



Patient Appreciation Days

- XTRAC Velocity™ Laser ●
- Pellevé skin tightening ●
- Juvederm® XC ●
- Vivité Skin Care ●
- Body Thermage™ with CPT ●



Springtime Fresh: New Ideas at Rejuvené

To The Point, Precisely!

In Italian, *pellevé* means to lift the skin!

This next generation skin tightening technology is **NEW** at Rejuvené and is now FDA approved for the treatment of facial wrinkles. In just one session, you will notice an improvement in the quality, firmness and tightness of the skin. It may be recommended as a stand alone treatment or as a tool to refine results from other approaches in precisely targeted areas, such as the eyes, neck or hands.



before



after

In the tradition of always being on the cutting edge in his field, Dr. Richey is the first dermatologist in all of Northern California, including Sacramento and San Francisco, to introduce *pellevé*.

Schedule your complimentary *pellevé* consultation with Dr. Richey today by calling **530-342-8295**.

Keep Your Defenses Up With **VIVITÉ**

We will soon be launching a **NEW** line of medical grade skin care products that combine two active ingredients that are powerful tools in the fight against aging skin!

Antioxidants + **Glycolic Acid** + **GLX™ Technology** =

- Neutralizes destructive free radicals
- Protects the skin against photodamage

Exfoliates & regenerates the upper layer of skin

Drives antioxidants and glycolic formulas deep into the skin.

We will formally launch this product line during Patient Appreciation Days on March 25 & 26.



One of the leading filler products is now mixed with Lidocaine to provide a more comfortable patient experience. Juvederm® XC, the latest upgrade in this product is **NEW** and available now at Rejuvené.

JUVÉDERM® XC
Formulated with lidocaine

Light Years Ahead!

A groundbreaking, **NEW** approach for the treatment of skin plaques associated with Psoriasis, the XTRAC Velocity™ Laser can make a dramatic change in the appearance of your skin in affected areas. This treatment gets results that no other method of managing Psoriasis has ever been able to do.

The Velocity™ Laser can also repigment areas of skin that have lost color due to the occurrence of Vitiligo.



before



after



before



after

Dr. Richey is one of only 10 physicians in the United States to acquire the Velocity™ Laser, the newest and most advanced upgrade in the Excimer Laser line.

The treatment of both conditions with the Velocity™ Laser requires multiple, short treatments that are virtually pain free. This procedure is covered by many major insurance companies. For more information, or to have a consultation to determine if you can benefit from this remarkable treatment, please call 342-8295.

Be a Better Body!

We have recently upgraded our  unit, adding the **NEW** vibrating hand piece with Comfort Pulse Technology. We deliver superior treatment results and clinically

proven improvement in patient comfort. The integration of CPT with our **NEW** Thermage Body Tip 16.0 results in more patients getting smoother, tighter younger looking skin.



before



after

Now is the perfect time to schedule your Body by Thermage treatment! Tightening of the skin very often is visible at the time of treatment, but results may likely continue to improve for up to six months after that time. We invite you to enjoy the results of CPT Body by Thermage and begin to get ready for summer!

Call today to make your appointment or to schedule a consultation for Body by Thermage. **342-8295**

SPRINGTIME SPECIAL

One tip
1 area:
\$1700

Regular
price: \$2200

You save:
\$500

Two tips
1-2 areas:
\$2400

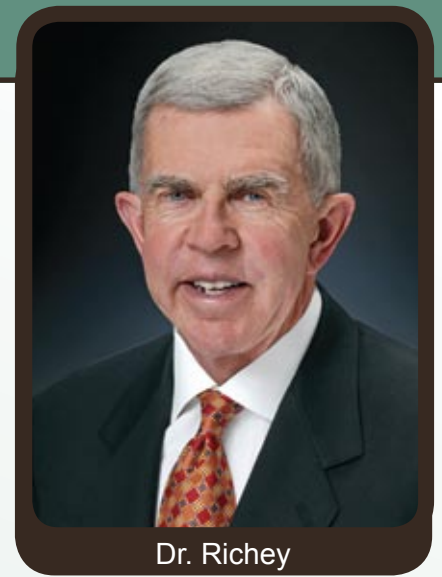
Regular
price: \$2900

You save:
\$500

Offer expires March 31, 2010.

From the desk of your Dermatologist

The recent edition of New Beauty magazine featured an article entitled "The Number One Product That Conquers Aging". I consider this magazine to be the most unique beauty periodical in the marketplace. In my 30 years of experience there is one formula that I consider to fit that description. The number one, scientifically proven topical to smooth, lighten, and stimulate collagen was my all time favorite, Retin-A! New Beauty agreed.



Dr. Richey

Patients often inquire as to what in my opinion is the most cost effective product that will slow down the effects of aging from sun damage and the answer is always the same: Retin-A. A frequent complaint from those using this topical is that of skin irritation. Over time variations in the strength of Retin-A have been developed so that today it is possible for anyone to find a formulation that will be effective and well tolerated. The key to success is to find a dermatologist who will properly evaluate your skin type, tone, texture and the amount of sun damage present and recommend the appropriate Retin-A.

There are varieties of Retin-A, available in three categories. The first is over the counter preparations which are basically ineffective due to low levels of retinol. The next step up is medical grade retinols, also called cosmeceuticals, which are non prescription, but effective on sensitive skin or as a precursor for new users of Retin-A. It is important in beginning a program in this category of Retin-A that you are given proper instructions as to how to use the product, plus a follow up visit to determine your progress. The Gold Standard of Retin-A products must be prescribed by your physician as it is the strongest and most effective formula.

Once the correct strength has been selected, the key to success is to follow the instructions. Generally speaking, after using a gentle cleanser in the evening, you should apply three pea sized amounts of Retin-A to the face. One portion is to be used on the forehead, and one on each cheek. Avoid using the product on the grooves near your nose and the lines on your chin. If more product than this is applied, you may experience irritation. If even starting levels of Retin-A produce mild burning or redness, you will be instructed to scale back to every other day application until you develop a tolerance.

One last objection to using Retin-A is that one cannot be in the sun while on a Retin-A regimen. I use full strength Retin-A every day and at times ride my bike up to 6 hours at a time. The answer to this is to use a SPF 30 or higher sunblock.

In summary, I say "Once a Day With Retin-A", a simple plan for healthy, vibrant skin!

NEW at Rejuvené, The Perfect Peel!

Reaching deeper into the skin than similar procedures, the new Rejuvenize Peel from Skin Medica delivers visible results in just one treatment! Producing maximum results with minimal irritation, this procedure improves the appearance of many skin imperfections including uneven tone and texture, fine lines, wrinkles, acne and hyperpigmentation. This is a treatment that can make remarkable strides in creating beautiful skin with ease!



before



after

Every year we set aside two special days to say thank you to you for being part of Rejuvené. Please stop by and enjoy all that we have planned for you!

Patient Appreciation Days

March 25 & March 26

Thursday, March 25, 5:30pm

Wine & Wardrobe 101

It is common to read about pairing wine and food. Now let's have some fun and identify the perfect wine to go with that little black dress in your closet!

Fashions

by *Woman Beautiful*

Wine Tasting

featuring local vintners



Please call 342-8295 to make your reservation for the reception today!

You don't want to miss our eNewsletter!

Send your email address to slapp@rejuvene.net

or simply let us record your information the next time you visit Rejuvené.

Boutique Bucks

\$10

May be
used in the
**Skin Care
Boutique**
for any product
purchase of \$25
or more.

May not be used with any other special.
Expires March 31, 2010

Don't miss out
on our monthly
Online Only
special at
rejuvene.net.



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Chico, CA 95926

www.rejuvene.net

RETURN SERVICE REQUESTED