with a trusted provider is key.

You and your aesthetic physician should work together to discuss your concerns and goals, develop a realistic plan with achievable results, and then execute that plan on a timeline that meets your needs.

**Wouldn't it be wonderful if
you received rewards and
discounts for investing in
yourself???**
NOW you can.

Brilliant Distinctions is an award program that awards points for every Allergan treatment or product you purchase. These points translate in to money saved for all future purchases and or treatments. Every time you shop for products included in the Brilliant Distinction program, you will earn different level of points depending on the product.

Brilliant

DISTINCTIONS®

P R O G R A M

What products are eligible
for points with Brilliant
Distinctions?



How many points do I earn
for each treatment or
products?

1

EARN 100 POINTS

Latisse
(bimatoprost ophthalmic solution) 0.03%

SkinMedica[®]
AN ALLERGAN COMPANY

Juvederm
VOLBELLA[®] XC
.55 mL

SkinMedica[®] is a physician-dispensed, cosmetic and nonprescription skin care product line.

2

EARN 200 POINTS

BOTOX[®]
Cosmetic
onabotulinumtoxinA

Juvederm XC

coolsculpting[®]

Please See Approved Uses, Important Safety Information, and Prescribing Information, [Below](#).

3

EARN 300+ POINTS

< Juvederm
VOLLURE[®] XC

Juvederm
VOLUMA[®] XC

kybella[®]
deoxycholic acid injection 10 mg/mL >

What do my points mean
in terms of coupon
amounts?

How You Can Save
with *Brilliant Distinctions*[®]

EARN	SAVE
100 Points	\$10
200 Points	\$20
300 Points	\$30
400 Points	\$40
500 Points	\$50
600 Points	\$60
700 Points	\$70
800 Points	\$80

After each appointment or visit into our office, we will put in your purchase or service for that day. You will then get an email notifying you that we have issued you points that correlate with what you received or purchased.

Before your next appointment or trip into make your product purchase, log in to you Brilliant Distinctions account. Redeem your points for a coupon that you can use when you get to our office. It is always faster and easier

on you to do this at home, before
coming to see us.

Enjoy the savings!



ASK ANGIE

How can you shop for your favorite SkinMedica products from anywhere?

Finally, shop and order from anywhere while you earn, track and redeem Brilliant Distinction points!

Committing to healthy skin just got easier!!! Visit www.traesthetics.com, click on "Brands", go to SkinMedica and click SHOP NOW!

We have partnered with Brilliant Connections allowing you to earn and redeem your Brilliant Distinction points on all Allergan products (such as SkinMedica and Latisse.)

Order your products as needed OR sign up for a subscription services to ensure you never run out of your skin care products. Signing up for a subscription service saves 20% on all future products and receive 2-day free shipping when you enroll. There is even a free gift waiting for you. There is also a cool feature where you can create a "wish list" that can be sent to friends and family to give a subtle hint of gifts you would like to receive.

Skinmedica

SkinMedica is another award -winning skin care line that harnesses the skin's ability to restore itself and boost rejuvenation.

SHOP NOW



SPREAD THE WORD.

If you have had a great experience at
Troutman Richardson Medical
Aesthetics Center,
please help us tell others.

Leave us a positive review on
Google or Yelp!



Shop with us on our
website through
Brilliant Connections
from July 1-July 10th
and receive **15% OFF**
all SkinMedica products

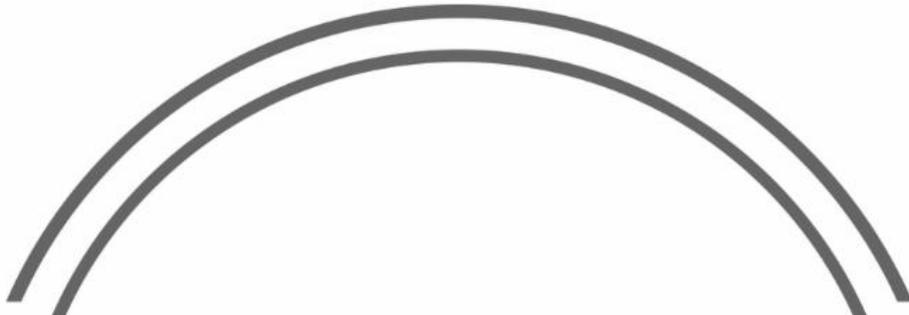
A FANTASTIC
4TH OF JULY SPECIAL!

15% OFF
SKINMEDICA[®] PRODUCTS



[SHOP NOW](#)





**Just a friendly reminder:
Our office will be
closed July 4th.**

**We hope you have a wonderful
and safe fourth of July!**



Call us today at 316.777.6393 for a
consultation or to schedule
with Dr. Troutman,
Dr. Richardson
or Angie.

traesthetics.com



Follow us on Instagram and like us on Facebook to stay up to date
with what is going on in our office

