

Aesthetic

I N S T I T U T E
OF NAPA VALLEY

NEWS



VOLUME 4

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AESTHETIC INSTITUTE ACQUIRES COMPLEXION ANALYSIS SOFTWARE...

"How does your skin compare?"

©MICHAEL REILLY, M.B.A.

**Dear patients, friends,
and colleagues,**

It is with great enthusiasm that we share the information in this latest newsletter.

For the last decade, we have been following the development of technology to safely and effectively improve the quality of a patient's skin with little or no downtime for the patient. We have waited to acquire these technologies until their safety and repetitive efficacy could be guaranteed; that time has arrived.

The following articles discuss these advanced technologies that we are now using... they can be used by themselves or as an adjunct to surgical procedures (as certain cosmetic improvements can only be made with surgery).

We are very excited... this has been long in coming.

We truly care about our patients and we want the very best for them. We've done our "due diligence" in selecting this technology...

The very best,
John P. Zimmermann, M.D.

We are all very excited about the addition of the Visia complexion analysis system to our practice. The Visia system comes complete with a photo booth for consistent, exacting, finely detailed facial photographs, every time, and state-of-the-art computer hardware and software for complexion analysis. The Visia system is very accurate; in fact, it is suitable for use in clinical studies.

How it Works

The Visia system captures digital photos of the face and measures wrinkles, evenness of the skin, pores and pigmentation. An individual's skin features are graded relative to others of the same sex, age and ethnicity. For example, if a patient receives a score of 15% for spots (red and brown pigment), this tells us that compared to patients of the same sex, age, and ethnicity, this patient has more pigment than 85% of their peers in the Visia database- not a good score. Percentage scores are also given for pores, wrinkles, and evenness of the skin.

A different measurement is used for UV spots and bacteria on the skin. In these cases, a total count is given instead of a percentage. For example, a patient may receive a score of 250 for UV spots (sun damage). This simply means that the computer detected 250 UV spots on a selected area of the face. This number cannot be compared to the patients in the Visia database, because it would not be accurate to compare sun damage of a patient from California versus sun damage of a patient from Alaska. Both extremes skew the data and do not provide a suitable basis for comparison. The total count does, however, provide the practitioner with important information that is useful in developing a targeted treatment plan.

A total count is also a helpful tool in measuring the effectiveness of a prescribed treatment for sun damage. Using the 250 UV spots figure for example, let's assume an Intense Pulsed Light (IPL) facial rejuvenation treatment is prescribed in addition to a home skin care regimen to combat the sun damage. After the treatments are complete, the patient can have a second Visia analysis to measure the effectiveness of the treatment. We should see a significant drop in the 250 UV spot number as a result of the treatments.

See Visia on page 2

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AESTHETIC INSTITUTE OF NAPA VALLEY. FOR ADDITIONAL INFORMATION,
CONTACT US AT 707 258-6077 OR VIA E-MAIL AT JPZMD@ASCNV.COM

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INSTITUTE OF
NAPA VALLEY
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NEW TECHNOLOGY UPDATE:

SHEILA REILLY, R.N.

It is always a pleasure to write these newsletters when we have great news and promising, new technologies to share. We are very happy to report that we now have both! Very recently the technology in the plastic surgery/aesthetic services arena has taken a big leap forward. For years we have been watching and waiting for treatments that could significantly impact the skin and body yet not require the downtime of a surgical procedure. It appears as if we have arrived! Below is a discussion of some of the latest technological advances that we are now able to offer. If you would like additional information on any or all of these treatments, don't hesitate to give Michael or Sheila a call at (707) 258-6077.

IPL (Intense Pulsed Light):

IPL or Photorejuvenation is a non-invasive way of correcting a variety of benign skin conditions such as hyperpigmentation (brown patches secondary to sun damage that mar the face, chest and backs of hands), redness due to spider vessels, rosacea and prolonged sun exposure, as well as superficial textural irregularities: enlarged pores, fine lining, hair removal and light acne scarring. In fact, due to the IPL's excellent safety profile, the FDA has allowed its use anywhere on the body where there is the presence of photodamage (discoloration and texture changes caused by sun exposure). In addition, there is no downtime after a patient is treated with the IPL, rather, the skin feels tight, smooth and soft. This is accomplished by treating the skin damage without disrupting the skin's surface. With this technology, multiple conditions can be treated simultaneously in a safe and effective manner.

A typical treatment regimen consists of 5-6 treatments spaced approximately 4 weeks apart. The benefit of this approach is that it is a very low risk way to realize continual, gradual improvements without incurring any downtime. We are able to effectively diminish red and brown discoloration to the skin, yet leave a patient with firmer, younger looking skin immediately after treating! In addition, we highly recommend a patient be on appropriate, pharmaceutical grade skincare concurrent with the IPL treatments in order to insure the best results. To that end, we have created a comprehensive treatment package which includes: five facials/peels, 5

facial IPL treatments, and a skin care kit containing 3 pharmaceutical grade skin care products to be used at home while undergoing the treatments. This package is priced at \$2495.00 and represents a significant savings over purchasing these items individually. Other packages are available for additional information, give us a call at (707) 258-6077.

Photorejuvenation is performed by a highly trained, Registered Nurse working directly under the direction and supervision of Dr. Zimmermann. The procedure lasts approximately 30 minutes for a full face, and an additional 15 minutes for neck, chest and backs of hands. For most patients, this procedure is comfortable enough to not require the application of a topical anesthetic cream. The sensation from the pulse light ranges from no sensation at all to that of a sting from small rubber band snapping the skin.

While the IPL technology has been in existence for several years, it is only recently that the technology has evolved to be as multi-functional, powerful and safe as what it is today. In the process of doing our homework, we also discovered that not all IPL machines are created equal. There tends to be significant differences in patient results from one machine to another. The technology we purchased is the Lumenis, Lume One. This represents the "gold standard" state-of-the-art as far as IPL technology is concerned. If you are interested in learning more about this exciting technology, give us a call or email us at: Sheila@ascnv.com.

Visia continued from page 1

From a patient perspective, it is important (and interesting) to see how our complexion stacks up against others of our age and skin type. It is also a way to quantify what conditions exist on the skin, so that a more precise treatment plan can be prescribed to address each condition. Each patient who undergoes a Visia complexion analysis will be given a printout of their analysis scores, which includes a photograph of each condition measured. The patient will also receive a personalized treatment plan designed to address the areas of concern uncovered by the Visia analysis and a personalized treatment plan addressing areas of concern based on analysis.

From the practitioner's perspective, the Visia provides us with a tool to more effectively measure the success of our

treatment protocols. It also allows us to see the skin in a way that is impossible with the eye alone; and because conditions are quantified, we can more accurately and aggressively treat the conditions that are most in need of attention. With the addition of the Visia to our practice, we believe a more targeted treatment approach will result in a quicker resolution of skin conditions in our patients.

A skin consultation with the Visia complexion analysis system is \$50. The \$50 can then be applied to any of the recommended treatments prescribed based on the Visia analysis. Please call (707) 258-6077 to schedule a consultation.

CELLULITE REDUCTION... NOW A REALITY

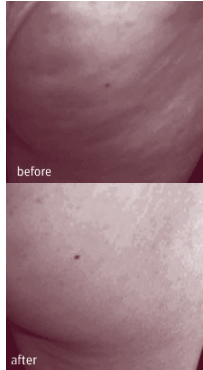
MICHAEL REILLY, M.B.A.

We at the Aesthetic Institute of Napa Valley are very excited about a new technology used in the treatment of cellulite called VelaSmooth. FDA clinical trials have been completed and the results have been very promising. After speaking with physicians involved in the VelaSmooth clinical trials, we are confident that this technology is appropriate for our practice and that our patients will be quite satisfied with the results. In fact, we are one of the first practices in the Bay Area to be up and running with the VelaSmooth.

"Cellulite Reduction"... We've heard that one before

Consider this: 80% of women over the age of 20, regardless of shape or size, have some form of cellulite. Taking into account the number of women who have cellulite, it's no wonder the market is flooded with creams, wraps, massagers, and pills claiming to be the next answer to cellulite. When we began looking into the VelaSmooth, we approached it the same way we approached other cellulite remedies before it: with a critical eye. An important distinction with the VelaSmooth is that it is the only medical device for cellulite that has gone through the exercise of clinical studies with more than 500 patients to verify the efficacy of the treatment. In addition you must be an M.D. to purchase one and an M.D. or R.N. to operate the device in California.

VelaSmooth is not to be confused with Endermologie. Both technologies use suction and rollers to smooth the skin but the similarities end there. Anyone can purchase and operate Endermologie. We looked at the Endermologie technology nearly 10 years ago and felt that not only were results short lasting, but that poor patient compliance was a major issue. It was recommended that patients drink two liters of water/day as well as exercise in order to achieve cellulite reduction from Endermologie treatments. Because of the advanced technology of the VelaSmooth, targeted exercise and massive consumption of water is not required to achieve excellent results. In fact, the FDA's designation of a new product category specifically for the VelaSmooth reaffirms how technically innovative this device is for the treatment of cellulite.



How it works

VelaSmooth uses deep penetrating radio frequency energy combined with more superficially active infrared energy to stimulate fat cell metabolism, thereby reducing the size of the fat cells and diminishing cellulite. The VelaSmooth device gently kneads the affected area and applies

pulsating suction to improve local circulation, encouraging lymphatic drainage and elimination of fat byproducts. The suction acts to stretch fibrous bands that cause dimples resulting in a smoothing out of cellulite. Patients can resume normal activity immediately following treatment. It is effective for all skin types. So far, clinical studies have consistently demonstrated up to a 50% reduction in the appearance of cellulite with the added benefit of lost inches.

A clinical study physician comments on her experience with the VelaSmooth:

"What makes the VelaSmooth so different from other devices on the market is the combination of Infrared and radio frequency with mechanical manipulation – the combined heat energy that is delivered to the skin goes that much deeper so fat is mobilized and allows for deposition of new collagen, and therefore, a smoother skin surface is affected. The VelaSmooth, in addition to reducing thigh circumference and improving the skin surface irregularities, actually helps to re-contour the areas and gives an improved appearance to the cellulite in general. Patients don't lose weight – but look like they have lost weight because the whole area has been re-contoured." - Tina Alster, M.D.-

Nationally renowned dermatologic investigator. Other areas of the body including upper arms may also safely be treated with Vela Smooth.

Treatment

The treatment protocol is an initial series of ten to twelve treatments over a five to six week period. Treatments are performed twice a week. Most patients start noticing improvement after the fourth or fifth treatment.

The treatments are not painful and do not require any topical anesthetic. Many patients report that it feels like a relaxing warm massage. Treatments usually take 30 to 45 minutes depending upon how many areas are being treated. The areas that can be treated include abdomen, thighs, buttocks and arms.



The cost of a 10 treatment series is \$1950.00. Initial treatments of VelaSmooth are only available in a 10 treatment series. Maintenance treatments are sold as single treatments once a patient has completed the 10 treatment series.

The frequency of maintenance treatments can vary from one patient to the next. The range can be as much as one treatment per month to as little as one treatment every six months.

As the FDA has just approved the VelaSmooth, demand for the treatment is very high. If you are interested in being treated, please call our office and we will put you on a list, so you can be contacted once the device has been received. Our number is (707) 258-6077.

THE MERCURY IS RISING

What You Need to Know

MICHAEL REILLY, M.B.A.

When I set out to inform our readers about the risks associated with eating certain species of fish and mercury exposure, I thought I would simply supply a table from the FDA listing the various fish species with the appropriate consumption guidelines. However, as I dug more deeply into the issue, I found in many cases that politics weighed more heavily in the approved guidelines than science and concern for public safety. I will attempt to untangle the web of confusion created by the FDA guidelines and point out the inadequacies associated with it. Before I do so, I think it is important to provide some background information on this issue.

Where is This Mercury Coming From?

The majority of mercury that finds its way to our lakes, streams, and oceans comes from coal burning power plants. Nearly 50 tons of mercury is released into the environment each year in the US. Much of it finds its way into our waterways and oceans, thus becoming a part of the food chain in fish and humans. According to the Centers for Disease Control (CDC), 7 million American women of childbearing age have mercury levels in their bodies that are above the dose that may put their fetus at risk for adverse nervous system effects. The EPA released a similar study reporting that eight percent of women between the ages of 16 and 49 have mercury levels in their blood that could lead to reduced IQ and motor skills in their offspring. This can have the same effect on small children.

To get a flavor of politics behind mercury emissions, please refer to this link to a Washington Post article written in December 2003:

<http://www.washingtonpost.com/ac2/wp-dyn/A39770-2003Dec29?language=printer>

The FDA "Guidelines" For Fish Consumption

Below are the FDA guidelines for pregnant women, women who breastfeed, and small children:

Do not eat Shark, Swordfish, King Mackerel, or Tilefish (Golden Bass and Golden Snapper) because they contain high levels of mercury.

Eat up to 12 ounces (2 average meals) a week of a variety of fish and shellfish that are lower in mercury.

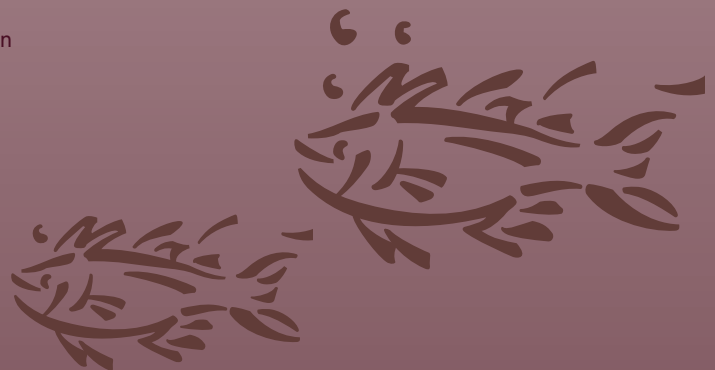
Five of the most commonly eaten fish that are low in mercury are shrimp, canned light tuna, salmon, pollock, and catfish.

Another commonly eaten fish, albacore ("white") tuna has more mercury than canned light tuna. So, when choosing your two meals of fish and shellfish, you may eat up to 6 ounces (one average meal) of albacore tuna per week.

Check local advisories about the safety of fish caught by family and friends in your local lakes, rivers, and coastal areas. If no advice is available, eat up to 6 ounces (one average meal) per week of fish you catch from local waters, but don't consume any other fish during that week.

The FDA advises pregnant women and women considering pregnancy to eat 12 ounces of fish per week and to entirely avoid Swordfish, Shark, Tilefish and King Mackerel. However, this advice is based on calculations intended to protect a 150-pound man. Half of American women weigh less than that and a developing fetus is much more sensitive to the health impacts of mercury than a grown man. Furthermore, if you are one of the 7 million American women whose blood mercury levels already exceed the EPA's recommended safe level, you will only be contributing to the problem by following these standards. Finally, more recent tests on mercury in fish found that four species — Canned Albacore Tuna, Grouper, Sea Bass and Bluefish — have higher average mercury levels than historic data used by the FDA in developing its mercury health advisory, according to an analysis by the Environmental Working Group (EWG).

This new FDA data shows that five fish, Canned Albacore Tuna, Bluefish, Sea Trout, Orange Roughy, and Grouper, all have higher levels of mercury than tilefish, a fish on the FDA "do not eat" list for pregnant women. One out of every fifty-six cans of Albacore Tuna contains enough mercury to raise blood levels beyond the EPA safe levels. EPA safe levels have been adjusted down two times in the last sixteen years as more is learned about mercury toxicity. EWG obtained the data through the Freedom of Information Act.



ING...

Know About Our Fish Supply

Is Something Fishy Going On Here?

One has to wonder why the FDA has not included canned Albacore "White" Tuna and others on its "do not eat list" for the reasons listed above. As a matter of fact, albacore was on the FDA's "do not consume" list, but was removed before the final draft was released to the public. Prior to the release of the guidelines, the tuna industry filed comments saying that if canned tuna ends up on the "do not consume" list, "the total canned tuna market could decrease by 24%." Over 1 billion cans of tuna are sold annually in the US.

It is clear that the population most vulnerable to mercury toxicity is not fully protected by these guidelines.

So What's a Pregnant Woman to Do?

The following is a list of fish species with some of the lowest levels of mercury and also have the benefits of omega-3 fatty acids: (Omega 3 fatty acids have been shown to improve cardiovascular health; brain and nerve function; vision; bone strength; healthy joints and movement.)

- Summer Flounder
- Wild Pacific Salmon (Not Farmed or Atlantic)
- Croaker
- Sardines
- Haddock
- Tilapia

Unfortunately it is not a very big list, but when it comes to making sure that our offspring get the best start possible in this world, I believe it is important that we err on the side of caution. In addition to the list above, it is recommended to supplement with high quality fish oils/cod liver oil that are free from mercury and other contaminants. We have these available in the purest form for you in our office and they do not taste like your grandmothers cod liver oil! Ask for a free taste.

Although the guidelines are aimed at small children and women of childbearing years, we all need to limit our mercury intake as much as possible. Symptoms of mercury toxicity include: fatigue, headache, decreased memory, decreased concentration, and muscle or joint pain.

Where to Go From Here

It is really a shame that a perfectly healthy source of food has been contaminated to the point to where it can actually be harmful. I believe that, one-day, fish will once again be free from such pollutants and we will be able to freely consume this healthy food without worry of doing ourselves harm. Technology exists today to clean up emissions from coal burning plants but we are waiting to hear from the EPA as to whose interest will best be served, the public's or the power industry's.

In the meantime, I recommend sticking to the list of fish species listed above and supplementing with high quality fish oils such as Perque's Triple EFA or Carlson's cod liver oil. If you feel you cannot go without tuna- be sure to eat the light tuna; on average it has three times less mercury than canned albacore tuna.

Additional Resources:

To learn more about this issue visit the Union of Concerned Scientists' web site at:

http://www.ucsusa.org/global_environment/rsi/page.cfm?pagelD=1364

And

The Environmental Working Group at:

<http://www.ewg.org/issues/mercury/index.php>



Recently, I attended a National meeting of R.N.'s, Medical Aestheticians, Dermatologists and Plastic Surgeons regarding innovations in skin care. I was truly inspired to see all of the new technology being developed in the field. The products, treatments and services that were showcased were impressive and offered sound clinical evidence to support marketing claims. After much research and networking with some of the country's leading practitioners, we have decided to bring in several of these new treatment options. As you have read in this issue, some of the devices we will be offering include: the latest generation of IPL technology for photorejuvenation, Vela-Smooth (the cellulite reduction technology), Alexandrite laser for hair removal and the Visia software system for complexion analysis. In addition, we are bringing in another skin care line. The line we will be offering (in addition to BioMedic) is Innovative Skincare (IS). This line is a botanical line featuring the use of the antioxidants A,C,E and olive leaf extract to treat photodamage and the effects of aging. This line was developed by a Ph.D. exclusively for the medical market, and is available only via physicians. Most of the products are in a serum form, which offers the greatest penetration of the

active ingredients. Apparently IS is getting attention in Hollywood, since many well-known stars have been reported to be loyal users. In fact, all of this year's Oscar winners and nominees received a clinical sample in their "goody bag" on Oscar night. So come in and learn what the Hollywood buzz is all about—right here in the Napa Valley. BioMedic has also launched an exciting new program

offering two different Intensive Home care kits. These are great tools to allow us to jump start a patient's regimen, as they can be used between in-office treatments, or at the end of a series of treatments to maximize results. The products in the kit are very active, thus cannot be used on a continual basis. Our recommendation for use is up to 4 times per year, with a return to the regular skin care regimen in between. We find skin care works best when we avoid having patients on a steady diet of the same products and treatments for extended periods of time. It is our philosophy to "keep it fresh" by offering patients a variety of treatments and products to promote continual improvement in the skin, prevent the dreaded "plateauing of results" and counteract the passage of time, otherwise known as: aging!!

The two kits we offer are specific to 1. wrinkling and the effects of aging, 2. acne and discoloration secondary to acne lesions. To receive additional information on these kits, or any of our new products & services, contact myself or any one of our excellent skin care team at: (707)258-6077 or via e-mail at Sheila@ascnv.com



SIMPLIFY YOUR LIFE...

Sheila Reilly, R.N.

Isn't that the goal for most if not all of us these days. In order to assist you in accomplishing that goal, we are very pleased to announce that we have purchased an Alexandrite Hair Removal Laser. We have used the Alexandrite technology in our office for over 9 years and find it to be extremely effective and safe in removing unwanted hair. On average, patients can expect to have an 80% permanent hair reduction in the amount of hair to an area after a series of 5 treatments. This is the latest generation of hair removal technology and as such is twice as fast and more effective than previous generations. By purchasing this unit as opposed to renting it as we had been doing, we are now able to offer patients more affordable rates, specially priced packages and greater flexibility with appointment scheduling. We are now offering hair removal laser 4 days per week and can accommodate most if not all, of your scheduling needs.

To celebrate this new acquisition, we are offering the following fall specials:

For Women:

Underarms and Bikini Areas

1 treatment: \$400

5 treatments: \$1700

(normally priced at \$575-2300)

For Men:

Full Back

1 treatment: \$800

5 treatments: \$3400

(normally priced at \$1000-\$4250)

If you have any questions, or would like a consultation on this treatment, give us a call at (707)258-6077.



Restylane and Botox continue to be a great solution for patients desiring a "quick fix" or a non-surgical option to address facial wrinkling. We find that the two injectables are effective on their own and also work wonderfully as adjuncts to one another in those patients who need both.

Botox works by relaxing the muscles that create facial wrinkling and Restylane works to fill in the depressions created by continuous wrinkling. Restylane is used in the lower face for wrinkling on the upper lip, in the folds running alongside the mouth from the nose to the mouth (nasolabial folds) and the lines from the mouth down to the chin (marionette lines). Restylane is also very effective at filling in the depressions under the lower eyelids just below the eyelid bags (tear troughs).

Botox is used between the eyebrows, across the forehead and in the crows feet region of eyes. There is no downtime to Botox although it may take up to 10 days to work completely. Restylane could potentially cause minor bruising, so plan ahead and get it 1 to 2 weeks before that "big event".

If a patient is an appropriate candidate for both, and would like the same facial region treated with both fillers, we do the Botox treatment first followed by the Restylane treatment 10 days later.

Longevity of the treatment for both fillers is between 4 and 6 months. At 4 months patients will still have correction, at 6 months all of the product will be re-absorbed and the wrinkling will have returned. An interesting phenomena that we have seen clinically; in some patients, when the botox wears off, the ability to create wrinkling (via

INJECTABLE FILLERS UPDATE:

SHEILA REILLY, R.N.

muscle contraction) returns, although often to a lesser extent, despite the fact that botox has worn off. This suggests that, in some patients, the ability to create wrinkling is diminished on a long term basis. What we have seen clinically is that it is ideal to have the next treatment prior to the 6-month mark, before all of the filler has metabolized. It is not necessary to wait until all of the filler has dissipated before having the next treatment, in fact, it is desirable to have the next treatment while some remains, as it is more subtle for the patient and may require less filler be used to accomplish the desired correction. There will be individual variation with respect to longevity of the injectable based on such things as metabolism, degree of wrinkling, genetics, degree of sun damage, etc.. and should you be uncertain, don't hesitate to contact a member of our medical team with any questions.

Recently the stability of Botox has been improved upon so that it is not necessary to use the entire vial within hours of it being opened. In days past, once we opened a vial of Botox, it would lose potency within 12 hours, so we had to schedule our Botox patients on pre-assigned days to ensure that we would have enough patients in order to minimize product waste and keep treatment costs reasonable. This certainly was not ideal as it didn't allow patient's to get their treatment when it was most convenient for them. Thankfully that has all changed and we are now able to accommodate patients

desiring Botox in a more efficient manner.

If you are planning to be in the office for any reason and would like a Botox treatment, simply call ahead and we will be happy to accommodate you. The beauty of Botox is that it is a simple and quick treatment involving a few, minor injections with very small needles, so we can tie the treatment in with most, if not all, of the other treatments and services that we offer. Likewise, if you are not scheduled to come into the office but will be in the area and would like a treatment, give us a call and we will do our best to get you scheduled that day. If you know in advance when you'll be in the area, let us know, as that will increase the likelihood of our being able to accommodate your schedule.

We are currently offering an incentive program for both Botox & Restylane whereby you will receive discounts starting at \$20 and working up to \$50 off the price of either a Botox or Restylane treatment. The discount is increased based on the number of treatments you have had in our office. To receive a VIP discount card, ask our office staff the next time you have a treatment.

Another promotion we are offering is the Restylane Rewards Program,. This program offers patients gift cards redeemable at Nordstroms & Barnes & Noble, ranging from \$25-\$100 depending on where a patient is at in their treatment regimen. The initial treatment yields a \$25 gift card, 2nd treatment- \$50 gift card, etc. until the \$100 level is reached at the 5th treatment. For additional information on this Restylane program, contact Alyce Murphree, R.N. at our office on her designated line (707) 224-2507.

HEALTH UPDATES:

In a study that involved more than 250 teenage girls (aged 15-17) with menstrual cramps, or primary dysmenorrhea, researchers found:

Those who took 200 milligrams of vitamin E (which started two days before their periods and continued through the first three days of bleeding) endured far less cramping than girls who took a placebo.

After a four-month span, the girls who took vitamin E had cramps for less than two hours, on average, during their periods, compared to 17 hours for those who did not take the vitamin.

An International Journal of Obstetrics and Gynecology April 2005;112(4):466-469

Editor's note: Make sure the vitamin E is in the all-natural d-Alpha tocopherol form like our Unique E (not dl-tocopherol or tocopheryl-succinate, acetate).

- Ginger proved to be more effective in reducing nausea and vomiting in pregnant women than a placebo, and worked just as well as vitamin B6 (found to improve morning sickness symptoms in pregnant women), according to studies. None of the women who took ginger had experienced problems with their pregnancies.

- Eating grapes may soon become a recommended cancer-preventative. Scientists have found that components in grapes work collectively to inhibit an enzyme critical to the production of cancer cells.
- High acidity levels designed to keep sports drinks on the shelf longer can dissolve tooth enamel, the hard dentine underneath and expose the pulp of the tooth, a study found. In fact, sports drinks meant to rehydrate the body are up to 30 times more erosive to your teeth than water.

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Seminar Schedule:

Join us for our series of evening seminars addressing topics relevant to your interests and needs. All events will be held at our offices at 3443 Villa Lane, Suite 10, Napa. Admission is complimentary and light refreshments will be served. For a reservation, please call (707) 258-6077 or email us at jpzmd@ascnv.com.

• Seminar Schedule

Tuesday, September 13th, 7pm
Tuesday, November 15th, 7pm
Tuesday, December 6th, 7pm

SPA SPECIALS:

- **15% off all sunscreens.** Offer expires 10/31/05

- **To celebrate this new acquisition, we are offering the following fall specials:**

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If you have any questions, or would like a consultation on this treatment, give us a call at (707) 258-6077.

- **Attend an evening seminar and receive a bag full of goodies including a complimentary private consultation with Dr. Zimmermann, (\$100.00 value) and a skin care consultation with our aesthetician staff. (\$35.00 value)**