



## Chilston Clinic Newsletter



Welcome to the February issue of our newsletter. 2011 is going to be another exciting year for the Chilston Clinic and our customers as we continue to research and bring you the very latest in skin technology solutions. We will also be increasing the number of treatment rooms available and introducing new talented practitioners to our team. We will keep you updated with all our news throughout the year.

Medical studies show us that roughly only 20% of skin ageing is due to our genes, whilst the remaining 80% is due to other controllable factors such as sun damage and pollution. Ever mindful of this at the Chilston Clinic we strive to provide you with a holistic approach to the very best in skincare advice as well as treatments. At this time of year our skin suffers from the effects of cold weather outside and central heating inside which can be very dehydrating. As well as ensuring you drink plenty of water, exfoliation is important not just for the face but the whole body. It removes the dead skin so when you apply your moisturiser it is to the new skin cells.

*Amanda Day*

### **Skin Tip:**

Skin can look grey, dry and flaky without regular exfoliation but finding the right product is important. You might like to try to make your own - it's simple and effective:

#### **Amanda's Sea Salt Body Scrub (not suitable for the face)**

1 tablespoon x sea salt

3 tablespoons x olive oil

You can also add a few drops of essential oil such as lavender if you wish.

Don't forget you can also always book an appointment for a free seasonal skin consultation.

## Latest News

### News Item 1

In December the Clinic introduced Pellevé - results to date have been great.

### News Item 2

Baby Bottom Butter - is it really a miracle cream?

### News Item 3

25% Referral Discount and Dare To Bare Hair Removal Promotion

## Featured Treatments

### Pellevé and Fraxel

We always look at ways to work with treatments to tailor to individual needs to maximise results. Most recently we have been looking at combination treatment using both Fraxel and Pellevé.

### Get Ready for Summer with Laser Treatments

As the winter weather continues to bite, warm summer days may seem a long way off, but they will be here quicker than you think and so it might be a good time to start some preparation.



## Latest News

### Pellevé Treatment

In December the Clinic introduced Pellevé, the newest FDA-cleared skin tightening procedure to safely and effectively treat facial wrinkles without surgery. Despite the snow and freezing temperatures lots of people joined us at our launch party on the 9th December. Throughout the evening we had Pellevé demonstrations running and it was a great opportunity for people to watch and ask questions, while they enjoyed a glass of champagne. We hope everyone agrees with us that it was an interesting and interactive evening. As clinicians we have been delighted with the response from you to this new treatment and results we have achieved with the treatment to date. So far at least 35 of our customers have experienced the new Pellevé treatment and have been delighted with the results. This is what some of them have had to say so far:

*"It freshened my face and I felt like I had taken five years off my age with the first treatment."*

Michelle

*"Absolutely amazing."*

Lynn

*"Plumper, tighter and glowing. I would highly recommend the Chilston Clinic. Thank you."*

Christine

*"No pain, just warmth. Like brush strokes on your face with amazing results."*

Jan

If you are interested in learning more about the benefits of Pellevé please call us to discuss over the phone or come in for a free personal consultation.



## Latest News

### In the News - Waitrose Baby Butter

You may have read in papers last month, amazing reports about how a baby bottom butter has been working miracles on women's faces with results far surpassing expensive face creams. See below:

Extract from Daily Mail

#### **The creme de la creme of face creams... that's designed for babies' bottoms**

*By Sean Poulter*

It was designed to protect babies bottoms, keeping them smooth, free from infection and sores, but it has become an anti-aging phenomenon. Baby Bottom Butter, which is priced at just £2.54, has become the top selling skincare product for people of all ages, particularly women, at Waitrose. The pots now out-sell every skin cream, moisturiser and anti-ageing lotion sold at the chain...

Mothers across Britain praised the budget butter for making their own faces feel soft and youthful, triggering a surge in demand that saw Waitrose sell a 14-year supply of the own-brand baby product in the space of just 12 months...

- STOP -

before you rush out to buy you must bear in mind that this is not really a miracle cream, just blend of: Olea Europaeae (Olive Oil), Hydrogenated Olive Oil, Vanillin, Anthemis Nobilis (Chamomile Oil). Whilst it will make the skin feel soft on application, all moisturisers including Vaseline, that sit on top of the skin, will do this. The key, however, to truly moisturised, nourished skin comes from the inside out. If you want your skin to look good you must eat properly and restrict alcohol and the most damaging of all cigarettes. In addition the only products that really work on the skin are transdermal which means that they work on the active layer of the skin rather than the surface which is essentially dead cells.

From a nutritional point of view if your skin is particularly dry it might be that a good quality essential fatty acid supplement is required. It has been proven that these nutrients are critical for proper dermal hydration and for maintaining natural healthy collagen and elastin. The best one on the market at the moment is 'DMK efa+' produced by DANNÉ Montague-King, which has been used in research and been proven to be beneficial for the skin. Ask at the Clinic for more information.



## Latest News

### Special Offers

#### Recommendation Reward

Throughout February and March if you refer a friend to the Chilston Clinic, when they come in for their first treatment they will receive a 25% discount. You will also receive 25% off a treatment of choice as a thank you.

The Chilston Clinic headbands and luxury scented candles can also be purchased with a treatment and benefit from the discount.

#### Hair Removal

Start planning ahead for warmer spring days when those opaques are ditched and we dare to bare our legs. Throughout February and March if you book a course of six laser hair removal treatments you will only be charged for five.

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## Featured Treatments



### Pellevé and Fraxel

The Chilston Clinic was one of the first Clinics in the UK to offer Fraxel (which we have been using now for over three years) and is one of the first to offer Pellevé. We pride ourselves on being pioneers in skincare, bringing our customers the very best in the latest technology and treatments.



As part of this process we also look at ways to work with treatments to tailor to individual needs to maximise results. Most recently we have been looking at combination treatment using both Fraxel and Pellevé.

Our results are showing that the combination of the two treatments working together creates the ultimate in skin rejuvenation that will be perfect for some of our customers. Pellevé works on the deeper collagen level, the very building blocks of the skin, to rejuvenate the collagen itself for a strong tightening effect. Whilst Fraxel works on the upper collagen level and helps resurface the skin, removing scars, pigmentation and fine lines. Fraxel doesn't tighten but it creates the much desired 'dewy' look of youth, which combined with a tighter, plumper skin produces excellent results.

All of our treatment plans are tailored to individual needs following a free skincare consultation, for more information please [visit our website](#).

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## Featured Treatments



### Get Ready for Summer with Laser Treatments

As the winter weather continues to bite, warm summer days may seem a long way off, but they will be here quicker than you think and so it might be a good time to start some preparation.

If you have red or purple veins on your face or legs that you want removed in time for summer, don't leave it to the last minute, now is the best time to start treatment as it will give time for the treatment to work and skin to settle down.

Laser is a proven and effective treatment for removing red & purple veins from the body and face. It can also be used to help remove birthmarks, portwine marks and blood spots. Laser treatment works by breaking down or cauterising the unwanted vein with a targeted laser beam. Following treatment the blood within the vein will dry up and be harmlessly absorbed by the body. Improvement in the thread veins can continue for many days after this, up to one month following treatment.

Most commonly treated areas are the legs and face. This technique can be applied to any area of the body for both men and women.

**Laser Lipo BSC:** if you are worried about how you are going to look in your bikini this year, you might consider trouble shooting stubborn fatty deposits with Laser Lipo which can give the results of liposuction without the surgery!

A course of treatments provide immediate results. There is fantastic inch loss and it also tightens the skin as fat reduces and reduces cellulite. It is safe, painfree and non-invasive. There is no down time and best of all no starvation diets are required.

Each treatment takes approximately 45 minutes. For more information please [visit our website](#).