

JUVA[®] News

An update on skin care from Juva Skin & Laser Center / MediSpa[®]

Bruce E. Katz, MD • Michael C. Bruck, MD • Gregory Bishop, MD • Kathryn Frew, MD • Dr. Steve Salvatore • Wayne Luo, MD Volume 3 Issue 2

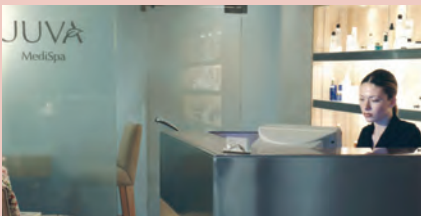
Dr. Steve Salvatore, Director of the New Health and Wellness Center at Juva



Dr. Steve Salvatore is perhaps best known for his appearances on television. He is currently a medical correspondent for WNYW-TV

(Fox 5) News in New York City, where he brings the latest cutting edge medical breakthroughs, treatments and research to millions of television viewers everyday. His television credits are many, including medical correspondent for CNN and host of a number of health programs on the Discovery Health Channel.

While successful as a journalist, Dr. Salvatore is a physician first. A board-certified physician, who trained at the Long Island Jewish Medical Center in New York, Dr. Salvatore brings his combined talents and special interests in health, wellness and disease prevention to Juva. We are happy to have Dr. Salvatore join our team at Juva where he will be director of a new division – the Juva Health & Wellness Center.



Mirror, Mirror on the Wall, Whose Skin is Fairest of All . . .

Now, at Juva, you can find out just how fair your skin is. Juva Skin & Laser Center, a leader in the field of skin care, is the only dermatology and plastic surgery practice in New York to have the VISIA complexion analysis system. The VISIA is the first photographic digital imaging tool that analyzes the condition of the skin at the surface and below the surface. It actually measures wrinkles, pores, skin texture, and age or sun spots. It also measures porphyrins, or light-sensitive



molecules, which indicate the presence of bacteria in the pores that can lead to acne. What makes this system even more intriguing is the fact that you can compare your skin features to those of women of similar age and ethnicity who are part of the VISIA database of approximately 50,000 women.

An actual skin analysis takes just a few minutes. You simply place your head on the comfortable chin rest within the self-contained unit. Digital photos of your face are captured, including an ultraviolet photo. The photos are then analyzed for six complexion features, which are compared to the same features of women of your age and skin type. You will then review your photos with one of Juva's physicians, who will design a treatment plan especially formulated for your skin. The treatment regimen may be as basic as using sunblock and a cleanser or it may entail several modalities such as topical agents, laser treatments and beyond. The unique quality of the VISIA system permits future periodic analysis of exactly the same facial skin area delineated in the initial analysis. Because the VISIA uses controlled lighting and high resolution digital scanning, it provides meaningful reproducible results that can serve as a basis of comparison not only to one's peer group but also allows a patient to evaluate his or her treatment progress. This provides information regarding the effectiveness of the treatment and allows modification of the treatment program to optimize results. For patients who are being treated for acne, successive evaluations allow quantitative assessment not only of the acne lesions but also of the bacteria that colonize the skin.

The VISIA complexion analysis system is breakthrough technology for the patient. For some it provides reassurance that they are undergoing the right treatment and for others it's a wake-up call to take action. In either instance, it is a revolutionary diagnostic tool. To have your skin analyzed with the VISIA complexion analysis system call 212-688-5882 to schedule an appointment with one of Juva's physicians.

**Juva Skin and Laser Center is open every Saturday, 9:00-3:00.
The MediSpa continues to be open Saturdays, 9:00-5:00.**

Evening hours are also available.

JuvaChats

The JUVA Skin & Laser Center and MediSpa®, New York's most luxurious and comprehensive skin care facility, will present "JuvaChats," a complimentary monthly series of informational talks designed to make you look and feel your best.

JuvaChats take place on the second Tuesday of each month from October through June at JUVA, located at 60 East 56th Street, between Park and Madison Avenues.

All sessions begin at 6:00 p.m. and last until 8:00 p.m. The lectures are free, but pre-registration is mandatory. You can enroll in-person or by calling 212-688-JUVA (5882). Each session will conclude with a question and answer period. Hors d'oeuvres and refreshments will be served. There will be a raffle at the end for a free massage and each attendee receives a JUVA gift.

October 12, 2004—Let Us Take Your Post-Summer 'Skinventory'

Were you bad to your skin over the summer? If you spent an excessive amount of time soaking up the rays, you could have accelerated your skin's aging process. Juva is proud to announce that it has the first Visia Complexion Analysis system in New York City.

This incredible state-of-the-art technology will digitally photograph and scan your face to quantify and assess ultraviolet damage, sun spots, pores, wrinkles and texture. It will also tell you how your skin compares to a database of 50,000 women. We'll choose five volunteers at random from our audience to undergo the Visia Complexion Analysis during the evening's presentation.

November 9, 2004—Anti-Carb Mania

Just in case you've been living in a cave, war has been declared against carbohydrates. Almost every U.S. food company has capitalized on the anti-carb movement. But are carbs the dietary villain we've been told they are? In this session, Juva's Health & Wellness Center's nutritionists will show you how to eat your carbs and lose weight too. In fact, you'll learn that in order to achieve long-term weight loss success, you must eat specific carbohydrates.

January 11, 2005 — Tackling Adult Acne: the Newest Treatments

Accutane and antibiotics are still effective in combating adult acne. But both have been associated with side effects, such as birth defects, depression and diminished effectiveness of oral birth control. Now, there is an alternative to these medications: Laser Photodynamic Therapy, or LPDT. This exciting new treatment utilizes a laser and photosensitizing medication to reduce acne break-outs and help you become blemish free.

February 8, 2005—Sculptra: The New Amazing Skin Filler

The newest filler is "Sculptra," known as Newfill in Europe, where it has been used for a number of years to treat wrinkles and other facial issues. We'll update you on Sculptra as well as other fillers such as Restylane, Perlane, and Radiesse. Let us fill you in on how the latest skin fillers can help rejuvenate you and give you a more youthful look.

The New Tri-Active Laser

New Technology to Zap Cellulite Away

Cellulite is one of the most distressing cosmetic issues for women today. In fact, over 85-90% of women have cellulite. While predominantly found on the thighs, hips and buttocks, cellulite may also be on the legs, arms, back, love-handles and abdomen. Cellulite develops with the continued obstruction of lymph fluid and blood vessel flow. This results in superficial pockets of trapped fat, which causes dimpling or skin with an "orange peel" appearance. Various factors have been implicated in the formation of cellulite including hereditary or hormonal factors as well as a sedentary lifestyle.

Treatments to rid women of cellulite have been highly sought after and include many topical creams that are largely ineffective. The first FDA approved treatment for cellulite was the Endermologie unit developed in 1986 which utilizes rollers and suction to help release the fibrous bands around fat deposits which tether the skin causing the characteristic dimpled appearance. While Endermologie already has an important role in the reduction of cellulite, there is a newer technology, which is promising and may prove to be even more beneficial in the reduction of cellulite.

Recently FDA approved, the Tri-Active LED Laser incorporates laser light for stimulation of the microcirculation, localized cooling for reduction of fluid retention, and rhythmic massage for lymphatic drainage. These three components work together to decrease cellulite and improve skin tone and skin elasticity. Patients feel invigorated after the treatment session and find the treatment to be relaxing and rejuvenating.

Areas of treatment for cellulite include thighs, buttocks, arms, legs, back, love-handles and the abdomen. An initial series of 16 treatments followed by maintenance treatments once or twice a month are required. Each treatment takes thirty minutes and there is no downtime. The Tri-Active Laser can be used on all skin types. Maintaining a healthy diet and performing regular exercise is encouraged for optimal improvement.

Facial Rejuvenation With The Tri-Active Laser

The Tri-Active Laser may also be safely used in darker-skinned patients for Laser Photo Rejuvenation (LPR) to help rejuvenate one's face and neck. This is significant since patients with darker skin types are at risk for pigmentation changes with other LPR lasers.

If you think the Tri-Active LED Laser treatment may be of interest to you please call the JUVA Medispa® at 212-421-9501 to schedule an appointment.

Visit our website at www.juvaskin.com for more information about our center, to order Juva products and see before and after procedure photos.

Juva Celebrates Fifth Anniversary



In May 2004 Juva Skin & Laser Center marked its fifth anniversary with a celebration attended by Juva staff, friends, and the media. Dr. Bruce Katz, Juva founder and director, took the opportunity to review highlights from the past and to look to the future.

Dr. Katz, who recently received a Visionary award from Spa Finder Magazine, conceived the revolutionary idea of a MediSpa®. For the first time, spa treatments incorporated medically based formulations into facials and massage combining science with aesthetics. In the December 2003 issue, Day Spa Magazine named the Juva MediSpa® “Best Medical Spa in the world.” In 2001 The Juva MediSpa® became the first spa to be awarded a certificate of Accreditation from the AAAHC, the Accreditation Association For Ambulatory Health Care. The Juva Skin & Laser Center received the same accreditation. This certification confirms that patients at Juva receive the highest standards of care. Also Juva is unique in offering the services of a medical spa in addition to our Dermatology and Plastic Surgery services all in one center.

Recognition for Juva has not been limited to aesthetics. In July, 2004 Dr. Katz received the Amonette Circle Award from the Skin Cancer foundation for his commitment to skin cancer research. Each year Juva’s physicians provide voluntary skin cancer screenings at some of the nation’s major corpora-

tions. Early detection of a melanoma can be life-saving. While covering a liposuction story at Juva, ABC television news anchor, Michele Charlesworth, had a facial skin cancer detected. Her story was presented on Good Morning America including Ms. Charlesworth’s facial reconstruction performed by Juva’s Director of Plastic Surgery, Dr. Michael Bruck. Juva supports the Skin Cancer Foundation as well as numerous other noteworthy foundations each year.

Looking to the future as always, Dr. Katz announced the launch of a new division at Juva: the Juva Health & Wellness Center, under the direction of Dr. Steve Salvatore. The Health and Wellness Center will offer an array of services devoted to physical and mental well-being. Dr. Salvatore will oversee a team of health care professionals including nutritionists, an acupuncturist, a psychotherapist, and a fitness consultant offering rejuvenation from “the inside out.”

Awards were also presented to outstanding employees in recognition of their hard work, dedication and exemplary performance. Among those who received awards were: Angela Caponi, Director of Operations, Rita Malayeva, front desk manager, Marie Aiello, spa desk coordinator, Sunday Parascandola, spa services coordinator, Sumona Das, aesthetician, and Lee John, medical assistant.

While the Juva physicians and staff pride themselves on providing the highest level of hands-on care, Juva combines this with the most advanced technology. Currently at Juva there are 18 lasers, which treat a variety of skin and aesthetic concerns. The most recent additions are the Tri-Star Laser for acne, the Tri-Active LED Laser for cellulite and the Titan Laser to tighten facial and neck skin.

Most importantly we celebrate our patients and thank you for choosing us to provide your aesthetic and health care needs. You are our “raison d’être”. It is to you whom we owe our exponential growth as our success is mirrored in our patients’ satisfaction.



Juva Health And Wellness Center

Since 1999, the Juva Skin & Laser Center and Medispa® have set the standard for quality in therapeutic and aesthetic dermatology and plastic surgery. Now our brand new division, the Juva Health and Wellness Center, is Juva's third dimension, complementing the cutting edge services you've grown to expect from Juva.

Under the direction of Dr. Steve Salvatore, the new Health and Wellness Center will offer an array of services devoted to physical and mental well-being with nutritional counseling, acupuncture, weight loss, anti-aging strategies, smoking cessation, psychotherapy, hypnosis, personal training, yoga and pilates. Our nutritionists will make house calls or take you shopping at your local market to help you make healthy choices and teach you to decipher confusing nutrition labels.

At the Juva Health and Wellness Center each patient is given a complete and thorough evaluation that far exceeds a traditional doctor's visit. No one is ever rushed through the door. After discussing the patient's desired goals and needs, a custom-tailored program is developed to maximize overall health and prevent disease.

The goal of the Juva Health and Wellness Center is to become partners with our patients in their battles against the aging process. We employ all that medical science has to offer in helping people rejuvenate their bodies from the inside out. With the help of our certified trainers we can accurately identify your "fitness age" and recommend strategies to boost your energy and help you feel younger with more vitality.

We invite you to take full advantage of our team of experts so you can begin to rejuvenate your life... from the inside out.

Nutritionists



Tammy Lakatos Shames and Elysse ("Lyssie") Lakatos, identical twins, share more than identical features. Also known as The Nutrition Twins™, they are registered dietitians as well as ACE-certified Personal Trainers and co-authors of "Fire Up Your Metabolism: 9 Proven Principles for Burning Fat and Losing Weight Forever" (Simon and Schuster, February

2004). Their customized nutrition programs include numerous specialized plans tailored to an individual client's needs. The Heart Smart Package, The Longevity Plan, Menopause and The Age-Defying Plan are just a few examples.

The Lakatos sisters are Cum Laude graduates of the University of Maryland and received their post-graduate degrees in nutrition education at Emory University and Meredith College.

Acupuncturist



Brigid Trovato received her Diplomate in Acupuncture from the National Certification Commission for Acupuncture and Oriental Medicine and presently holds New York State licenses in both Acupuncture and Nursing. While specializing and working as a Registered Nurse in several of NYC prestigious plastic surgery practices, she obtained her Masters degree in Acupuncture from Tri-State College of Acupuncture in New York City. She has an undergraduate degree in Nursing from Fairleigh Dickinson University.

Brigid practices 3 distinct acupuncture styles: Chinese, Japanese, & Trigger Point Release. Drawing upon elements from all three styles she treats not only the patient's primary symptom but the entire patient which she refers to as "constitutional acupuncture." All patients will receive a constitutional treatment with their session insuring an optimal state of health and wellness is achieved. Acupuncture may be used alone as a therapeutic intervention or as a complement to conventional therapies.

Psychotherapist/Hypnotherapist



Kathy Gantz is a licensed psychotherapist and certified hypnotherapist with 20 years of experience helping thousands of people produce extraordinary results in their lives. She uses a mind-body approach to improve one's physical, mental, emotional and physical well-being. She employs an innovative combination of therapeutic counseling, hypnosis, relaxation techniques, imagery training, neurolinguistics, and possibility thinking.

Kathy is available to see individuals and groups for a wide variety of health and wellness issues, including weight loss, smoking cessation, stress management, pre and post-operative counseling for plastic surgery, insomnia, skin disorders, and anxiety issues relating to cosmetic procedures. Sessions range from one extensive consultation to ongoing support according to each client's individual needs. With her guidance, patients learn to develop skills, strategies and more success-directed language to improve their daily approach to life.

She has an M.S.W. in Industrial Social Work and Psychology from Hunter College and a B.S. in Psychology from Skidmore College. She is a member of the New York Society of Eriksonian Hypnosis and Psychotherapy and is an expert on the psychology of habit development.

Personal Trainer



Nestor Palacios, Juva's head trainer, is a former teacher at the NPTI school for personal trainers - he is a trainer to the trainers. He has worked with Ms. Olympia, Cory Everson, and has over 11 years experience training privately one-on-one. Nestor has recruited the most experienced and professional trainers possible. While our trainers direct your fitness program in a highly personalized one-on-one setting, they will collaborate with Dr. Salvatore, the nutritionists and others who will be working closely on your behalf. We are confident that we have assembled a group of professionals who will help you achieve your goals in the following areas: weight loss and toning; increasing aerobic conditioning and energy levels; increasing strength and muscularity; and improving flexibility and posture.

After an initial consultation and fitness evaluation, our trainers will be available to train you in your home or residential gym. Our staff of experts caters to the busy client's schedule, allowing you to allocate time for something of paramount importance - improving your level of health and fitness.

Appointments with Dr. Salvatore, the nutritionists, acupuncturist, psychotherapist, or trainer can be scheduled at the Juva MediSpa® desk or by calling 212-688-5882.