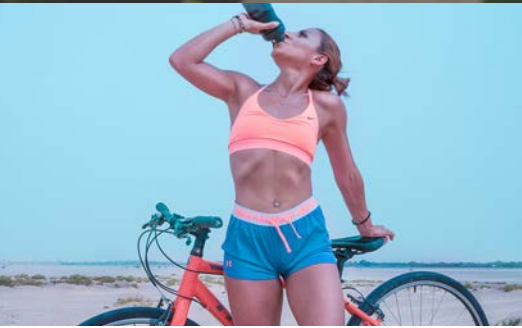


# WALDMAN SCHANTZ TURNER

PLASTIC SURGERY CENTER

MONTHLY NEWSLETTER



*Inside the Issue*

## SUMMER VIBES

### COOL DOWN BULK UP

Power athletes and fitness enthusiasts alike are turning to the science of electromagnetic stimulation to build muscle in a way exercise alone can't. CoolBluLex welcomes-in the latest CoolTone technology.

( More on p. 11 )

### GET YOUR [FREE] FILL[ER]

Send summer off with a kiss, with freshly-plumped, kissable lips! Enter our August 2020 giveaway to receive a free syringe of Kysse lip filler, which has been making headlines for its long-lasting effects and natural look.

( More on p. 08 )

### SUNSCREEN SLACKING

A new study shows a conflicting trend of using anti-aging products while skipping sunscreen. Find out how you may be taking one step forward and two steps back in tackling your skin care concerns.

( More on p. 02 )

## AUGUST 2020

"According to the newly published 2020 report, only 11% of Americans wear sunscreen, while 62% use anti-aging products in their daily skin care routine."

# WHY YOUR ANTI-AGING PRODUCTS AREN'T DELIVERING THE RESULTS YOU WANT

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New data from the popular aesthetic review company Real Self shows that more Americans are using anti-aging products than sunscreen, causing a major setback in addressing issues like hyperpigmentation and aging skin, experts warn.

According to the newly published 2020 report, only 11% of Americans wear sunscreen, while 62% use anti-aging products in their daily skin care routine.

Skin Chic nurse Madison Sommer explains that skipping a daily dose of SPF can lead to patients seeing fewer results from their often costly anti-aging products. "Even if you are not in a traditional sun-exposure setting such as a hike or a pool day, ultraviolet rays can still do damage or neutralize the effects of other skin care products," said Sommer.

"Those ultraviolet rays can still get to you as you drive, walk in and out of your office, or relax inside near a window," she continued.



The Real Self study found that 64% of U.S. adults say they always or almost always wear sunscreen if they plan to be outside for an extended period of time.

While it's better than nothing, Sommer says only wearing sunscreen on these occasions does little to stop or correct sun damage that builds up little by little each day.

"Most anti-aging or restorative products work hard to help your skin produce new, healthy elastin and collagen, as well as cell turn over to even skin tone, plump thinning skin, and improve wrinkles... basically everything sun exposure worsens," explained Sommer.

"Skipping your daily sunscreen while trying to address these issues with anti-aging products is essentially taking one step forward, and two steps back," said Sommer.

## BEST WAYS TO GET YOUR DAILY DOSE OF SPF

1

ADD A  
MEDICAL  
GRADE  
SUNSCREEN TO  
YOUR DAILY  
ROUTINE

2

SWAP OUT  
YOUR LIGHT  
COVERAGE  
FOUNDATION  
FOR A TINTED  
SUNSCREEN

3

EXPLORE  
A NEW  
MOISTURIZER  
WITH SPF IN IT



# summertime shine

Cancelled vacation plans and scaled back summer fun? You can still fake a sun-kissed glow, with our mineral Glo foundation, pressed powder, and blush selections at Skin Chic!

Glo products may be your next makeup obsession if you..

✓ Are looking for light to medium coverage, or like layering-up to full coverage with a pressed powder.

✓ Have skin sensitivity or are prone to breakouts.

✓ Enjoy a glow finish, without needing to add a highlighting powder.

ORDER YOUR FAVORITE  
SKIN CARE PRODUCTS NOW AT  
[SKINCHIC.MYSHOPIFY.COM](http://SKINCHIC.MYSHOPIFY.COM)

# SURGEONS SAY...



"COVID-19 isn't slowing the demand for cosmetic surgery."

Plastic surgeons across the country continue to see a high demand for procedures, as many patients experience increased time off from work, and social distancing allows them to recover in private, without social obligations.

-dr. waldman

Dr. S. Randolph Waldman has been busy, upon his return, helping patients safely and discreetly complete long-desired surgeries such as facelifts and rhinoplastys.

"Smaller breasts are making a big comeback."

'Go big or go home' has been replaced with 'less is more' for many patients looking into Breast Augmentation, as national research points to a trend in smaller, more natural breast aesthetics.

Dr. Stephen Schantz has helped countless women achieve a proportionate and natural look, be it first time augmentation patients or those seeking to remove and replace their existing implants.



-dr. schantz

# SELF CARE SUMMER; THE RISE OF PRE-JUVENATION

HOW A LITTLE  
SELF-CARE NOW  
MIGHT SAVE YOU  
FROM MAJOR  
REJUVENATION  
PROCEDURES DOWN  
THE LINE



Non-surgical procedures are on the rise according to newly released data from the American Academy of Facial Plastic and Reconstructive Surgery, showing that millennials are willing to take a pinch from a Botox / Dysport needle now, in order to save themselves from a surgical slice down the road.



"I always tell my patients that those who look the best over time did so by starting their injectable treatments early."

*-dr. montague*

The 2020 study also found that social media trends and demand for an Instagram-worthy selfie are major contributing factors to the 13% nationwide increase in non-surgical treatments.

"Millenials especially, tend to be even more aware of subtleties in their appearance that they would like to change. I think this is largely the reason for the massive increase we've seen," explained facial cosmetic and reconstructive specialist, Dr. Alex Montague.



Whether it's for a perfect picture, or staving off wrinkles and sunspots, Dr. Montague says pre-juvenation is a positive trend in minimizing the extent of treatment for a patient as they age. These types of preventative treatments include filler injections which can stimulate collagen production in places like the lips and cheeks, skin care and tightening procedures such as Microneedling and laser resurfacing, as well as neurotoxin injections to ward off wrinkles.

"In the end, injectable treatments, when performed at the appropriate time and done tastefully, work hand-in-hand with surgical rejuvenation of the face. I always tell my patients

that those who look the best over time did so by starting their injectable treatments early," Dr. Montague said.

While Montague explains that prejuvenation procedures help immensely in slowing the visual effects of aging, he cautions that getting a head start with non-invasive options doesn't always mean that a patient won't need a surgical option down the line.

"Sometimes surgery (ie a facelift) is truly the best option for a patient, but even then, results can be kept up with injectables postoperatively," he said, "There's a way to age gracefully, and injectables treatments play a huge role."



(CONTINUED ON P. 08)  
DETAILS ON HOW TO  
ADD FREE LIP FILLER  
TO YOUR SUMMER  
SELF-CARE INITIATIVE



## GET YOUR [FREE] FILL [ER]

The end of summer won't be a bummer for one lucky winner of our August 2020 giveaway! Send your favorite season off with the perfect pout, with one syringe of Kysse lip filler injected by Dr. Alex Montague.

Details on how to enter are listed below. One lucky winner will be chosen by raffle on August 14th. Remember to download the 'Aspire Galderma Rewards' app for free discounts on your next Dysport or Galderma filler treatment!

## WHY KYSSE

Restylane Kysse by Galderma is the #1 lip filler and latest craze for natural-looking volume.

The new Hyaluronic Acid (HA) filler was specifically designed to add fullness to the lips while simultaneously smoothing out the wrinkles above the mouth.

Patients tell us they also love how Kysee delivers...

- ✓ Long-lasting volume
- ✓ Softer, kissable lips
- ✓ Improved lip texture
- ✓ Improved lip color



## HOW TO ENTER



LIKE US ON FACEBOOK @ WALDMANSCHANTZTURNERPSC



DROP A COMMENT ON OUR AUGUST GIVEAWAY POST, PINNED TO THE TOP OF OUR FACEBOOK PAGE



# august favorites

## OXYGEN REVITALIZING CLEANSER

Ginseng, Orchid Extract, and Japanese Green Tea work with Glycoproteins to give your skin a soothing and gentle cleanse with our Skin Chic Oxygen Revitalizing Cleanser!

This pink concoction of ingredients that helps stimulate oxygen-revitalization is our August Product of The Month, and year-long best seller.

Our team loves how it gives you a fresh-cleaned feel, without over drying your skin!



**STAFF TIP :** "The oxygen cleanser is tough on removing my daily makeup, without the irritation of makeup removing wipes or gritty cleansers that over exfoliate," said Patient Coordinator Bethany Lawrence.



# TUMMY TUCK

BY DR. J. BRAD TURNER




| PATIENT OF THE MONTH |



An amazing Abdominoplasty recovery, just in time for bikini season! Our August Patient of the Month goes to this 30 year-old Tummy Tuck patient of Dr. J. Brad Turner.

"Abdominoplasty is a great option for skin laxity, loose muscles, and stubborn pockets of fat that are un-treatable with diet and exercise alone," explained Dr. Turner. With the abdomen being a major focal point of the body, the Tummy Tuck is one of the most requested procedures at Waldman Schantz Turner Plastic Surgery Center, year round!

# 2 MONTHS OF GAINS IN 2 HOURS



HOW THE SCIENCE OF  
ELECTROMAGNETIC  
STIMULATION IS  
CHANGING THE  
GAME FOR ATHLETES  
AND FITNESS  
ENTHUSIASTS ALIKE

"Comparatively, studies discovered that one half-hour session of magnetic stimulation with CoolTone equipment equated to doing 30,000 sit-ups or squats."

"You have to put in the work" is a fitness motto for many, but medical advancements in electromagnetic stimulation technology is challenging that mantra by saying your **muscles**, not you, have to put in the work.

Popularized by newly FDA-approved CoolTone procedures, researchers have found that Magnetic Muscle Stimulation (MMS) not only helps build muscles faster, but also more extensively than routine work-outs. Comparatively, studies discovered that one half-hour session of magnetic stimulation with CoolTone equipment equated to doing 30,000 sit-ups or squats.

Here's how it works: When you're in a gym doing crunches, for example, your brain triggers a muscle contraction as you propel your head and shoulders towards your feet. This is called a **voluntary contraction**.

During a CoolTone treatment on the other hand, electromagnetic stimulation pads are strapped to your abdomen and cause an **involuntary contraction**. This happens when the magnetic pulses from the machine breeze past your skin and fat, creating a current as it moves through the muscles beneath.

New body contouring data shows that these **involuntary contractions** get more muscle fibers involved and generate stronger contractions, which boils down to faster muscle growth with stronger results.

MMS is cleared to strengthen, tone, and firm the thighs, buttocks, and abdomen region. CoolBluLex is now offering complementary CoolTone consultations.



## TEXTING NOW AVAILABLE

*at Waldman Schantz Turner*

Need to... let us know you're running a few minutes late, check-in for your appointment, or make a last-minute cancellation?

We are now pleased to offer our patients texting options as a method of getting in touch!

Simply text our main office at 859.254.5665, and a staff member will return your message during regular business hours.

## OTHER OFFICE NEWS

*and upcoming  
office events*

- Our office continues to partner with Lexar Labs in Lexington, KY to facilitate COVID-19 tests for our surgical patients. Please call them at 859.543.2022 to schedule an appointment within 36 hours of your surgery.
- All doctors are continuing to offer free, digital consultations for new and existing patients. Contact our office for information on open, virtual appointment slots.

For questions or to schedule an appointment, contact our office staff at

**(859) 254-5665**

[www.WaldmanPlasticSurgery.com](http://www.WaldmanPlasticSurgery.com)



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