



*OptimalSelf*<sup>MD</sup>

*Medical Wellness, Plastic Surgery, & Aesthetics*

# AESTHETICS

## SERVICE MENU

# OPTIMAL FACIAL

\$175

The Optimal Facial is designed to relax, rejuvenate and leave your skin feeling refreshed! It begins with a gentle cleanse, followed by an enzyme peel and calming steam. You will then be dermaplaned to remove dead skin cells and peach fuzz.



## HOW MANY TREATMENTS ARE NEEDED?

Facial treatments are recommended every 3-6 weeks, depending on skin type.



## WHAT IS THE DOWNTIME?

None.



## WHAT IS THE AFTERCARE?

Follow your custom home care regimen to maintain benefits between treatments.



## DERMAPLANING

*\$45, add-on to another service for \$35*

One of the trendiest hair-removal options, which is performed using a scalpel to manually exfoliate dead skin cells from the face. This treatment requires the use of a sterile surgical scalpel to gently remove the top layer of the skin, dead skin layer and the peach fuzz. This treatment will make your skin's surface smooth, youthful, and radiant. Great in combination with other treatments like Hydrafacial or Microneedling.



### HOW MANY TREATMENTS ARE NEEDED?

Dermaplaning can be done every 4 to 6 weeks.



### WHAT IS THE DOWNTIME?

None.



### WHAT IS THE AFTERCARE?

Follow your custom home care regimen to maintain benefits between treatments.

## LIGHTWAVE™ LED LIGHT THERAPY

*\$35-\$50 per session, packages available*

LightWave's patented Red, Infrared, & Blue Light therapy can dramatically revitalize your skin without any downtime or discomfort. Our innovative aesthetic treatments help counteract years of sun damage, environmental damage, aging, acne, and acne scarring. LIGHTWAVE provides noticeable results, often in a couple of treatments, without the high cost and downtime of other, more expensive options.



### HOW MANY TREATMENTS ARE NEEDED?

LED light is best performed twice a week until improvement is seen, then maintained as often as desired.



### WHAT IS THE DOWNTIME?

None. Skin MAY feel sensitive or tingly immediately after, but typically very little to no erythema occurs. It gives a glow.



### WHAT IS THE AFTERCARE?

A consistent home-care regimen and UVA/UVB sunscreen is strongly recommended to achieve and maintain desired effects.

# MEDICAL GRADE CHEMICAL PEEL

\$150 – \$250

Available in 3 different strengths, these peels offer a range of skin benefits, such as reduction of fine lines, correcting sun damage, and refining pores. Whether you are seeking to give your self-image a boost through brightening of your complexion, are preparing for a major life event or simply wish to sweep away the damage left from a lifetime of outdoor indulgence, we have the right one for you.

## **Illuminize Peel™**

The mildest peel we offer, this one is perfect for anyone looking for vibrant, radiant looking skin with minimal downtime. Most patients will leave looking refreshed and healthy with minimal redness, and many not have any peeling at all.

## **Rejuvenize Peel™**

This peel is designed to improve the appearance of fine lines and wrinkles, uneven skin tone and texture. Peeling can range from mild flaking to peeling in sheets. This peel is appropriate for patients with moderate to severe skin imperfections that result from skin aging and sun exposure.

## **Vitalize Peel™**

This peel is suitable for anyone with mild-to-moderate skin imperfections. In addition to fine lines, wrinkles, and uneven skin tone and texture. This peel also addresses acne scarring and more significant hyper-pigmentation.



### **HOW MANY TREATMENTS ARE NEEDED?**

Chemical Peels are recommended every 4-6 weeks for a series of treatments.



### **WHAT IS THE DOWNTIME?**

Depending on the strength and ingredients, downtime is anywhere from 1-10 days.



### **WHAT IS THE AFTERCARE?**

A gentle cleanser and sunscreen is recommended until peeling subsides. Proper home-care is also strongly suggested between treatments.

# HYDRAFACIAL

*Signature 30 minutes \$199, 45 minutes (with boosters) \$295  
60 minutes (with lymphatic drainage) \$325*

Get ready to see what's been clogging your pores, with a revolutionary facial treatment technique that cleans very deeply and hydrates the skin! The Hydrafacial Technique uses a patented vortex system that easily dislodges and removes impurities while simultaneously delivering maximum hydration. Its many benefits include a more hydrated, bright, plump, and clear complexion. Plus, it reduces fine lines and wrinkles, increases firmness, evens tone, texture, and brown spots, as well as reducing enlarged pores. Hydrafacial brings back that glow, with no downtime and immediate results!



## HOW MANY TREATMENTS ARE NEEDED?

For best results, monthly treatments are recommended.



## WHAT IS THE DOWNTIME?

None.



## WHAT IS THE AFTERCARE?

Follow your custom home care regimen to maintain benefits between treatments.

# HYDRAFACIAL KERAVIVE HAIR & SCALP REJUVENATION

*Hair Rejuvenation Add-Ons: PRP \$300-\$500  
Evolve Amniotic Allograft \$750-\$1,600 (0.5 ml to 2.0 ml)*

3-step treatment: Cleanse + Exfoliate + Infusion. Relaxing, painless suction and hydration removes dirt, oil, and dead skin, and cleanses hair follicles. Hydrate + Nourish: Optimized delivery of a proprietary blend of 5 bio-mimetic growth factors and 2 skin proteins, and a take-home topical scalp peptide treatment to use for 30 days.



## HOW MANY TREATMENTS ARE NEEDED?

Three treatments are recommended spaced 4 weeks apart, followed by one yearly maintenance treatment.



## WHAT IS THE DOWNTIME?

Hair is damp immediately afterwards, but can be lightly dried if desired. It is recommended that you not wash your hair until the following day.



## WHAT IS THE AFTERCARE?

Daily use of the HydraFacial Keravive Peptide Complex Spray enhances your in-office treatment and delivers daily hydration and nourishment to your scalp and hair follicles.

## MICRONEEDLING

Known as Collagen Induction Therapy (CIT), this procedure uses tiny needles to pierce the skin hundreds of times per second. These newly created tiny channels remain open for 6 to 8 hours and allow for optimal absorption of dermaceuticals such as Hyaluronic Acid, growth factors and the patient's own Platelet Rich Plasma. These tiny micro-channels also create a natural wound healing response that can effectively treat skin tone/texture/laxity, acne scarring, pigmentation disorders, and various other skin issues. It can also effectively regenerate hair follicles for fuller, thicker hair in both men and women.



### HOW MANY TREATMENTS ARE NEEDED?

4-6 treatments are typically recommended, spaced 4 weeks apart, then once a year to maintain.



### WHAT IS THE DOWNTIME?

There may be slight pinpoint bleeding. Skin may feel red and tight for 24-48 hours post treatment, and some mild flaking will occur for 5-7 days post-procedure.



### WHAT IS THE AFTERCARE?

Micro-channels are open for 7-8 hours after treatment, so nothing except the initial applied serum and take-home spray should be used. Routine skincare regimen can be resumed the next day.

## NANO-NEEDLING

*1 Session – \$175, 3-Treatment Package – \$450*

The procedure uses the same medical-grade MD Needle Pen device along with a nano needle cartridge to specifically treat the uppermost layers of the epidermis. This allows your favorite skin products to achieve better penetration with NO discomfort or downtime. You leave red-carpet ready!



### HOW MANY TREATMENTS ARE NEEDED?

4-6 treatments are typically recommended, spaced 4 weeks apart, then once a year to maintain.



### WHAT IS THE DOWNTIME?

There may be slight pinpoint bleeding. Skin may feel red and tight for 24-48 hours post treatment, and some mild flaking will occur for 5-7 days post-procedure.



### WHAT IS THE AFTERCARE?

Micro-channels are open for 7-8 hours after treatment, so nothing except the initial applied serum and take-home spray should be used. Routine skincare regimen can be resumed the next day.

## MICRONEEDLING ADD-ONS

### Platelet-Rich Plasma (PRP)

\$300

Your own plasma enriched with platelets. Enhance the positive effects of microneedling with growth factors that stimulate stem cells. Studies have shown that PRP can expedite the healing process of tissues and reduce the appearance of unwanted signs of aging. PRP treatment involves using the patient's own blood as a resource to isolate the platelets with a centrifuge. PRP contains proteins and several growth factors that regulate and activate cell migration and stimulate the regeneration of the tissue that can be used on face or scalp.

### Evolve (Amniotic Fluid Allograft)

*Regenerative Medicine*

\$750

Our Human Tissue Therapy from donated amniotic fluid helps the body boost its ability to heal itself. Responsibly sourced acellular tissue allografts are helping people of all ages to recover from injuries, aging and hair loss. This fluid has been effectively used to delay the onset of skin aging or hair loss. This is done by encouraging the development of fibroblast cells, which are crucial to maintaining skin elasticity and strength. For the scalp, this fluid will bring back the vitality for the hair follicles.

## SKIN CLASSIC

*Up to 30 minutes \$250*

*30 to 60 minutes \$350*

*Up to 15 minute add-on to another service \$75*

The Skin Classic is a laser alternative treatment for common skin conditions such as visible capillaries, cherry angiomas, seborrheic keratosis, skin tags, sun spots, milia, sebaceous hyperplasia, large blackheads, and certain types of acne. It uses high-frequency electrical current to treat these epidermal irregularities and can be used on the face, neck, chest, back and arms. The Skin Classic treatment can be done as a stand alone session, or added on to other services such as a Hydrafacial or Microneedling.



#### HOW MANY TREATMENTS ARE NEEDED?

Usually just one treatment is needed.



#### WHAT IS THE DOWNTIME?

Depends on the type of irregularities treated. Treated areas are crusted for 7-10 days, and may be pinkish while healing for up to 30 days.



#### WHAT IS THE AFTERCARE?

A gentle cleanser and sunscreen are required until areas are completely healed.

# ICON IPL/MAX G

*Pricing based on area treated: \$375 - \$2,500*

Our IPL photo-facial treatment is recommended for men and women who have superficial flaws on the surface of the skin, as well as signs of aging that are caused by less collagen. The intense pulsed light of the treatment simultaneously addresses both of these concerns. You can see the results in our IPL photo-facial before and after photos.



## **HOW MANY TREATMENTS ARE NEEDED?**

A series of 3 spaced 4 to 6 weeks apart, then once yearly to maintain.



## **WHAT IS THE DOWNTIME?**

Redness and mild swelling are expected. Results begin to appear after one week. Full results are seen 6-12 weeks after 3rd treatment.



## **WHAT IS THE AFTERCARE?**

Apply wrapped ice or gel packs to treatment area for 10-15 minutes every hour for the next four hours following treatment, as needed. An oral, over-the-counter anti-inflammatory or analgesic may be taken to reduce discomfort.

# LASER HAIR REDUCTION

## *with Soprano ICE*

*Pricing based on area treated, and includes 6 treatments per area: \$500-\$1,500*

The latest generation of the award-winning Soprano laser hair removal system. Soprano ICE is used by advanced hair removal clinics and leading physicians around the world. Using a proprietary cooling laser head and continuous (vs. “stamping”) motion, it is virtually painless, really fast, and works on ALL skin types!



## **HOW MANY TREATMENTS ARE NEEDED?**

Most people achieve desired results from 4-6 treatments. Touch ups are advised every 6-12 months.



## **WHAT IS THE DOWNTIME?**

Mild redness may be apparent in more sensitive areas.



## **WHAT IS THE AFTERCARE?**

No specific aftercare required.



# HYALURONIC (HA) FILLERS

*Juvederm, Versa, Restylane*

Hyaluronic acid is a naturally occurring substance that can be injected in various layers of the epidermis to smooth the skin, plump various areas that lack a youthful appearance, and reshape and lift the face.



## HOW MANY TREATMENTS ARE NEEDED?

Most patients report a lasting effect of 9-15 months depending on type used. There are beneficial lasting effects on collagen remodeling and long-term rejuvenation.



## WHAT IS THE DOWNTIME?

Very little. Some patients may notice slight redness and swelling at injection site, less common effects include mild bruising, especially around lips and eyes. Premedicating with Arnica will help minimize bruising and swelling.



## WHAT IS THE AFTERCARE?

Ice is encouraged pre and post injection to minimize bruising and swelling. Immediate improvement will be noticeable, but full results are seen at two weeks.

# NEUROMODULATORS

*Botox/Dysport/Jeuveau*

Neurotoxins paralyze the muscles of facial rhytids (wrinkles) to eliminate the ability to use them. This gives the skin a smoother appearance, most commonly between the eyebrow, in the forehead and on the outer corners of the eyes (crows feet).



## HOW MANY TREATMENTS ARE NEEDED?

Most patients report a lasting effect of 3-6 months.



## WHAT IS THE DOWNTIME?

Very little. Some patients may notice slight redness and swelling at injection site, less common effects include mild bruising. Premedicating with Arnica will help minimize bruising and swelling.



## WHAT IS THE AFTERCARE?

Ice is encouraged pre and post injection to minimize bruising. Full effect of neurotoxin is noticed at 14 days post injection.

# DEOXYCHOLIC ACID INJECTIONS

## *Kybella*

A treatment with multiple small injections of a naturally occurring acid that permanently dissolves fat in areas where it's injected. Commonly used for fat that accumulates under the chin (sub-mental area). Each treatment is approximately 20 minutes and the exact number of injections is dependent on how much fat there is.



### **HOW MANY TREATMENTS ARE NEEDED?**

2-4 treatment sessions 4-6 weeks is recommended, with no more than 6 treatments total.



### **WHAT IS THE DOWNTIME?**

Immediate redness and swelling at the injection site is expected and may last up to two weeks.



### **WHAT IS THE AFTERCARE?**

None. Full results are expected 8-12 weeks following the final injection.

# IN-OFFICE LIPOSUCTION

Designed to target small areas of fat accumulation, this procedure is done in the office by Dr. Shawn under light sedation and local anesthetic and does not require general anesthesia. The fat extracted may be used to augment other areas in lieu of HA filler (lips, cheeks, nasal labial folds, etc.). This procedure requires a surgical consultation with the plastic surgeon to make sure you are a good candidate.



### **HOW MANY TREATMENTS ARE NEEDED?**

One.



### **WHAT IS THE DOWNTIME?**

Approximately 6 weeks of swelling with use of compression garment. Bruising may occur for up to 2 weeks.



### **WHAT IS THE AFTERCARE?**

Suture removal 7-10 days post-op. Consistent compression garment use for 4-6 weeks.

# Our Favorite Skin Care Companies

SAINT JANE  
MDPEN  
REVISION  
SKINMEDICA  
ELTA MD  
BEAUTYCOUNTER

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