

## **Marketing For Medical Member Caption Suggestions**

### ***DiamondGlow:***

Wondering what the glow is all about? The DiamondGlow™ (formerly DermalInfusion®) treatment combines a precision diamond-tip dermabrasion wand with innovative 3x1™ technology that simultaneously...

- 1 —> exfoliates to gently remove the top layer of skin
- 2 —> extracts debris
- 3 —> infuses the skin with professional-grade SkinMedica Pro-Infusion Serums, when pores are open & most receptive

Immediately following a session, skin is dewy, brighter, and luminous, while continued improvements can be seen in fine lines, roughness, and overall dryness.

Best of all, this non-invasive treatment requires virtually no downtime, so you can return to your daily activities & plans with ease!

### ***Hydrafacial:***

Microdermabrasion used to feel rough and drying, until the introduction of hydradermabrasion procedures - such as the cult favorite, HydraFacial.

What sets this treatment apart? HydraFacial uses a unique, patented Vortex-Fusion delivery system to exfoliate, extract and hydrate skin, and, the spiral design delivers painless extractions.

Suitable for all skin types, HydraFacial addresses...

- + Fine lines & wrinkles
- + Elasticity & firmness
- + Even tone & vibrancy
- + Skin texture
- + Brown spots
- + Oily & congested skin
- + Enlarged pores

Not only does this treatment leave skin glowing from its peptide & antioxidant rich serums, but it also clears out congestion from the pores painlessly!

### ***Kybella:***

One of the most popular treatments we offer is Kybella - the first and ONLY non-surgical treatment approved by the FDA for contouring and improving the appearance of sub-mental fullness aka a double chin. Unlike other treatments such as liposuction or neck lift surgery, Kybella permanently removes the unwanted excess fat under the chin with little to no downtime. Treatment is currently limited to fat under the chin, as Kybella cannot be injected into any other areas of the face.

How many treatments will you need? It all depends on each individual patient, but most experience their desired results within 2-4 treatments, spaced about a month apart.

There are many men and women who experience a newfound confidence after treatment with Kybella. Interested in scheduling your first session? Send me a message!

### ***PRP for Hair:***

A new and trending treatment, PRP or Platelet Rich Plasma is used to stimulate the growth of hair and reduce the effects of hair loss and thinning. It has been proven to help achieve hair regrowth in both male and female candidates who have suffered hair loss from illness, hormones, surgery, stress, and hereditary causes.

How does it work? We draw your blood, spin it in a centrifuge to isolate the PRP, and then inject the PRP into the desired areas to stimulate hair growth. We recommend one treatment per month, for 4-6 months, until desired results are achieved.

Interested in this treatment for you or maybe your spouse? Send me a message for more info or to schedule an appointment!

### ***Sculptra:***

Known as the “liquid facelift”, Sculptra works by both filling in lines and wrinkles, and by stimulating the body’s natural production of collagen. It’s

used in all areas of the face, adding volume and lift the buttocks, and improving wrinkles and skin laxity in the elbows and knees. Patients love it for achieving very natural looking results.

Interested in this treatment? Send me a message for more info or to schedule an appointment!

***Radiesse:***

Let's talk fillers! Patients often ask how Radiesse differs from the more commonly known filler brand Juvederm. Unlike Juvederm & other hyaluronic acid fillers, Radiesse is composed of a gel with tiny calcium microspheres known as calcium hydroxyapatite. This formula differs from HA because it stimulates your body's natural production of collagen. Radiesse is used to correct deeper, more severe lines and folds, as well as to increase volume loss in the back of the hands. It can't be dissolved, so it isn't used in lips. As always, every patient's needs are different & you should always consult your injector to determine your best treatment plan.

Interested in this treatment? Send me a DM for more info & to book your appointment!

***Dermaplaning:***

An absolute must-have as a standalone treatment or a facial add-on, dermaplaning exfoliates, removes peach fuzz, and smooths the skin, reducing the appearance of fine lines and skin imperfections. It primes the skin for other treatments, increasing efficacy and absorption of products.

The best part? It gives the skin an absolutely flawless base for makeup that could never be achieved from a primer!

***Vivace:***

If you haven't tried microneedling, what are you waiting for?! The Vivace Experience® is a new treatment approach that combines microneedling and radiofrequency energy with a specialized treatment serum and cooling peptide mask to provide patients with superior, natural-looking results.

What can you expect from this treatment?

-Alleviate Fine Lines & Wrinkles

- Tighten Skin
- Minimize Pore Size
- Improve Skin Tone & Texture
- Immediate Results
- Minimal Downtime
- Virtually Pain-Free

### **QWO:**

Have you heard of QWO? This is the first and only FDA-approved injectable for moderate to severe cellulite in the buttocks of adult women!

How does it work? Injections take as little as 10 minutes and visible results can be seen within 10 weeks, when receiving the recommended number of 3 treatments spaced 21 days apart.

### **Skincare Pyramid:**

There are many misconceptions surrounding the frequency of skincare treatments, so here's a reminder of the most common recommendations.

\*As always, these will vary for everyone so it's best to check with your treatment professional\*

### **Skincare Layering:**

There's a method to the madness - the way you layer your skincare matters! You invest a great deal of time, energy, and money into caring for your skin so make the most of your products by layering them correctly. A good rule of thumb is applying by thinnest to thickest viscosity. As always, check with your skincare professional if you're ever unsure or aren't getting the results you hoped from a product.

My favorite tips?

1 —> Always listen to your skin - if you have redness, stinging, burning, or peeling - it's a sign that a product may not work for you!

2 —> SPF should be the last step and layer in your AM routine - that's the only way to ensure you're truly protected!

### ***Botox Treatment Areas:***

Did you know Botox has uses beyond treating fine lines and wrinkles? It can help with...

- A gummy smile, a non-surgical way to minimize gum display while smiling
- Headaches & migraines
- TMJ, jaw clenching, & teeth grinding through injections in the masseter muscle, with the added bonus of jawline slimming
- A lip flip, for a fuller upper lip without filler
- An eyebrow lift, a non-surgical way to lift and sharpen the brows
- Reduce excess sweating in areas such as the underarms and scalp

And the list goes on! Send me a message if you have questions about treating these and other problem areas with Botox. I can determine the best plan of action for you, including the number of units needed to achieve your desired result (as these will always vary from person to person).

### ***Dermal Filler Aftercare:***

Just a reminder to follow your injector's aftercare instructions when you're treated with dermal filler! These tips will ensure you achieve your desired results and minimize any discomfort.

And if no one else has told you before... Bruising and swelling are completely NORMAL and expected! Ice as much as you can immediately after and throughout the first day following treatment. Applying arnica topically after treatment, or taking an oral arnica supplement before or at the time of treatment, can help minimize bruising.

Remember, final results of filler are typically seen between 2 and 3 weeks post treatment. So don't panic if you see any bumps or irregularities, they will almost always settle post swelling. Do not attempt to massage your filler, as this can cause displacement, which is also why you should be gentle when cleansing and avoid sleeping on your face.

As always, you should address any concerns with your injector professional!

### ***Brow Lamination:***

Curious about the latest brow trend you're seeing all over social media? Here's a brief overview of a new client favorite service:

- A perm for your brows
- Lasts up to 8 weeks
- Gives brows a fuller, fluffier appearance
- Tames & lifts unruly brows
- Brows instantly look thicker
- Brow hairs are more defined
- A great alternative to microblading
- Add tinting for additional fullness in sparse areas
- Treatment takes 45 mins to 1 hour
- Brows cannot get wet for 24 hours following treatment
- Use a brow oil to nourish hairs & promote new growth
- Avoid if pregnant, or suffering from dry skin & eczema

Questions on this service? Comment below or send me a message! Schedule your appointment a few days prior to any vacations, as to allow 24 hours for your brows to set without getting them wet!

### ***Lash Lift & Tint:***

Summer's favorite treatment! Retire your mascara for beach-proof lashes sans smearing, with a lash lift and tint. This treatment is a two-in-one - a perm for your lashes with a tint that darkens them for mascara-like drama.

- A perm for your lashes
- Lasts
- Lifts lashes
- Treatment takes 45 mins to 1 hour

### ***SkinPen Microneedling:***

SkinPen is the first FDA-cleared microneedling device, made in the US and rigorously tested for safety. Its precise needles deliver better, safer, results with little to no downtime. It's clinically proven to improve the appearance of acne scars and neck wrinkles in as little as 3 treatments, spaced 30 days apart. It's also proven to be effective on all skin types!

The most common questions I get are "How does it work? Does it hurt?" Microneedling creates thousands of microchannels that stimulate the

body's natural wound healing response, while minimizing cellular damage. We apply a light numbing cream 20 minutes prior to treatment to minimize discomfort, so it's virtually painless!

### ***Botox Day:***

Happy National Botox Day! You'll earn double points in ALLE Rewards when you book a Botox treatment through November 21st, plus TODAY ONLY take advantage of ALLE's special gift card offer! If you haven't jumped on the Botox bandwagon yet, now's the perfect time!

Botox goes beyond wrinkles! Other popular uses:

- Lip Flip... Gives the appearance of a fuller upper lip, sans filler
- Brow Lift... A subtle lift of the brows that gives an all-over lifted look
- Jawline... Minimizes clenching & teeth grinding while slimming the jawline

Take advantage of the best Botox sale of the year & book today! Send me a message or visit the link in my bio to schedule your appointment, availability is limited!

### ***Retinol Rules:***

There's a ton of misconceptions surrounding Retinols. They're powerful, safe, & very effective when used as directed. Follow these simple rules:

- Apply in the pm only, since they are photo-sensitive & therefore ineffective when exposed to light.
- Incorporate gradually, as they can cause dryness, redness, peeling, & irritation so it's important to ease them into your routine.
- Don't mix with actives, the combination could be doubly irritating & cause damage to your skin barrier.
- Wear sunscreen daily, because they can increase your sensitivity to the sun, making you more susceptible to sun damage.
- Use a pea sized amount, that's all you need!
- Apply to fully dry skin, unlike other serums that absorb better when skin is damp, applying retinol to wet or damp skin can cause irritation.

My retinol recommendation is \_\_\_\_\_. DM me for more info or to purchase!

***Skincare Fall Favorites:***

Sharing my latest & greatest fall skincare favorites that I've been using & recommending to patients this season.

Cleanser Name

-Why I love it:

Moisturizer Name

-Why I love it:

Serum Name:

-Why I love it:

Mask Name:

-Why I love it:

Message me for personalized product recommendations or to book a complimentary consultation where I assess your skincare needs & go over the best treatments & products to help you achieve your skin goals!