

# BODY LANGUAGE

New and Innovative Techniques to Improve One's Body

Issue #7

BEAUTY  
EVOLVED

OPEN  
HOUSE

CALOSPA'S 17<sup>TH</sup> ANNUAL  
*Thursday, November 8<sup>th</sup> from 12 p.m. to 8 p.m.*

THE NEW  
MOMMY  
MAKEOVER

THE  
AESTHETIC  
LADDER  
*Ascent to Beauty*

CHOOSE WISELY

*Beauty on  
Pointe*

NOW  
YOU  
SEE IT.  
NOW  
YOU  
DON'T.

YOUR  
BEST  
BODY  
EVER  
WITH CALOSCULPTING

 CALOSPA  
REJUVENATION CENTER

 CALOAESTHETICS  
PLASTIC SURGERY CENTER

MINDING  
MEN





*Beauty on Pointe*

# CALOSPA'S 17<sup>TH</sup> ANNUAL OPEN HOUSE WEEK

NOVEMBER 5<sup>TH</sup>-9<sup>TH</sup>

## OPEN HOUSE EVENT

RSVP: TEXT 502.205.5828  
OR CALL 502.899.9982

THURSDAY, NOVEMBER 8<sup>TH</sup> | 12PM-8PM

### WHO AND WHERE

- Patients, Local Residents, Family and Friends are Welcome
- CaloSpa Rejuvenation Center / CaloAesthetics PSC  
2341 Lime Kiln Lane, Louisville, KY 40222
- Valet Parking will be Available Starting at 11:30 a.m.

### PRESALES\*

- Starting Monday, October 15th pre-purchase all your favorite CaloSpa treatments and services
- > Stop in to any CaloSpa Location
  - > Call 502.814.3000
  - > Order online at [calospa.com](http://calospa.com)

### ATTEND TO EXPERIENCE

- New Treatment Options
- Complimentary Visia Skin Analysis (\$125 Value)
- Live Demonstrations
- Mini-Consults with Expert Providers
- Education on All Products and Services
- Complimentary Mini-Massages
- Gifts with Purchase
- \$20,000 in Door Prizes & Giveaways

EXCLUSIVE 17<sup>TH</sup> ANNUAL OPEN HOUSE

## SPECIALS

SAVE 20%

- 20% Off All Skincare and Body Products
- 20% Off Select Medical and Day Spa Services
- Botox® & Xeomin® - \$10 per unit!
- Dysport® - \$4 per unit

CHARITABLE BENEFICIARY



\*Open House pre-purchases cannot be rendered until Open House Week, November 5-9.

## 2018-2019 CALENDAR of Events

### OCTOBER

1-31 Breast Cancer Awareness Month

### NOVEMBER

8 17th Annual Open House  
23 CaloSpa Black Friday Deals

### DECEMBER

10-22 12 Days of CaloSpa

### JANUARY

1-31 New Year, New You

### FEBRUARY

1-14 Valentine's Day Gift Card Special  
11-15 Love Your Skin Week

### MARCH

TBD Get Derby Ready – CaloSpa Injectable  
Evening with Drs. Calobrace and Mays

### APRIL

1-30 Spring Beauty

### MAY

1-12 Celebrating Mom – Mother's Day Specials

### JUNE

1-30 Man Month  
1-16 Father's Day Gift Card Special

### JULY

1-31 Summer Skin

### AUGUST

1-31 Back to School Savings

### SEPTEMBER

1-30 Fall in Love with Your Skin

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# THE DOCTORS

## CHET MAYS, MD

Dr. Mays is a board certified plastic surgeon by the American Board of Plastic Surgery and a member of the American Society of Plastic Surgeons. He completed his medical degree (cum laude) at the University of Louisville School of Medicine and went on to complete a 6-year integrated plastic surgery residency, training under surgeons from such prestigious institutions as Johns Hopkins, NYU, Memorial Sloan Kettering Cancer Center, MD Anderson Cancer Center, and Manhattan Eye, Ear, and Throat Hospital. Dr. Mays performs a range of procedures in the field of plastic surgery with a special interest in face, breast and body cosmetic surgery.

## M. BRADLEY CALOBRACE, MD, FACS

Dr. Calobrace is board certified in plastic surgery (American Board of Plastic Surgery), a Fellow of The American College of Surgeons and an active member of The American Society of Plastic Surgeons, The American Society for Aesthetic Plastic Surgery, and The Kentucky Society of Plastic Surgeons. He is nationally and internationally recognized as a leader and educator in breast surgery and holds a gratis clinical faculty position with the University of Louisville and the University of Kentucky. Dr. Calobrace performs over 1,000 cosmetic surgeries a year including breast, facial and body contouring procedures. Dr. Calobrace travels the U.S. and world educating on breast surgery, publishes extensively, and is completing his textbook on breast augmentation mastopexy (Breast Lift and Augmentation).

*Photo Taken by Fusion Photography*

## DID YOU KNOW?

**BOTH, DR. CALOBRACE AND DR. MAYS, ARE "TOP DOCS".**

"We recognize doctors who share our mission to empower patients with reliable information. RealSelf Top Contributor status is awarded to a select group of doctors who have demonstrated an ongoing commitment to answering consumer questions, and are transparent about their level of service by encouraging their patients to post unbiased reviews and ratings." – RealSelf, Inc.



# NEW PROVIDERS

## JOIN OUR EXPERTINJECTOR™ TEAM

One of the benefits that sets our practice apart is the expertise each provider at CaloSpa and CaloAesthetics Plastic Surgery Center has in both non-invasive and surgical aesthetic procedures. It is our goal to provide the highest quality in patient care and treatment outcomes. In an effort to support our continued growth and the needs of our patients; we have, yet again, *raised the barre* by introducing 2 new advanced practice clinicians.



### KAITLYN HICKS, APRN

Kaitlyn Hicks, APRN, is a Louisville native who brings over 7 years of nursing experience. Prior to becoming a nurse practitioner, she began working as a nurse in 2011 in critical care and then in a trauma emergency room. She graduated from Bellarmine University with her family nurse practitioner degree in 2014. She is certified with the American Association of Nurse Practitioners. Prior to arriving at CaloSpa, Kaitlyn worked in dermatology, cosmetic research, hormone replacement therapy, and

medical aesthetics. Kaitlyn is passionate about caring for a person's complete well-being, focusing on a more holistic approach to care, helping her patients feel better from the inside out. Outside of the office, Kaitlyn's loves include spending time with her loved ones, traveling the world, blogging, trying new restaurants, and playing tennis.



### LACEY M. MCCAULEY, MMS

Lacey M. McCauley MMS, PA-C is a Licensed and National Board Certified Physician Assistant with 7 years of clinical, surgical, and cosmetic dermatology experience. She received her Bachelor of Arts in Psychology with a focus in Natural Science from the University of Louisville. In 2011, she graduated with her Masters of Medical Science from Nova Southeastern University in Jacksonville, Florida. After graduation she practiced medical and cosmetic dermatology in Tampa, Florida and later

relocated to Nashville, Tennessee. There she expanded her clinical base to include surgical dermatology. After years of private practice there, her passion and dedication for skincare flourished. This passion even drove her to become a preceptor for the Trevecca University Physician Assistant Program. Over the years Lacey has always had a strong interest for aesthetics and is excited to bring her dermatology education and skill set along with new knowledge in latest cosmetic techniques to her new patients.

Ms. Hicks and Ms. McCauley can create customized treatment plans that may combine several types of procedures. These treatments can range from injectables such as Botox® and Juvederm® to advanced laser treatments and skin tightening. Their expertise does not stop there; they will assist patients in optimizing their well-being through CaloSpa wellness treatments like Aqua Med IV and BioTE® Hormone Replacement Therapy.

**Call 502.814.3000 to Schedule Your Consult Today!**



Looking your best doesn't always require surgery. Many of CaloSpa's advanced medical spa treatments were pioneered by our own plastic surgeon, Dr. Bradley Calobrace. Offering patients great results consistently and ensuring the highest quality in care, CaloSpa nurse injectors have over 40 years combined injector experience. CaloSpa is accredited as an ExpertInjector practice through the American Society of Aesthetic Plastic Surgery. The Nurse Injector staff performed over 10,000 treatments last year, adhering to stringent injectable standards. CaloSpa offers a variety of injectable products and non-surgical treatments to ensure we can build customizable treatment plans that can meet the expectations and beauty goals of each patient.

**LOOK AND FEEL YOUTHFUL,  
VIBRANT, AND RADIANT.**



BETHANY SHIVELY,  
APRN, DNP



DAWN RECKTENWALD,  
RN



TRINA HOLMES, RN

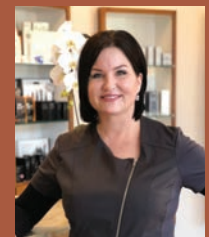


NICOLE BEAMS,  
RN, BSN



**WE HAVE  
RAISED THE  
BARRE**

Meet Our Providers  
During the Open House



LISA LACKEY, RN  
LEXINGTON

The ExpertInjector™ Team



# MENU OF SERVICES

*Packages Also Available*

## DAY SPA

### SERVICES

Facials  
Make-up  
Massages  
Physician Directed Skincare Lines

## SURGERY CENTER

### BREAST

Breast Enlargement  
Breast Lift  
Breast Reduction  
Breast Reconstruction  
Gynecomastia  
Revisional Breast Surgery

### BODY

Arm Lift  
Body/Thigh Lifts  
Brazilian Butt Lift  
Labiaplasty  
Post-Bariatric (Weight Loss) Rejuvenation  
Postpartum Rejuvenation  
PRP Platelet Rich Plasma  
SafeLipo  
ThermiTight®  
Tummy Tuck  
Ultrasonic Liposuction

### FACE

Calolift  
Chin/Cheek Augmentation  
Endoscopic Brow Lift  
Eyelid Surgery  
Facelift  
Fat Transfer  
Fraxel Repair Laser Resurfacing  
Mini Facelift  
NeoGraft® Hair Restoration  
Rhinoplasty

## MEDI SPA

### FACIAL INJECTABLES

- Botox®
- Dysport®
- Xeomin®
- Juvederm® Family of Injectables
- Kybella®
- Radiesse®
- Restylane® Family of Injectables
- Sculptra®
- Voluma®

### FACIAL LASER & LIGHT TREATMENTS

- excel V™ - Vascularity Treatment
- FotoRejuvenation Complexion Treatment
- Facial Tightening
  - Profound®
  - INFINI™
  - Ultherapy®
- Hollywood Laser Peel
- Laser Genesis™ - Skin Glow
- PicoGenesis™
- Spectra™ - For Pigmentation

### ADVANCED FACIAL TREATMENTS & PEELS

- Chemical Peels
- Dermaplaning (Blading)
- Glycolic/Salicylic Peel
- HydraFacial®
- Microdermabrasion
- Microneedling
- Micropeel

### BODY TREATMENTS

- Aqua Med IV Therapy
- BioTE® Hormone Replacement Therapy
- Laser Hair Removal
- miraDry® Sweat Treatment
- Tattoo Removal
- ThermiVa® - Vaginal Tightening

### FAT REDUCTION & CELLULITE TREATMENTS

- Cellfina®
- CoolSculpting®
- EmSculpt® Muscle Building + Fat Reduction
- Endermologie
- Ideal Protein
- Profound Cellulite Treatment
- ThermiSmooth®
- truSculpt® iD



# LOOKING GOOD JUST GOT EASIER

## ALL THE *Perks*

A simple monthly payment can unlock all the Perks you need to a confident new you! You pick your Perk status!

MEMBERSHIP BENEFITS	GOLD	PLATINUM	DIAMOND
MONTHLY PAYMENT	\$75-\$245	\$250-\$445	\$450+
Save on Spa Products and Services	10%	15%	20%
Complimentary Treatment Plans			
No RSVP Fee for Events			
Special Gifts and Promotions			
Exclusive CaloPerks Events			
Save 10% on Surgeon's Fees			
Additional 5% Open House Discount			

We have taken our focus on beauty and wellness to the next level. Understanding that consistency is key to maximizing the results of your products and services, we have created a membership program, CaloPerks, to help you achieve your beauty and wellness goals. **CaloPerks is simply a way to place money into your CaloSpa account to use at any time, plus you get to enjoy year-round savings.**

- Save up to 20% on all CaloSpa products and services.
- Save up to 10% on CaloAesthetics surgeon's fees.
- Special member pricing at Open House event.
- Includes comprehensive skin and wellness consultations.
- No RSVP fees for CaloSpa events.
- Exclusive CaloPerks events.
- Discounts are valid with other reward programs (Aspire, Brilliant Distinctions, Swiss Rewards).
- Credits never expire.
- Cancel membership anytime.

## MEET *Lauren*

She's a young professional looking to maintain her youthful glow.

HER GOALS	HER TREATMENT PLAN	HER SAVINGS
• Prevent Fine Lines and Wrinkles	HYDRAFACIAL* (3x per yr) \$510	15% Platinum Status Discount <b>\$585 SAVINGS</b> \$280 monthly payment
• Reverse Spring Break Sun Damage	BOTOX* (3x per yr) \$720	
• Sport the Perfect Pouty Lip	JUVEDERM* (1x per yr) \$1,100	
	SKINCARE REGIMEN (3x per yr) \$1,575	
	<b>TOTAL \$3,905</b>	

PLAN FOR BEACH BODY	TOTAL SAVINGS
EXISTING TREATMENT PLAN \$3,905	20% Diamond Status Discount
COOLSCULPTING* TX \$2,800	<b>\$1,341 SAVINGS</b>
<b>TOTAL \$6,705</b>	\$450 new monthly payment

ARE YOU READY TO *Get Perky?*

Member discounts are not valid with other CaloSpa promotions, vouchers, offers and discounts unless specified at the time of sale. Must fulfill Agreement terms to redeem member status discount. Sufficient credit required to redeem products and services.





# CHOOSE WISELY

Written by Dr. Mays

If you watch the news or turn to social media, it can be confusing when trying to credential your plastic surgeon. On social media, the lines for credentialing can become even more blurred on what it means to be a board certified plastic surgeon. Someone with 2 million followers performing what some consider live surgery, or “cute” office procedures may not even be a surgeon at all. Many doctors will label themselves as a cosmetic or plastic surgeon and may even say they are board certified. When you dig deeper and investigate their credentials, you find they are not board certified by the American Board of Plastic Surgery, which is the only board certification for plastic surgeons. They are “board certified” by a non-plastic surgery board or may not even be a surgeon at all. Plastic surgeons will, at a minimum, have completed 4 years of medical school and either 6 years of plastic surgical training or 5 years of general surgery/ENT plus 3 years of plastic surgery. Some may even go on to complete further specialization within the field. A “cosmetic surgeon” may not have completed a surgical training at all before doing either 1 year or 2 years of “cosmetic” surgery training with other non-plastic surgeons. They could have been a gynecologist, ophthalmologist (eye doctor), or even an oral surgeon after completing dental school before pursuing their cosmetic surgical training.

Now don't get me wrong, there are cosmetic surgeons who do great work, but we are walking a fine line and need more regulation on who can perform certain procedures on patients and at which facilities. The United States has the most regulated health care in the world. Non-plastic surgeons

or cosmetic surgeons are setting up shops outside of the U.S. for what we call “medical tourism” at discounted prices with little or no follow-up care. Patients eager to save a few dollars or spend some time away from home are signing up for these experiences – but buyers beware! We see our fair share of complications from the medical tourism community where the problems occur after the patient has returned home. When the problems do arise, the patient may undergo more surgery and incur more cost that far exceeds what the cost would have been to complete the original surgery in the U.S. by a board certified plastic surgeon. Even our surgical facilities are governed by a board. Here at CaloAesthetics we are certified by the American Association for Accreditation of Ambulatory Surgery Facilities (AAAASF or “quad” ASF). We use only board certified anesthesiologists to oversee and manage our patients during surgery.

**I tell my patients that having surgery by a board certified plastic surgeon is like buying a car with an extended warranty.**

When you drive off the lot you want that car covered for anything that may go wrong. The same goes for plastic surgical procedures. As soon as you develop a doctor-patient relationship, that surgeon will take care of you for life and oversee your care moving forward. This alone should provide patients with comfort when they choose the appropriately credentialed surgeon.



AMERICAN SOCIETY OF  
PLASTIC SURGEONS





**ALLERGAN  
BLACK  
DIAMOND**

Less than 1% of all practices in the nation receive this honor. What does it mean to be a Black Diamond Practice? It means that CaloAesthetics Plastic Surgery Center and CaloSpa Rejuvenation Center are among the top 1% of all Botox® Cosmetic and Juvederm® filler injectors in the U.S.



**EXPERT  
INJECTOR™**

Less than 3% of all doctors in the U.S. are qualified to be an ExpertInjector. Our practice has earned the distinction of ExpertInjector for our excellence in safety, results, patient education, and choice of injectable products.



**TOP 100**

CaloSpa has been named a Top 100 volume injector for popular Restylane® injectables Silk and Lyft. This recognition is a testament to our experience and expertise with the Restylane products and procedure, making our practice the destination of choice for high patient satisfaction with quality outcomes.



**NEW BEAUTY  
TOP BEAUTY  
DOCTOR  
2018**

Drs. Calobrace and Mays have been named a Top Beauty Doctor in one of the nation's leading beauty magazines dedicated to cosmetic enhancement and skincare. Regarded as "The Beauty Authority", New Beauty magazine provides its readers with cutting-edge content on all things aesthetic.



**REALSELF  
TOP DOCTOR**

Awarded to only a select group of doctors who have demonstrated an ongoing commitment to answering consumer questions, educating and are transparent about their level of service by encouraging their patients to post unbiased reviews and patient experience.

**DID YOU  
KNOW?**

You can view Dr. Calobrace's and Dr. Mays' CVs by visiting [caloesthetics.com](http://caloesthetics.com).

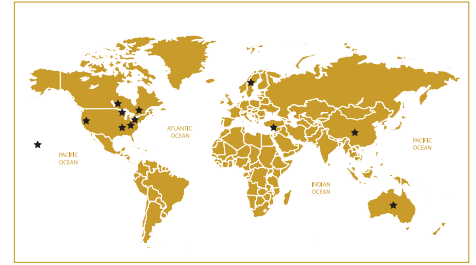
# LEADERSHIP

Written by  
Dr. Calobrace

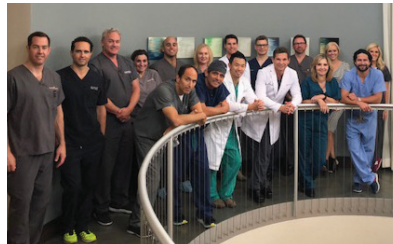
Dr. Mays was absolutely right about the importance of finding a board certified plastic surgeon, (see page 8) and it is sometimes so hard to know for sure who is qualified and who is not. I have always hated the need to advertise or try to "sell myself" to potential patients. It has always seemed unnatural and does not really help the client understand my qualifications. So, many years ago, I decided to simply focus on being an educator – my patients, my team, plastic surgery residents and fellows, and my colleagues from around the world. I have had the privilege and honor of traveling this country and the world teaching and performing live surgeries.

As a key-opinion leader, I spend 15 or more weeks/weekends a year at meetings, publish extensively on breast surgery, chair committees related to breast surgery, and am a clinical editor of our Aesthetic Surgery Journal. I've had the privilege to represent our country as I travel internationally lecturing and performing surgery. Through continued teaching, I have had ongoing learning which has kept me at the forefront of my specialty for

over 2 decades. Do I think advertising or social media truly credentials a surgeon – no way! I think the surgeon's body of work, patient referrals, leadership, and involvement in their



specialty, ongoing learning, and becoming a true expert and leader provides so much more important information. If you asked me to give you one thing that demonstrates my expertise, I doubt you would want my latest ad in New Beauty. I suspect you may want to pick up and read – however boring – my 42 page CV that outlines my activities and publications and lectures over the past 25 years.



Fall Preceptorship – August 2018

## DID YOU KNOW?

CaloAesthetics Plastic Surgery Center is also proud to host several preceptorship events throughout the year, where plastic surgeons from around the country travel to Louisville to learn from and observe advanced breast surgery from Dr. Calobrace.

## Dr. Calobrace's 2018 Teaching Schedule

**Faculty, 34<sup>th</sup> Annual Atlanta Breast Surgery Symposium**  
Atlanta, Georgia  
January 18-20, 2018

**Faculty, Northwest Society of Plastic Surgeons Annual Meeting**  
Honolulu, Hawaii  
February 17-20, 2018

**Faculty, Midwestern Association of Plastic Surgeons Annual Meeting**  
Chicago, Illinois  
April 14, 2018

**Faculty, Minnesota Society of Plastic Surgeons Annual Meeting**  
Minneapolis, Minnesota  
April 21, 2018

**Faculty, The Aesthetics Society Annual Meeting, The Aesthetic Meeting 2018**  
New York, New York  
April 26 - May 1, 2018

**Faculty, Louisiana Society of Plastic Surgeons Meeting**  
New Orleans, Louisiana  
May 19, 2018

**Consultant, Sientra Advisory Board Meeting**  
Santa Barbara, California  
May 25-27, 2018  
**Faculty, Beauty Through Science Congress Annual Meeting**  
Stockholm, Sweden  
June 6-9, 2018

**2018 QMP Aesthetics Surgery Symposium**  
Chicago, Illinois  
September 14-16, 2018

**Faculty, Georgia Society of Plastic Surgeons Annual Meeting**  
Atlanta, Georgia  
August 3-4, 2018

**Faculty, Advanced Face, Breast and Body Contouring**  
St. Petersburg, Russia  
October 10-13, 2018

**Faculty, South Carolina Plastic Surgery Society Meeting**  
Kiawah Island, South Carolina  
November 2-4, 2018

**Faculty, Israel Society of Plastic Surgeons, Tel Aviv Breast Meeting**  
Tel Aviv, Israel  
November 12-13, 2018

**Faculty, New York Plastic Surgery Foundation Annual Meeting, The Aston Baker Cutting Edge**  
New York, New York  
November 29-December 1, 2018



You can look and feel your best! Our highly skilled, board certified plastic surgeons Drs. Calobrace and Mays can help you reach your image goals. If you have been considering cosmetic surgery call **502.899.9979** to schedule your consultation.

CALOSPA'S 17<sup>TH</sup> ANNUAL

# OPEN HOUSE



*Beauty on Pointe*

THURSDAY, NOVEMBER 8<sup>TH</sup>

12 P.M. TO 8 P.M.

RSVP: TEXT 502.205.5828 OR CALL 502.899.9982

CaloSpa Rejuvenation Center is celebrating its 17th Annual Open House Event - Thursday, November 8th from 12 p.m. to 8 p.m. It's where beauty meets art! The heart of this annual event is to celebrate what drives CaloSpa Rejuvenation Center to be the very best, our clients.

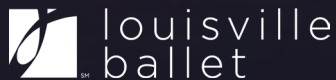
This year's event, themed *Beauty on Pointe*, will stimulate your senses. It is our artistic vision, expert knowledge, and meticulous technique that allows us at CaloAesthetics Plastic Surgery Center and CaloSpa Rejuvenation Center to accomplish beautiful aesthetic results. Let us Pointe you in the right direction to achieving your aesthetic goals as we will be showcasing the best in surgical and non-surgical aesthetic procedures and products. As a guest, you will get to enjoy key education provided by our award-winning physicians and staff, exclusive discounts, live demonstrations, and complimentary services.

Our guests will have the opportunity to mix and mingle, sip on wine and champagne while enjoying hors d'oeuvres by Anoosh and music by Coxx Events. Our male guests and companions are welcome to enjoy bourbon and cigars in the CaloSpa's Gentleman's Tent. Valet parking is available to all guests.

Please join Drs. Calobrace and Mays and the entire staff for an evening of Beauty on Pointe and let us thank you for continued support and patronage.

While Open House Week starts Monday, November 5<sup>th</sup>, our annual celebration will take place on Thursday, November the 8th from 12 p.m. to 8 p.m. The event is complimentary, but reservation is required by October 26th by texting 502.205.5828 or calling 502.899.9982.

CHARITABLE BENEFICIARY





# ATTEND TO EXPERIENCE:

- New Treatment Options
- Complimentary Visia Skin Analysis (\$125 Value)
- Live Demonstrations
- Mini-Consults with Expert Providers
- Education on All Products and Services
- Complimentary Mini-Massages
- Gifts with Purchase
- \$20,000 in Door Prizes & Giveaways

## BEAUTY MEETS ART



### PLASTIC

Greek word *plastikos*, which means *to mold* and *to form*, plastic surgery has actually been around since 1600 BCE and is widely considered a form of art.

### ART

The expression or application of human creative skill and imagination, typically in a visual form.

### AESTHETICS

Greek *aisthanomi*, meaning perception by the senses. They are the principles that govern the nature and appreciation of beauty.

## CALOSPA AND THE LOUISVILLE BALLET

Dr. Calobrace has always demonstrated a significant commitment to the performing arts, continually advocating for their success and sustainability. This year's honored charitable beneficiary will be the Louisville Ballet. We welcome donations of any denomination, however, with a small donation of \$20 you will be entered into our charitable drawing for a chance to win one of our newest treatment options **Ultherapy**<sup>®</sup>, or **Profound**<sup>®</sup> – up to \$4,500 value in services.

EXCLUSIVE  
17<sup>TH</sup> ANNUAL OPEN HOUSE

## SPECIALS

### SAVE 20%

- › 20% OFF ALL SKINCARE AND BODY PRODUCTS
- › 20% OFF SELECT MEDICAL AND DAY SPA SERVICES
- › BOTOX<sup>®</sup> & XEOMIN<sup>®</sup> - \$10 PER UNIT!
- › DYSPORT<sup>®</sup> - \$4 PER UNIT

## PRESALES\*

MONDAY, OCTOBER 15TH

STOP IN TO ANY CALOSPA LOCATION

CALL 502.814.3000

ORDER ONLINE AT CALOSPA.COM



## BEAUS, BOURBON, & BOTOX<sup>®</sup>

Gentlemen and their companions are welcome to learn about popular men's procedures in the CaloSpa Gentleman's Tent where they can enjoy bourbon and cigars, comfortable seating, and specialty giveaways.

BOURBON & CIGAR – ENJOY LOCAL BOURBONS WHILE YOU LEARN ABOUT THE TOP AESTHETIC PROCEDURES FOR MEN.

\*Open House pre-purchases cannot be rendered until Open House Week, November 5-9.

**PRIMA BALLERINA**

*Title awarded to the most notable of female ballet dancers.*

Just for her, this Prima Ballerina will enjoy a complete facial rejuvenation package to include a **Xeomin**<sup>®</sup> treatment to address fine lines and wrinkles, an injectable treatment to address volume loss, and a **HydraFacial**<sup>®</sup> to improve overall skin health.\* **\$1,500 Value**

**DANSEUR NOBLE**

*A male ballet dancer who projected great nobility of character.*

This makeover will be tailored to the specific needs of the man. It will include a **Dysport**<sup>®</sup> treatment to address fine lines and wrinkles, **HydraFacial**<sup>®</sup>, and complete **skincare regimen**.\* **\$800 Value**

**APPRENTICE**

*A dancer who works alongside the regular company dancers, learning repertoire, and understudying roles. The transition from dance student to professional dancer.*

For the newbie to aesthetic treatments, enjoy a comprehensive **skincare consultation**, complete **skincare product bundle**, and **HydraFacial**<sup>®</sup> treatment.\* **\$800 Value**

**ALLEGRO MY SPOTS**

*Allegro means fast, lively movements and jumps.*

Let go of those pesky brown spots with **PicoGenesis**<sup>®</sup>. This state-of-the-art laser uses pico technology – ultra-short, fast pulses to break down pigment that your body can easily absorb and eliminate. Enjoy your new complexion after a series of 3 PicoGenesis™ treatments.\* **\$1,890 Value**

**ASSEMBLÉ MY CONTOURS**

*Assemblé [a-sahm-BLAY] means when 2 legs are joined together in the air.*

Our body contouring expert can assemble your new curves with **CoolSculpting**<sup>®</sup>. CoolSculpting is the only FDA-cleared, non-surgical fat reduction treatment that uses controlled cooling to permanently eliminate stubborn fat.\* **\$2,800 Value**

**EN AVANT A NEW BOOTY**

*En avant [ah na-VAHN] means to the front or forward. A direction for the execution of a step.*

Wanting a new booty? Perk up your derriere with the NEW **Emsculpt**<sup>®</sup> treatment. Used to burn fat and build muscle, EmSculpt can give your backside a beautiful lift.\* **\$3,600 Value**

**BALANCÉ MY SKIN**

*Balancé [ba-lahn-SAY] is a step that rocks or swings from foot to foot.*

Restore your skin's balance with **Spectra**<sup>®</sup>. This no-downtime treatment helps improve texture, acne, pore size, and overall complexion.\* **\$350 Value**

**BRING THE BALLON BACK**

*Ballon [ba-LAWN] means “to bounce”. The dancer must demonstrate a jump with ease and lightness.*

Bring the bounce back with **Sculptra**<sup>®</sup> Aesthetic. This revolutionary dermal stimulant can address moderate to severe volume loss by stimulating collagen production. Sculptra results can last for years!\* **\$4,200 Value**

**FONDUE MY FAT**

*Fondue [fawn-DEW] means “Melting or Sinking down”. Fondue means you do the plie on only 1 leg.*

Melt away your fat with **ThermiSmooth**<sup>®</sup>. ThermiSmooth Body is performed by targeting the areas under the skin, providing a temporary reduction of cellulite. This gentle, non-invasive procedure will have your gams looking sleek and smooth.\* **\$3,000 Value**

**OUVERT MY EYES**

*Ouverte [oo-VEHR, oo-VEHRT] means “Open, opened”. This may refer to positions, limbs, directions, or certain steps.*

Open your eyes to a refreshed you. This giveaway features **Botox**<sup>®</sup> to reduce the appearance of those pesky crow's feet, **Latisse**<sup>®</sup> for longer, fuller and darker lashes, and **Jane Iredale** pallet and mascara for beautifully framing the eyes.\* **\$400+ Value**



\*Individual treatment results may vary. Open House pre-purchases cannot be rendered until Open House Week, November 5-9.

Resource: learntodance.com

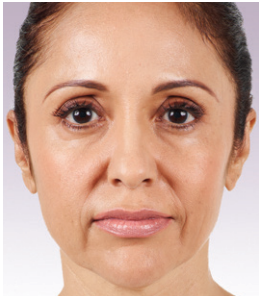


# LOOK AND FEEL YOUTHFUL, VIBRANT, AND RADIANT.

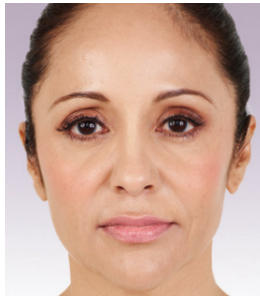
CaloSpa nurse injectors have over 40 years combined injector experience. CaloSpa is accredited as an ExpertInjector practice through the American Society of Aesthetic Plastic Surgery. The Nurse Injector staff performed over 10,000 treatments last year, adhering to stringent injectable standards. CaloSpa offers a variety of injectable products and non-surgical treatments to ensure we can build customizable treatment plans that can meet the expectations and beauty goals of each patient.

## JUVEDERM VOLUMA XC

*Courtesy of Juvederm*



BEFORE



AFTER



## WE HAVE RAISED THE BARRE

Meet Our Providers  
During the Open House



CALOSPA REJUVENATION CENTER IS #1  
IN THE STATE OF KENTUCKY FOR INJECTABLES!



# GIFT IDEAS

Come in to CaloSpa and purchase a Gift Certificate or Gift Card for that special someone. No better way to say thank you, I love you, or just because!

- EASTER
- FATHER'S DAY
- ANNIVERSARIES
- MOTHER'S DAY
- BIRTHDAYS
- GRADUATION

**\$20  
SPECIAL**

Watch for Gift Card Specials for the Open House, Holidays, and Valentine's Day. When you purchase a \$100 Gift Card you will also receive a \$20 CaloCard.\*



Order your Gift Certificates online at [www.calospa.com](http://www.calospa.com) or call 502.814.3000. For a complete menu of services visit [www.calospa.com](http://www.calospa.com).

\*Restrictions may apply



# THE AESTHETIC LADDER

## Ascent to Beauty

In contemporary aesthetics the synergistic blend of physician-directed skincare, advanced injectable treatments, and FDA-approved technology allows many patients the option to address their facial aesthetic needs non-surgically, keeping their surgical treatment needs at bay for a little while longer. Whether you are concerned about fine lines and wrinkles, loss of volume or elasticity, sagging skin, hyperpigmentation, or skin texture, CaloSpa offers safe and effective non-surgical treatment options that can be tailored to your specific needs to create beautiful and natural-looking results.

Keep in mind there will come a point in time, as we all continue to age, when surgical intervention is the best option. Our facial aesthetic

concerns typically fall under a severity scale: mild, moderate or severe. To optimize your aesthetic goals we have implemented the treatment ladder approach, where we analyze the skin and assess the severity of your top concerns, offering the most safe and effective solutions. And, as your needs continue to change, so will your ascent on the aesthetic ladder.

### Top Concerns

- › TEXTURE & TONE
- › FINE LINES/WRINKLES
- › VOLUME LOSS
- › SAGGING SKIN
- › HYPERPIGMENTATION

MILD

MODERATE

SEVERE



# TEXTURE

## Areas: Global

Uneven skin texture and tone can be caused by specific skin problems such as rosacea or acne, but it can also be caused by aging, over exposure to the sun, or the use of the wrong skincare products. Uneven skin texture is often more prominent during the winter months when our skin becomes more easily dehydrated. When you experience uneven skin texture and tone your skin appears to look older and duller.

## Solutions

### MILD ZO EXFOLIATING POLISH

Exfoliating Polish face scrub exfoliates the skin to create a cleaner, smoother, even-toned complexion while providing antioxidant benefits.



### RETINOL COMPLEX

(Available in 3 strengths .25, 0.5, 1.0) Visible age defense - enhancing tones and texture, reducing discoloration, and diminishing fine lines and wrinkles.



### MODERATE LASER GENESIS

This non-invasive laser treatment can effectively undo years of environmental damage, revealing more even-toned, younger-looking skin. LaserGenesis is a heat-based laser that uses the body's natural processes to stimulate collagen growth to heal and replenish healthy skin tone and texture.

### SPECTRA® CARBON PEEL

AKA, the Hollywood Laser Peel is a painless, no-downtime treatment that creates an instant glow. Its carbon lotion base allows the laser's energy to gently heat and ablate the top layer of dead skin, breaking up any pigment, reducing inflamed acne and enlarged pores.

### SEVERE FRAXEL® SKIN RESURFACING

The Fraxel laser treatment is performed in our private operating room. It has been cleared by the FDA to safely and effectively resurface your skin from the inside out, drastically improving texture and tone. Your skin will look and feel more smooth and radiant.

#### FRAXEL SKIN RESURFACING

CaloAesthetics Patient



BEFORE

AFTER

# VOLUME LOSS

## Areas: Temples, Mid-Face, Under Eyes, and Lips

Volume loss is the gradual changes in the appearance of fat in our face. Age, fluctuating weight, hormonal changes, and receding bone all contribute to volume loss.

## Solutions

### MILD GROWTH FACTORS

Growth factors play such an important role in cellular growth. As they penetrate the epidermis, they are in essence "fertilizing" your skin, promoting skin regeneration, and the growth of new collagen and elastin. In turn the skin looks more soft and supple. **Try NeoCutis® BioSerum or SkinMedica® TNS Essential Serum.**

### MODERATE SCULPTRA® AESTHETIC

To restore volume to the lips, nasolabial folds, lower eyelids, and other facial wrinkles, hyaluronic acid (HA) dermal fillers are quick and easy treatments. If you are looking for a more global, full face approach, try Sculptra® Aesthetic. Sculptra works deep within the skin to stimulate collagen production, reinforcing the skin's inner structure and restoring its volume. Sculptra is performed in a series of 3 treatments. Results will appear gradually over time, with results that can last up to 2 years.

#### SCULPTRA®

CaloSpa Patient | Dr. Bradley Calobrace

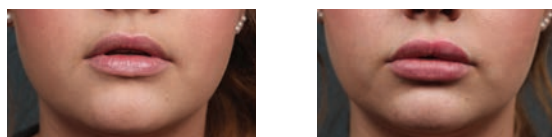


BEFORE

AFTER

#### HA FILLERS

Restore volume to the lips. | CaloSpa Patient



BEFORE

AFTER

### SEVERE FAT TRANSFER

Often we recommend a fat transfer to address facial volume loss. Fat is harvested from donor sites such as the stomach or thigh areas and then placed in the lips, temples, mid-face, and under the eyes through tiny puncture incisions. The advantage of fat is that it is your own, and readily available. Fat transfer is a surgical procedure but does not require anesthesia (although many will elect to do so). Recovery time is about a week. The results are dramatic but soft and natural.

#### FAT TRANSFER

Facelift with fat transfer to the malar/submalar and pre-jowl sulcus.  
CaloAesthetics Patient



BEFORE

AFTER

# FINE LINES & WRINKLES

*Areas: Around the Eyes, Mouth, and Forehead*

Fine lines and wrinkles are the furrows, folds, and creases created by age, sun damage, and decreased skin laxity. Stress and improper diet can also intensify their appearance. Fine lines and wrinkles around the eyes, nose, and mouth are without a doubt a top beauty concern.

## Solutions

### MILD REVISION® REVOX 7

This age-defying, oil-free serum is uniquely formulated with 7 different peptides that soften the look of expression lines around the eyes, forehead, and mouth.

### NEOCUTIS® BIO-SERUM

Neocutis Bio-Serum (with PSP) is a concentrated anti-aging serum that fades lines and wrinkles with growth factors, antioxidants, and advanced hydrators.

### MODERATE INJECTABLES

Injectable treatments like **Botox**®, **Dysport**®, and **Xeomin**® are used to block nerve impulses causing the muscles to temporarily relax thereby preventing and smoothing out fine lines. Results from these treatments can last 3-4 months. Where hyaluronic acid (HA) injectable fillers like **Juvederm**® and **Restylane**® are used to fill in those deeper lines and wrinkles, smoothing out lines, and softening deeper creases. Some injectable fillers can last 9 months to 2 years.



Pair your injectable filler treatments with SkinMedica® HA5 to restore the skin's natural ability to replenish its own hyaluronic acid for overall skin health.

### MICRONEEDLING

Microneedling, also known as collagen stimulation therapy, is used to smooth out the skin, soften fine lines and fill in acne scars. A small hand-held tool with tiny needles is used to penetrate the superficial layer of skin, causing tiny wounds that your body will begin to heal by sending fibroblasts to create more collagen.

## DID YOU KNOW?

Microneedling is also used to reduce the appearance of stretch marks.

### SEVERE PROFOUND® SKIN TIGHTENING

Treat both dermal and adipose tissues with the 1st device to create all 3 skin fundamentals, elastin, collagen and, hyaluronic acid. Profound combines microneedling with radiofrequency (RF) energy and is FDA cleared for treatment of facial wrinkles and the appearance of cellulite, with the added benefit of lifting and tightening the skin. It is widely considered the non-surgical facelift. After the procedure, some swelling and redness is normal for 5-7 days, and you may notice your skin shedding external layers.



**SAVE 20%**  
OFF all CaloSpa products during the Open House.

### HA FILLER

Nasolabial Folds | CaloSpa Patient



BEFORE



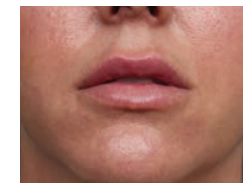
AFTER

### HA FILLER

Lips | CaloSpa Patient



BEFORE



AFTER

### MICRONEEDLING

Lateral Buttocks | CaloSpa Patient



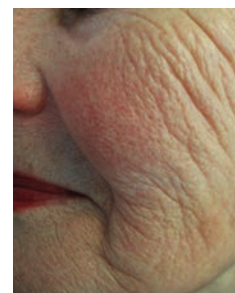
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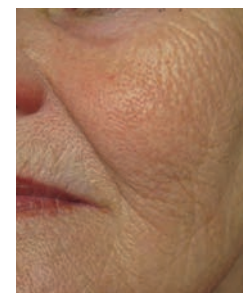
AFTER

### PROFOUND

Photo Courtesy of Syneron Candela



BEFORE



AFTER



# SAGGING SKIN

## Areas: Brows, Jowls, Cheeks, and Neck

Collagen and elastin help keep your skin firm and supple but as we age the skin loses its natural elasticity and we begin to develop sagging. There are extrinsic factors to be aware of that can accelerate the aging process of your skin and lead to further sagging such as sun exposure, repetitive facial expressions, sleeping positions, and smoking.

## Solutions

### MILD NECTIFIRM®

Nectifirm Advanced uses groundbreaking, first-of-its-kind technology to help patients combat the visible signs of moderate to advanced aging on the neck and décolletage.



### MODERATE INFINI® AND PROFOUND® LASER TREATMENTS

Our high intensity focused radio frequency microneedling lasers are used to address wrinkles, skin laxity, and texture on the face, neck, and décolletage. Each laser uses your body's own healing reaction to stimulate the natural growth of elastin and collagen when its microneedles deliver high intensity energy directly to the dermis. The effects of these lasers can last for years due to your body's ongoing healing process, working continuously to facilitate elastin and collagen growth.

### ULTHERAPY®

Using ultrasound technology, Ultherapy is the only non-invasive procedure FDA-cleared to lift skin on the neck, under the chin, and on the eyebrow. The treatment results are gradual and natural looking, with initial improvements noticed as soon as 2 weeks after treatment and will continue over 3-6 months.

### SEVERE FACELIFT

The most comprehensive approach to treating skin laxity and facial sagging is a facelift. A facelift can restore visible signs of aging in the face and neck regions, such as mid-face sagging, deep creases below the eyelids, and skin laxity under the chin. You can expect to take 1-2 weeks of downtime.

## DID YOU KNOW?

If it's not sagging skin on the neck that is the issue but submental fullness, don't worry. CaloSpa has an injectable treatment to remove unwanted fat under the chin too. **Kybella®** is the only FDA-approved injectable treatment that offers permanent fat reduction by destroying the fat under the chin leaving the patient with a more sculpted profile.

Another great option for submental fullness is liposuction. Also, for those patients who suffer from submental fullness and lax skin, Drs. Calobrace and Mays may recommend pairing your liposuction treatment with **ThermiTight®**. ThermiTight is a minimally invasive skin tightening treatment done in our OR that uses a tiny probe to deliver radio frequency energy just beneath the surface of the skin.

### FAT REDUCTION WITH KYBELLA

CaloSpa Patient



### RF MICRONEEDLING TREATMENT

CaloSpa Patient



### ULTHERAPY TREATMENT

Photo courtesy of Merz



### FACELIFT

Lower Facelift with Submental Liposuction & Quad Blepharoplasty (upper & lower eye lid surgery)  
CaloAesthetics Patient



### SUBMENTAL LIPOSUCTION

Neck Treatment | CaloAesthetics Patient



# HYPERPIGMENTATION

*Areas: Cheeks, Forehead, and Chin*

Hyperpigmentation (age spots, sun spots, freckles, pregnancy mask or melasma) occurs when melanin is overproduced in certain areas on the skin. When this happens, flat, darkened patches, and deposits start to form. They can range in color from light brown to black and can vary in size and shape.

## Solutions

### MILD ZO MELAMIN™ HYDROQUINONE

Used to lighten the dark patches of skin (also called hyperpigmentation, melasma, “liver spots,” “age spots,” freckles) caused by pregnancy, birth control pills, hormone medicine, or injury to the skin.



### LYTERA® 2.0

Addresses skin discoloration and has been shown to provide noticeable improvements in the appearance of hyperpigmentation.

### MODERATE CHEMICAL PEELS

A chemical peel is a medical spa treatment used to improve the appearance of the skin on the face, neck or hands. During your treatment, a chemical solution is applied to the skin that causes it to exfoliate and eventually peel off. The new, regenerated skin is usually smoother and more even-toned. We recommend SkinMedica TNS® Vitalize or Rejuvenize peels.

### SEVERE ENLIGHTEN PICOGENESIS™

Get rid of pigmented lesions like melasma, hyperpigmentation, sun spots, and brown spots and add skin revitalization for all skin types with PicoGenesis. Using high peak power and pico technology this powerful laser offers a strong, non-heat, photomechanical effect to shatter the pigment without causing thermal damage to the surrounding tissue. The result will give you a brighter, more uniform complexion in as few as 2 treatments.

### LYTERA 2.0 & TRETINOIN

*CaloSpa Patient*



BEFORE



AFTER

### SKINMEDICA REJUVENIZE PEEL

*CaloSpa Patient*



BEFORE



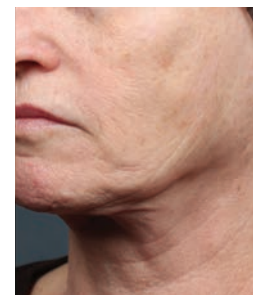
AFTER

### PICOGENESIS TREATMENT

*CaloSpa Patient*



BEFORE



AFTER

### PICOGENESIS TREATMENT

*CaloSpa Patient*



BEFORE



AFTER

# SAVE 20% AT THE OPEN HOUSE

- › 20% OFF ALL SKINCARE AND BODY PRODUCTS
- › 20% OFF SELECT MEDICAL AND DAY SPA SERVICES





# THE CHALLENGE OF ACNE SCARS

BY KAREN STICKROD, LEAD AESTHETICIAN

Acne scarring has always been a challenge in both the non-surgical and even surgical realm of the aesthetics. That being said, technology has advanced significantly over the past several years and for patients with realistic expectations, new treatments can be life changing.

When you think of acne scarring you can look at your scar as having 2 shoulders and a valley. The goal to achieving good results is to get the valley up to the shoulders or the shoulders down to the valley. The ultimate goal, in most cases, is to work on texture and stimulate collagen, which would achieve a more level shoulder and valley. This can be achieved with today's technology but expectations and protocols will vary based on each individual's goals and needs.

Typically, multi-modalities work best when treating acne scars, so be prepared for more than one approach to achieving your goals. Treatment will include a physician-directed skincare program to address your skin health before treatments. We will want to also focus on any active acne you may currently have, improving skin hydration, addressing PIH (post-inflammatory hyperpigmentation), decreasing any redness, improving pore size and helping to improve some textural concerns. Good skin health leads to safe and more effective treatments.

## Solutions

### TREATING ACNE SCARS AT CALOSPA

#### MILD INFINI®

Uses RF heat and microneedling, series of 3 treatments.

#### MODERATE PROFOUND®

Uses RF heat and microneedling, single treatment.

#### SEVERE FRAXEL®

Skin resurfacing performed in the operating room.

We encourage patients to schedule a complimentary laser consultation with a skincare expert. This will give your provider an opportunity to discuss your individual concerns and goals. We will discuss what treatments you have had in the past, and explain to you in detail what treatments we think fit your needs. Here at CaloSpa we have years of experience with patients who have the same goals and concerns. We understand how difficult acne and acne scarring can be. We look forward to helping you put your best face forward.

# HYDRAFACIAL®

## 3 Steps to Healthy Skin

1. CLEANSE
2. EXTRACT
3. EXFOLIATE

The HydraFacial® treatment deeply penetrates pores, going where conventional facials cannot, to decongest skin and leave it feeling refreshed. Once the pores have been deeply cleansed, they're much more receptive to the active ingredients in our powerful skincare products. We use a combination of serums that have been specifically chosen for you to infuse deep into your skin, where they can immediately go to work nourishing and protecting.

For maximum skin health, we recommend having a HydraFacial treatment on a monthly basis to protect and rejuvenate the skin.

HydraFacial addresses all skincare needs for all skin types:

- > Fine Lines + Wrinkles
- > Elasticity + Firmness
- > Even Tone + Vibrancy
- > Skin Texture
- > Brown Spots
- > Oily + Congested Skin
- > Enlarged Pores

## DID YOU KNOW?



Many of our patients choose to incorporate regular HydraFacial treatments into their skincare routines? This CaloSpa favorite will have your skin looking healthy and fresh. SAVE 20% OFF on your HydraFacial treatments during Open House week, November 5<sup>th</sup>-9<sup>th</sup>!



# PROCEDU

BY DR. CHET MAYS

If you have ever trained for a race, prepped for a public speech, or even taken a test you know there is preparation involved to get the best outcome. The same is true for surgical and non-surgical procedures.

## ARE YOU READY?

Here at CaloAesthetics and CaloSpa we have everything you need to be procedure ready and to help tackle any of your body goals. The prep before and the steps after the procedure really do matter.

If one of our patients has an event in 1-2 weeks and needs to look their best and most refreshed, we can put a plan in place that will get them ready. It may start with their skincare. A hydrator is a great starter for all things face. It is comprised of the same Hyaluronic Acids in your skin but have been specifically formulated to be absorbed into the superficial surface to plump the skin and lock in the moisture. If makeup is being worn, it can go right over the top of the hydrator. Complementing your skincare with a nice **HydraFacial**® or “Hollywood Peel” can help you get the most refreshed and healthy-looking skin for that big event with no downtime.

The next step to build on the skincare is to add facial injectables to your regime. **Botox**®, **Dysport**® and **Xeomin**® are all designed to do the same thing – targeting those pesky wrinkles of the forehead and around the eyes (crow’s feet). With aging comes a loss of volume, and the best way to replace that volume is a Hyaluronic Acid filler (**Juvederm**®, **Restylane**®, **Voluma**®, etc.), **Radiesse**®, or using a collagen stimulator such as **Sculptra**®. We now have some non-invasive devices in the Medical Spa to help tone and tighten the skin such as **Profound**® and **Ultherapy**® that are great complements to both our skincare lines and facial surgical procedures.

When it comes to plastic surgery, our patients are healthy, and they have chosen to come see us to get the best possible outcome. They didn’t show up in the emergency room and

get the first doctor on call. No, they made the decision to seek us out as leaders in plastic surgery. When I’m performing surgery, I prefer patients to be at their best both inside and out. Before I ever cut the skin, I need that skin to be healthy and hydrated. For example, I have all my facelift patients on a skincare regimen both before and after surgery. Now with the addition of **Aqua Med IV** we can give our surgical patients a healthy dose of vitamins and minerals through an IV a few days before surgery, on the day of surgery and after surgery to help their body recover and get the best possible outcome. IV therapy is not just for surgical patients, it is also for our spa clients who may need a boost of energy or some extra hydration to recover from a busy weekend.

I tell my patients the more active you are before surgery, the quicker you will recover. Active patients are healthy patients. Plastic surgery is not a replacement for exercise and a healthy balanced diet. If having a surgical procedure, you must factor in a “rest” period to improve your outcome. The first few days after surgery are vital to healing. Sometimes this means you take a few days or weeks off work to allow time to heal, depending on the procedure. The more invasive the procedure, the more downtime you may need. We even have advanced massage techniques (**Boca LymphLift**™ and **Cupping Therapy**) designed for our post-surgical patients to improve swelling and aid in recovery.

The great thing about our facility is we have a surgery center, Day Spa, and Medical Spa, all under one roof, and a range of specialists to help you obtain your goals. We are a results-driven practice and will guide you down your treatment pathways, whether it is surgical or non-surgical, to get the results you are looking for.





# URE PREP

I TELL MY PATIENTS THE MORE ACTIVE YOU ARE BEFORE SURGERY, THE QUICKER YOU WILL RECOVER. ACTIVE PATIENTS ARE HEALTHY PATIENTS.

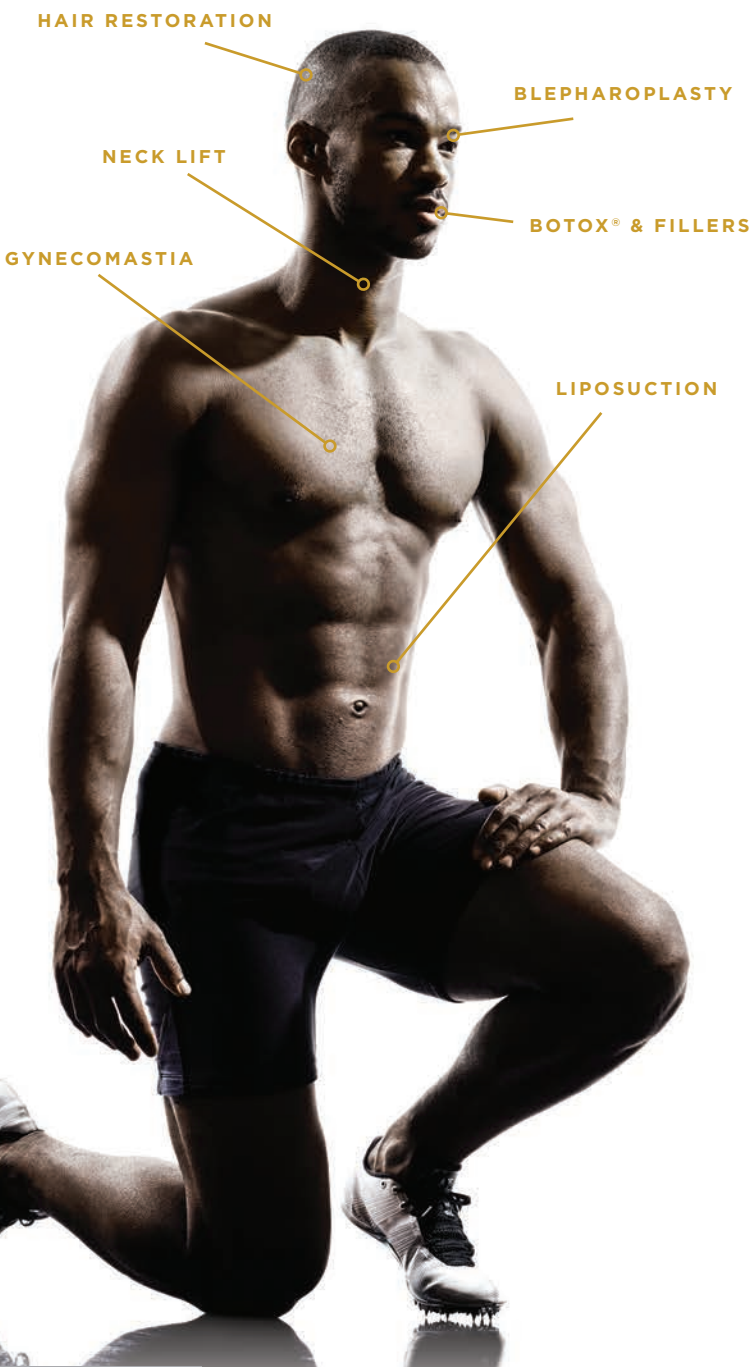
## DID YOU KNOW?

Vitamins, antioxidants, minerals, and amino acids are important to staying healthy and balanced. Aqua Med IV therapy treatments can help you prepare and promote recovery from your aesthetic treatments by restoring these important elements back into the body.



# MINDING MEN

BY DR. CHET MAYS



Staying healthy and looking fit are what most of my male friends list as their top priorities when it comes to lifestyle choices.

**TOP SURGICAL PROCEDURES INCLUDE:**

- Gynecomastia
- Neck lift
- Blepharoplasty
- Hair Restoration
- Liposuction

**TOP NON-SURGICAL PROCEDURES INCLUDE:**

- Botox® & Fillers
- CoolSculpting®
- EmSculpt®
- BioTe®
- Laser Hair Removal

As the stereotypes around plastic surgery are slowly being broken down, more and more men are turning to surgical and non-surgical cosmetic procedures. According to the American Society of Plastic Surgeons (ASPS) annual statistics, more than 1.3 million cosmetic procedures were performed on men in 2017. This is about 8% of the total number cosmetic procedures.

Over the past 5 years, there was a 23% increase in liposuction and a 12% increase in tummy tucks among men, and a 30% increase in male breast reductions, according to ASPS. We notice young men tend to focus more on enhancing their bodies, while older men have more minimally invasive facial procedures to look younger.

The desired results from most plastic surgery treatments are similar for both men and women. However, the approach and technique involved require the surgeon to understand the differences in the bodies of men and women. Each gender has unique features, such as skin thickness, muscle tone as well as the way they store fat.

Successful male cosmetic surgery will also focus on creating or retaining masculine features, which may be sharper or more

LOWER FACELIFT

*CaloAesthetics Patient*



BEFORE

AFTER



prominent than those of women. In our office, some of the top procedures for men include liposuction, hair transplants, lower facelift, and blepharoplasty (eyelid surgery). One of the most common surgical procedures is the treatment of gynecomastia which is when men develop extra tissue in the chest area that can make them appear more feminine. The treatment can vary from just liposuction of the chest to making incisions and removing the extra tissue.

Facial rejuvenation is important to men of all ages. Men are inquiring about things that in the past were not discussed such as skincare options, laser hair removal, HydraFacial®, or injectables like Botox® and facial fillers. Some of our doctor-approved skincare products even have a “men’s” line tailored specifically to male facial needs.

It is important men trust in a surgeon who is both board certified by the American Board of Plastic Surgery and is experienced in male plastic surgery techniques. A skilled surgeon will keep their plastic surgery procedures conservative for natural-looking results.

We have many things to offer men here at CaloAesthetics and CaloSpa. Back in June, we celebrated “Man Month” with specials geared just to the men out there. A new treatment we are excited to offer is EmSculpt® which can melt fat and build muscle at the same time. Aesthetic treatments are no longer just for the ladies!

### GYNECOMASTIA

*CaloAesthetics Patient*



BEFORE

AFTER

### LIPOSUCTION

*CaloAesthetics Patient*



BEFORE

AFTER

BEFORE

AFTER



# SAVE 20% AT THE OPEN HOUSE

Men save 20% off all non-surgical procedures during the Open House.

### NEOGRAFT HAIR RESTORATION

*CaloAesthetics Patient*



BEFORE

AFTER

### BLEPHAROPLASTY (EYELID SURGERY)

*CaloAesthetics Patient*



BEFORE

AFTER

## BEAUS, BOURBON & BOTOX

Gentlemen and their companions are welcome to learn about popular men’s procedures in the CaloSpa Gentleman’s Tent where they can enjoy bourbon and cigars, comfortable seating, and specialty giveaways.

BOURBON & CIGAR — ENJOY LOCAL BOURBONS WHILE YOU LEARN ABOUT THE TOP AESTHETIC PROCEDURES FOR MEN.



# THE NEW MOMMY MAKEO

By Dr. Calobrace





# VER

There is no doubt pregnancy and motherhood is an incredible experience and a wonderful time in a woman's life. All too often, however, during pregnancy under hormonal influence, the female form can often change dramatically, affecting her overall breast shape, abdominal contour, appearance of the skin, and the distribution of unwanted fat. These changes can be frustrating and disheartening and may ultimately affect her self-esteem and personal self-confidence. **Simply stated, women want to get their old body back.**

I recently read the book, *What I Know for Sure*, by Oprah Winfrey. Asking myself what I know for sure has definitely provided me some insights I would like to share as some of it relates to Mommy Makeovers!

### What I know for sure is:

- Most of the changes in the body from pregnancy are not fixed by diet and exercise
- The changes in the post-pregnancy body are rather permanent
- These changes can be extremely disfiguring – affecting self-esteem and well-being
- Desiring improvement and correction is NOT VANITY or a 2-4 hour procedure – it is RESTORATIVE!
- The corrections through Plastic Surgery are dramatic and relatively permanent

**Fortunately, there is hope!** Although exercise and diet can provide improvement to some extent, the reality is that many of these changes are structural and will only be improved through plastic surgery. Many exciting options are available to help regain that pre-pregnancy form – or possibly even improve on it.

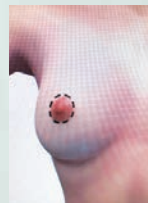
## POST-PARTUM BREASTS

Breast changes vary widely from patient to patient. Although it is clear there is some significant health and nurturing benefits to breastfeeding, women are often concerned breastfeeding will ruin the shape of their breasts. In actuality, the majority of the changes to the breast occur during the pregnancy itself and not during breastfeeding. Under hormonal influence, breast glands enlarge and replace fatty tissue. The skin often stretches significantly, as well. After childbirth, the breast tissue shrinks and leaves hanging skin with loss of breast fullness, shape, and firmness. Many women often describe their breasts as “deflated” or “collapsed”. The appropriate treatment depends on extent of breast volume loss, the amount of excess skin, and the position of the breasts.

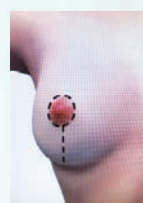
**BREAST AUGMENTATION** is the most common procedure to improve post-partum breast changes. Breast implants can correct mild drooping and restore the volume and shape to the deflated breast. Silicone implants are the most widely used after pregnancy.

**BREAST LIFT, OR MASTOPEXY**, is necessary when there is too much excess skin and sagging breast tissue. The lift requires more incisions on the breast to reduce the amount of excess skin, elevate the breast tissue, elevate the nipple position, and improve the overall shape of the breast. A breast lift can be done alone or with the placement of an implant, known as an Augmentation Mastopexy.

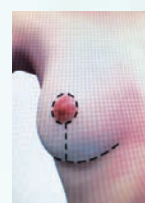
### The lift can include a few different incisions:



**Circumareolar Breast Lift Technique:**  
The periareolar, minnelli, or donut



**Vertical Breast Lift Technique:**  
The vertical, lollipop, or keyhole



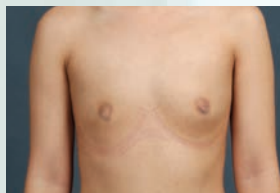
**Traditional Breast Lift Technique:**  
The wise, or anchor

### BREAST AUGMENTATION

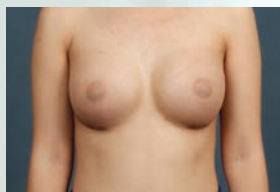
- Increases breast size
- Enhances breast contour
- Improves fullness and feel
- Typically a 1 hour procedure

### BREAST AUGMENTATION

*CaloAesthetics Patient*



BEFORE



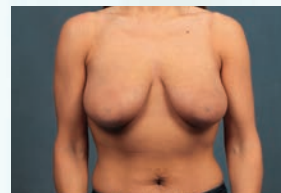
AFTER

### BREAST AUGMENTATION & LIFT

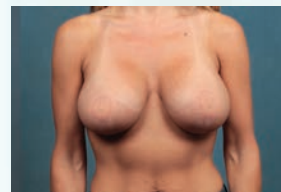
- You have significant sagging but also need to restore volume
- Can reverse signs of aging, weight loss, and motherhood
- Typically a 3-4 hour procedure

### BREAST AUGMENTATION & LIFT

*CaloAesthetics Patient*



BEFORE



AFTER

### BREAST LIFT

- Raises sagging breast
- Reshapes the breast
- Repositions the areola
- Typically a 3 hour procedure

### BREAST LIFT

*CaloAesthetics Patient*



BEFORE



AFTER

**POST-PARTUM ABDOMEN**

The abdomen surely suffers the most significant changes during and after pregnancy. The abdomen often is marred with sagging skin, c-section scars, fatty deposits, and muscle weakness. During pregnancy, the pressure of the pregnancy stretches the muscle and skin beyond their ability to spring back. Stretch marks can develop as the skin is stretched to a point of tearing. After childbirth, the abdomen deflates, leaving loose, sagging skin. Since post-partum abdomens do vary quite a bit in severity, each procedure is tailored to address the problem at hand. For those who only have a small stubborn “fat pooch”, **LIPOSUCTION** can provide the necessary correction. Most patients, however, will require some form of a **TUMMY TUCK**, or **ABDOMINOPLASTY**. This technique can successfully remove stretch marks from the lower abdomen, tighten the skin, repair the muscle, flatten the abdomen, and correct deformed belly buttons. Liposuction in conjunction with a tummy tuck can provide significant improvement in the overall contour of the postpartum abdomen and central truncal region.

**TUMMY TUCK**

*CaloAesthetics Patient*



BEFORE

AFTER

**LOCALIZED AREAS OF FAT**

After pregnancy, some localized collections of fat can develop in the abdomen, hips, thighs and arms. Hormonal changes, the inability to drop all of the pregnancy weight, less time to exercise, dietary changes, lifestyle changes, and a slower metabolism all may contribute to resistant fatty pockets. Whatever the reason, liposuction is an excellent technique to permanently remove unwanted fat pockets. Liposuction is not a weight-loss program and is generally reserved for localized collections of fat. We emphasize the importance of diet and exercise in maintaining the results of liposuction. We do not always throw that fat away anymore – the Brazilian Butt Lift (BBL) is an extremely popular procedure that re-implants that unwanted liposuction fat into the buttocks, achieving firmness, fullness, and lift.

**New Treatments:**

There are many new non-surgical treatments available today to tackle even a wider variety of problems experienced as a result of pregnancy.

**SKINCARE AND LASERS** can make an enormous difference in the changes of facial skin pigmentation, dark-circles under the eyes, hormonal-induced acne, and many other changes. A HydraFacial® can provide much needed facial exfoliation and hydration.

**CELLULITE TREATMENTS** have come a long way! Our body contouring experts have been kicking cellulite in the butt. With treatments like Cellfina®, ThermiSmooth®, Fascial Blasting, and Profound® Skin Tightening, amazing results are being achieved.

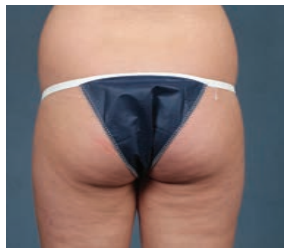
**SPIDER VEIN TREATMENT:** Women often experience significant increase in spider veins in the legs during pregnancy. Our ExcelV™ laser can erase those unsightly markings with no downtime.

**VAGINAL REJUVENATION:** Performed by our nurse practitioners, ThermiVA® is a non-invasive, no downtime, painless procedure to address some of the many changes associated with pregnancy. It can improve vaginal tightness, reduced symptoms of stress urinary incontinence and vaginal dryness.

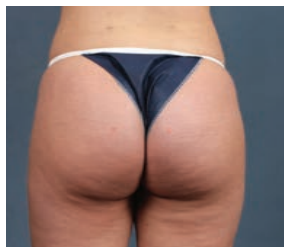
Undoubtedly, pregnancy is a special time in a woman’s life, but invariably the “mark of pregnancy” produces changes in her body which are less desirable. Fortunately, SO MANY excellent treatments are available, both surgical and non-surgical, to revamp that post-partum body and produce a look that is as good as or even better than before surgery. What more could one ask for than a beautiful, loving mother who looks and feels sexy!

**BRAZILIAN BUTT LIFT**

*CaloAesthetics Patient*



BEFORE



AFTER

**CELLFINA**

*Single Treatment, CaloSpa Patient*



BEFORE



AFTER

**LIPOSUCTION**

*Inner and Outer Thigh, CaloAesthetics Patient*



BEFORE



AFTER





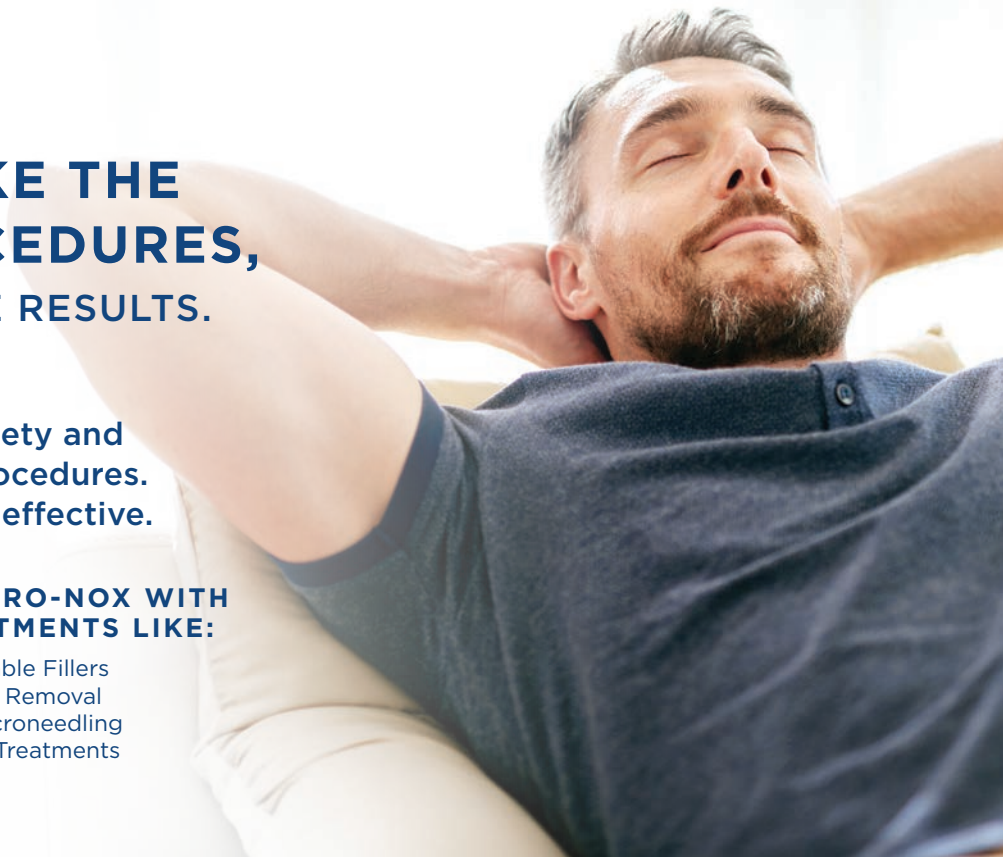
**LET PRO-NOX™ TAKE THE WORRY OUT OF PROCEDURES, SO YOU CAN FOCUS ON THE RESULTS.**

**Pro-Nox™ reduces feelings of anxiety and discomfort during your CaloSpa procedures. It is patient administered, safe, and effective.**

Pro-Nox™ is unique because it allows you to control how much of the gas you inhale. Nitrous oxide, commonly called "laughing gas," is safe, non-addictive, and clears out of your body quickly, allowing you to drive home from your visit without wooziness. If you're anxious about medical procedures or worried about pain, Pro-Nox may be a good option for you.

**TRY PRO-NOX WITH TREATMENTS LIKE:**

- Injectable Fillers
- Tattoo Removal
- RF Microneedling
- Laser Treatments



*Beauty on Pointe*



CALOSPA'S 17<sup>TH</sup> ANNUAL  
**OPEN HOUSE WEEK** NOVEMBER 5<sup>TH</sup>-9<sup>TH</sup>

**OPEN HOUSE EVENT** RSVP: TEXT 502.205.5828 OR CALL 502.899.9982  
THURSDAY, NOVEMBER 8<sup>TH</sup> | 12PM-8PM

**PRESALES\***

MONDAY, OCTOBER 15<sup>TH</sup>  
STOP IN TO ANY CALOSPA LOCATION  
CALL 502.814.3000  
ORDER ONLINE AT CALOSPA.COM

CHARITABLE BENEFICIARY:



\*Open House pre-purchases cannot be rendered until Open House Week, November 5-9.



# YOUR BEST BODY EVER

WITH CALOSCUPTING

BY BROOKE VOLPE

This year we are revolutionizing Body Contouring at CaloSpa and creating new customized protocols to target patient concerns through multiple modalities. CaloSculpting is a new age wave of non-invasive body contouring that allows us to give patients optimal results from the inside out, not just the outside in. Customized contouring starts from the muscle and reaches the most superficial depths of the dermis. CaloSculpting addresses the root of the problem through revolutionary technologies designed to deliver custom tailored results. Cellulite can be treated with a single treatment of Cellfina® combined with a series of ThermiSmooth to smooth and tighten the backs of the legs and buttocks. Building the perfect butt can be achieved with EmSculpt® mixed with Sculptra®. A toned stomach is easier to achieve than ever with CoolSculpting to reduce pockets of fat and EmSculpt to define. These are just a few of the ways we are transforming bodies in a non-surgical approach through CaloSculpting. Keep reading to learn more about our customized approach to body contouring.



# CELLULITE VS FASCIA

A huge misconception in the aesthetic industry is that every ripple and dimple is characterized as cellulite. We are so quick to put a label on any textural irregularity we have on our bodies as “cellulite”. This mindset needs to change if you want to achieve optimal results with non-invasive technologies. Being able to distinguish if you have cellulite or bad fascia is the first step to determining what technology is going to be the right procedure for you. Cellulite is a fibrous band that pulls down creating an actual dimple or indentation on the buttocks or posterior thigh area. It resembles the look of a tufted sofa. This can easily be treated with Cellfina®, a device that can release that fibrous band during a one-time treatment.

Many times I have patients who come to me with dimpling that is much more superficial than those fibrous bands we have come to know as true cellulite. Cellfina is not the answer for these patients due to the fact these superficial textural irregularities cannot be released because of their depth. This type of texture is what we refer to as fascia. Fascia is connective tissue that we have all over the largest organ of our bodies, our skin. Fascia can be good but it can also be bad and cause gravel-like texture that sits just below the surface of the skin. It can look worse as skin ages and becomes more lax or it can show more post-procedurally after liposuction. For my patients that have superficial textural irregularities I can now address this problem as a fascia-related issue. This can easily be treated through a combination therapy of ThermiSmooth® and Fascia Blasting.

ThermiSmooth is a radio frequency technology that gives me the capability of reaching 9 different depths of the skin through gentle heating. I can customize the depth depending on where the fascia is sitting and use multiple depths to achieve skin tightening as well as overall circumferential reduction. Once I break up the fascial deposits through the use of RF heat I then can add on Fascia Blasting for additional fine tuning. Fascia Blasting is the last step to achieving smooth skin and allows me to break up smaller deposits that are harder to reach with ThermiSmooth. Using this revolutionary approach to texture I am able to customize treatments to deliver optimal results to our patients through a series of 4 sessions.

The secret to treating texture, whether it is cellulite or fascia, is using a multiple modality approach. If you have an issue with texture more than likely you also are experiencing issues with skin tightening or circumferential reduction. To achieve results there needs to be a multi-step approach to target these concerns comprehensively. At CaloSpa we pride ourselves on having the most state-of-the-art technology in our practice whether it is a surgical or non-surgical approach. Our team works together to not only educate but provide the most customized treatment plan based on each individual consultation.

## Cellulite development can be caused by:

- Hormones
- Genetics
- Age
- Diet
- Lifestyle

## CELLULITE

- Fibrous bands
- Deep dimples or indentations
- Located on buttocks and posterior thighs

## FASCIA

- Protective sheath of fibrous tissue
- Superficial textural irregularities
- Superficial fascia is located beneath the skin
- Stretches to accommodate the deposit of fat

Endermologie and Cupping Therapy are other great treatment options for reducing the appearance of cellulite. Each treatment is performed in a series using gentle, non-invasive tissue mobilization, and suction.

## GRADES OF CELLULITE:

### Cellulite Severity Scale:\*\*

**Grade 1, or mild:** There is an “orange-peel” appearance, with between 1 and 4 superficial depressions, and a slightly “draped” or sagging appearance to the skin.

*Try ThermiSmooth with Fascia Blasting*

**Grade 2, or moderate:** There are between 5 and 9 medium-depth depressions, a “cottage cheese” appearance, and the skin appears moderately “draped.” *Try truSculpt iD*

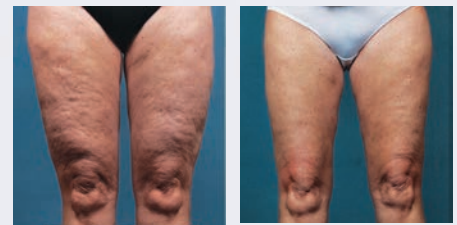
**Grade 3, or severe:** There is a “mattress” appearance, with 10 or more deep depressions, and the skin is severely “draped.” *Try Cellfina*

## DID YOU KNOW?

An estimated 85% to 90% of adult women have cellulite, typically on the abdomen, buttocks, and thighs.\*

## THERMISMOOTH & FASCIA BLASTING

*CaloSpa patient*

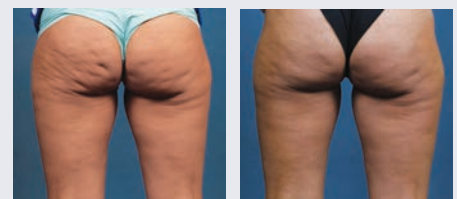


BEFORE

AFTER

## CELLFINA

*CaloSpa patient*



BEFORE

AFTER



### Pair your Cellulite Treatments with ZO Oraser® Cellulite Control

A breakthrough blend of ingredients that works around the clock to minimize the appearance of thigh contour and the visible signs of cellulite. Visibly smooths hips, thighs, and buttocks for a slimmer appearance.

\*americanboardcosmeticsurgery.org

\*\*“A validated photonumeric cellulite severity scale”, researchgate.net

COOLSCULPTING® MEETS EMSCULPT®

**CoolSculpting continues to be in a class of its own as the most effective, non-invasive fat reduction device that delivers permanent results.**

Patients can get rid of stubborn fat pockets in a series of 2 treatments spaced 6 weeks apart from one another with each session delivering up to a 25% permanent reduction of fat cells from the area of treatment. **CoolSculpting®** utilizes a process known as Cryolipolysis, to kill fat cells through freezing them. After the cells are dead and encapsulated in a frozen shield, the body processes them out naturally through urine or sweat. Patients can leave same day from treatment and resume their daily activities and have absolutely no downtime. Results can start to show as early as 4-6 weeks after the first treatment with the most dramatic result showing 4-6 weeks after the second treatment.

CoolSculpting has been a patient favorite for years but there has always been a want for more after the fat pocket has been reduced. CaloSpa is proud to introduce to the practice a brand new, revolutionary treatment that is the first of its kind. **EmSculpt®** is a device that can build muscle by 16%, reduce Diastasis Recti by 11%, and increase fat reduction by 19%\*. This is done through High Intensity ElectroMagnetic

Frequency and can be utilized on the abdomen or the buttocks. The muscle receives 20,000 supramaximal muscle contractions in a 30-minute session. That is the equivalent of 20,000 sit ups or squats in just 30 minutes. This machine opens doors for many different types of patients. With EmSculpt, CoolSculpting patients now have the capability of addressing muscle tissue after their pocket of fat has been eliminated.

**DID YOU KNOW?**

35% of the body is made up of muscle.\*  
Once we remove subcutaneous fat, we can now address the muscle.

Patients who work out frequently and have a hard time building muscle in the gym, now have a way to create the desired look they have been working so hard to achieve. Women who are starting to see skin laxity now have a way to build their muscles so it takes away from the look of sagging skin. There are many opportunities for patients to take advantage of different technologies to achieve their desired look whether it is CoolSculpting and EmSculpt combined or even just EmSculpt on its own. Having the capability to build muscle is a

huge component we have been missing in aesthetics. This technology will change the way we treat patient concerns that we have not been able to address in the past.

**DIASTASIS RECTI**

Occurs when the space between your left and right belly muscles has widened. It's very common among pregnant women or for women who have been pregnant. Many patients call it their "pooch."

**NEW TRUSCULPT ID®**

truSculpt iD a powerful, non-invasive, Monopolar Radiofrequency platform that tailors to a patient's individual needs. This new technology features "real-time" temperature control to reach customized depths of heating for the entire fat layer from skin to muscle. This results in an average of 24% fat reduction, as well as therapeutic skin tightening! This treatment is especially beneficial for patients interested in simultaneous fat reduction and skin tightening to the abdomen, flank, or upper arms. This procedure is also great for patients that might not be an ideal candidate for other body contouring procedures. Patients can expect optimal results with 2 sessions with an average treatment time lasting only 15-30 minutes!

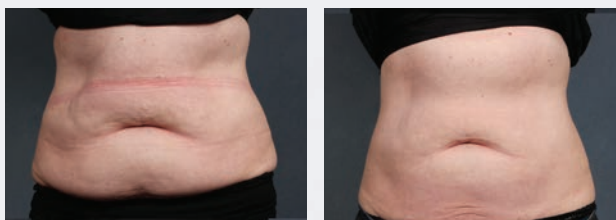
COOLSCULPTING

CaloSpa Patients



BEFORE

AFTER

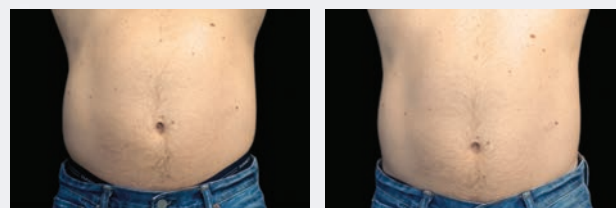


BEFORE

AFTER

EMSCULPT

Courtesy of BTL and David E. Kent, MD.



BEFORE

AFTER

EMSCULPT

1 Treatment | CaloSpa Patient



BEFORE

AFTER



# BOOTY BREAKTHROUGHS: SCULPTRA® BUTT LIFT & EMSCULPT®

Many men and women desire a larger rear-end that has lift and shape. Traditionally we would perform a surgical procedure called a fat transfer or Brazilian Butt Lift (BBL). However, not all patients have enough fat to undergo a fat transfer procedure or maybe the patient is not quite ready to have a surgical procedure.

**In these cases, we recommend 2 of our newer techniques that can achieve the desired firm, full, and shapely derriere.**

## EMSCULPT BOOTY BUILDING

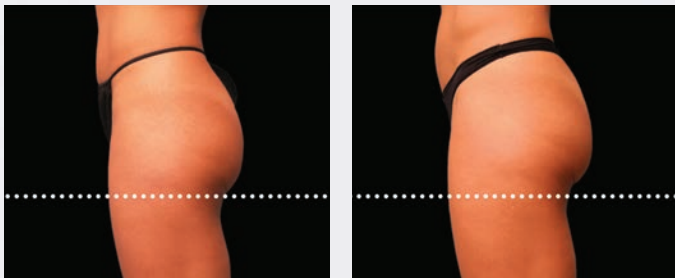
Emsculpt has introduced an entirely new technology to our non-surgical body contouring arsenal. The treatment goes beyond the elimination of fat cells. The treatment also builds muscle. EmSculpt delivers High-Intensity Focused Electromagnetic (HIFEM) energy to activate extremely strong muscle contractions inducing deep remodeling of its inner structure that results in muscle building and fat burning. Most patients can start seeing results in 2-4 weeks and continue to see improvement for several weeks following the treatments. Typically, 1 treatment every 3-6 months for maintenance is required to maintain results.

## SCULPTRA BUTT LIFT

Involves using a long-lasting, poly-l-lactic acid (PLLA) dermal filler to stimulate the body's own collagen production for volume restoration and skin rejuvenation. Currently the only FDA-approved indication for Sculptra Aesthetic is in the face but this off-label technique has grown in popularity and exhibits beautiful results. During the treatment Sculptra is injected into the upper buttock with very small needles and depending on the desired level of augmentation, most patients will require about 3-5 treatments, 6 weeks apart. Although results can be noticed as early as 6 weeks, the optimal outcome is not noticed until about 6 months after the procedure.

## EMSCULPT

*After 4th treatment, courtesy of BTL and Brian Kinney, M.D.*



BEFORE

AFTER



**SAVE 20%** on all CaloSculpting procedures during the Open House.

NOW  
YOU  
SEE IT.

NOW  
YOU  
DON'T



Whether you are doing it for convenience, aesthetics or for a better quality of life, treatments like Laser Hair Removal, miraDry®, Picosure®, Spectra®, and excel V™ offer permanent results to rid you of those pesky concerns of hair, sweat, unsightly veins, and tattoos.

## HAIR

### Laser Hair Removal (LHR)

#### HOW IT WORKS

Laser energy is absorbed by the pigment of the hair, which damages the hair follicle to prevent further growth.

#### WHAT YOU NEED TO KNOW

Shave your treatment area a few days prior to your appointment. You don't want too much hair, but stubble, just enough for the laser to pick up pigment.

Don't tan or use tanning beds or self-tanner before your treatment. They all create pigment. We want the laser to focus on the pigment of your hair not your skin.

To see results you have to be consistent with your treatments.

Great option for people who don't want to shave everyday.

#### DID YOU KNOW?

The average cost for shaving in a lifetime is around \$10,000. **The average cost for LHR at CaloSpa is \$2,000-\$3,000 and during Open House you can save an additional 20% off!**

LHR offers permanent hair reduction.

#### NUMBER OF TREATMENTS

8

#### SATISFACTION RATING\*

94% patient satisfaction

#### AREAS OF TREATMENT

##### MEN

Neck  
Back  
Sideburns

Chest  
Abdomen  
Arms

##### WOMEN

Upper Lip  
Chin  
Underarms

Legs  
Bikini Area

## SWEAT

### miraDry®

#### HOW IT WORKS

miraDry uses miraWave™ energy, comprised of both heating and cooling, to target and destroy the sweat and odor glands.

#### WHAT YOU NEED TO KNOW

- You may experience minor swelling and bruising.
- It's a permanent reduction in sweat and odor.
- Results are immediate.
- You may experience hair reduction in treatment area.

#### NUMBER OF TREATMENTS

1-2

#### DID YOU KNOW?

80% of patients will require only 1 treatment.

#### SATISFACTION RATING\*

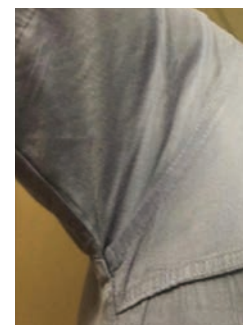
88% patient satisfaction

#### MIRADRY®

CaloSpa Patient



BEFORE



AFTER



# VEINS & SKIN TAGS

excel V™

## HOW IT WORKS

excel V uses laser energy to target treatment areas in a series of micropulses. The depth of the energy can be carefully customized as it passes through the skin. It is absorbed by the blood as heat, eventually destroying the blood vessels that were responsible for their initial development.

## WHAT YOU NEED TO KNOW

excel V can be used on all skin types identified in the Fitzpatrick skin type classification.

Treatment depends on various parameters, including the size, thickness, and color of the vascular lesion.

Treats many other vascular conditions like rosacea, telangiectasia, dilated oil glands, port wine stain, hemangiomas, cherry angioma, pigmentation, and warts.

## NUMBER OF TREATMENTS

Based on individual needs

## SATISFACTION RATING\*

100% patient satisfaction

### VASCULAR TREATMENT

CaloSpa Patient



BEFORE



AFTER

### VASCULAR TREATMENT

CaloSpa Patient



BEFORE



AFTER

# TATTOOS

Laser Tattoo Removal (PicoSure® and Spectra®)

## HOW IT WORKS

Laser tattoo removal works by focusing laser energy to break up the pigment and color in your tattoo.

After each treatment the body's immune system will flush away the broken down ink. With lasers like **PicoSure®** and **Spectra®**, we are able to combine the powerful energy of PicoSure's picosecond wave pulse and Spectra's highly effective Q-switched Nd:Yag energy to remove a wider range of colored ink for clearer tattoo removal.

## WHAT YOU NEED TO KNOW

- Black ink is the easiest to remove because it is bold and dark.
- It's not as painful as you think. Many cite it's like a snap from an elastic band.
- We offer cooling and ProNox™ (laughing gas) to maximize comfort.
- The more layers of ink, the more treatment you'll need.

## NUMBER OF TREATMENTS

Many of the tattoos we treat can typically take anywhere from 3-10 treatments. However, it is very difficult determining how many treatments may be needed to remove a tattoo. There are several factors to consider that can affect how many treatments it may take.

- How old is the tattoo?
- What type of ink was used?
- How deep is the ink set?
- Was the tattoo done by an amateur or professional?
- Are you a smoker?

## SATISFACTION RATING\*

92% patient satisfaction

### TATTOO REMOVAL

CaloSpa Patient



BEFORE



AFTER



**SAVE  
20%**

Off Select Medical and Day Spa Services During the Open House.

**SCHEDULE A  
CONSULTATION DURING  
OPEN HOUSE WEEK**

# OUR MISSION

at **CaloAesthetics** and **CaloSpa**

has been to deliver comprehensive wellness solutions to help our patients thrive in their pursuit of achieving their aesthetic goals. Internal health can segue to external beauty through our medical weight loss program, hormone replacement therapy, IV therapy, and massage therapies.

## AQUA MED IV THERAPY

Hydration, vitamins, antioxidants, and minerals are some of the essential ingredients to maintaining your overall well-being. CaloSpa now offers Aqua Med IV and IM Therapy so you can revitalize your skin and reclaim your energy with an infusion of vitamins and minerals.

### INTRAVENOUS (IV) THERAPY

- Administered via an IV drip in your arm
- 1 hour treatment
- No downtime

### INTRAMUSCULAR (IM) THERAPY

- Administered via a shot into the muscle
- 15-minute appointment
- Great for immediate boost

### Benefits Include Improved:

- Antioxidant levels
- Healing after injury or training
- Brain function and mental focus
- Cardiovascular functioning
- Metabolism for weight loss
- Gastrointestinal health
- Athletic performance

*IV/IM therapy is also recommended for improving your pre- and post-surgical experience. IV/IM treatments that include vitamins, antioxidants, minerals, trace elements and amino acids help prepare your body for surgery and promote recovery.*

## DID YOU KNOW?

If you are thinking about trying hormone replacement therapy, you can sign up during our Open House to receive a complimentary consultation (\$150 value).





# Age Healthier, Live Happier

Hormones are powerful chemical messengers that orchestrate how our bodies can function, and when in harmony they can rejuvenate and restore ones well-being. When in discord many men and women experience low energy, sexual dysfunction, trouble losing weight or gaining muscle, and mental fog.

**Benefits Include:**

- Increased quality of life
- Higher energy levels
- Restored sexual drive
- Mood consistency
- Decreased anxiety and depression
- Increased mental clarity and focus
- Greater ability to get in shape and stay in shape



**\$150 VALUE**

**Don't miss the opportunity to feel your best! During Open House week we will waive your \$150 BioTe consultation fee when you complete your lab draw (blood draw) during Open House Week. Take advantage of this great opportunity to learn more and start on the path to feeling better and living a more balanced life.**

## CUPPING THERAPY & BOCA LYMPHLIFT™

Cupping is a form of traditional ancient medicine that aims to improve the flow of energy. Our patients can experience relief from a range of conditions, including muscle tension, back pain, stress, and anxiety. Think of cupping therapy as a deep tissue massage in reverse. Instead of a massage therapist kneading muscles, suction cups pull tissue up. This reverse pressure draws blood to the skin's surface, bringing nutrients to muscles while also removing toxins from the body.

The Boca LymphLift is a restorative Manual Lymphatic Drainage (MLD) treatment for aging skin. This non-invasive, gentle massaging technique activates collagen synthesis to promote wrinkle reduction, increase circulation, remove toxins, reduce bruising and swelling, as well as hyperpigmentation. It is also ideal for conditions such as acne, rosacea, sinusitis, headaches, anxiety, sleep disorders and more.

**Benefits of Increasing Blood Circulation to Isolated Treatment Areas:**

- Pain relief
- Reduced inflammation
- Wrinkle reduction
- Stress relief
- Muscle relaxation
- Improved complexion
- Easing headaches
- Faster healing

## DID YOU KNOW?

By improving blood circulation, cupping therapy can improve the appearance of the skin. That's because the suction has the effect of promoting the rejuvenation of the layer of collagen and elastin under the skin. When this layer produces more cells and plumps up, the skin also looks and feels better.

## IDEAL PROTEIN WEIGHT LOSS PROGRAM

Ideal Protein is a medically developed weight loss and weight management program that empowers patients to achieve their weight loss goals and to sustain their results for years to come. Ideal Protein can improve your vitality and energy while suppressing your appetite. This low carbohydrate diet combined with normal protein intake is designed to reduce pancreatic insulin production leading to improved blood sugar levels, better cholesterol levels and reduced blood pressure in most patients.

A CaloSpa Health Coach will see you through the entire process making sure you have successfully accomplished each phase. Your devoted coach will help you overcome weight loss challenges, provide dietary tips, recipes recommendations, and ongoing weekly evaluations.

**Why Choose Ideal Protein:**

- Flexible plan with personalized weight loss goals
- Dedicated coaches providing weekly support
- Endorsed by medical doctors
- Great tasting meals and snacks
- Ongoing online education and support
- Four-phase, easy-to-follow protocol

# BEAUTY EVOLVED



THE EVOLUTION OF AESTHETICS

By Dr. Calobrace



When I started my practice in Louisville in 1997, cosmetic and aesthetic surgery was really only that – SURGERY! There were very little options available except surgery, and quite frankly, that meant most people would never experience the benefits cosmetic surgery had to offer. Who would have guessed what would happen to our industry when I started doing Botox® on my patients after coming from Los Angeles in 1997? Everything has changed – and in many ways, CaloSpa and CaloAesthetics have been leading that change over the past 2 decades.

In the early days, we offered skincare (there were only 2 companies at the time, SkinMedica® and Obagi®) and Botox for wrinkles. We had collagen fillers, but they only lasted 3 months. We began doing microdermaplaning and microdermabrasion in the early 2000's and CO2 laser resurfacing if our patient was willing to be red for 6 months – Ouch! Then we added laser hair removal and Endermologie for the treatment of cellulite. We would bring in lasers for facial tightening – anyone remember CoolTouch or Thermage? They hurt for sure but did little to treat wrinkles and skin looseness compared to what we offer today. So we kept investing in technology and guess what? Technology kept getting better and better.

As one of the first to introduce the medical spa concept into my early practice, I became concerned that many medical spas were opening up throughout our community and in the country, but often without physician supervision or input. What I knew and know for sure is aesthetic treatments, fillers, Botox®, lasers, etc. are best and most safely performed when under the direction of a board certified plastic surgeon or dermatologist. I thought, “What can I do?” This became the impetus for opening CaloSpa in 2007 – our 16,000 sq. ft. state-of-the-art facility designed to provide care to our clients and patients in a warm, relaxing, and inviting environment but with safety and doctor supervision as our primary mission. You may not know this,

but around the country, CaloSpa is considered one of the most successful examples of a comprehensive aesthetic practice, including a plastic surgery practice, surgery center, and medical spa. Visitors from around the country visit CaloSpa to recreate the model in their own community. There were only 3 practices/spas selected to be highlighted as examples of the “Best in the Business” recently – 1 in California, 1 in New York, and 1 here ... CaloSpa!

After starting all of this in Louisville 21 years ago, patients and clients get to come to CaloSpa right here in their own backyard and know they are receiving all of the newest and greatest technologies and products. In addition, because of our leadership in this industry as ExpertInjectors™, **we provide the most injectable treatments (Botox®, Juvederm®, Restylane®, etc.) in the region and state of Kentucky.** There is now so much we offer, and surgery is no longer the only option. As a matter of fact, we treat more patients each year with non-surgical medical spa treatments than we do with cosmetic surgery.

**Some of those treatments include:**

- Botox, Xeomin®, and Dysport® – to erase wrinkles
- Fillers (Restylane®, Juvederm®, Radiesse®, Voluma®, etc.) and all last now a year or longer
- Sculptra® to stimulate your own collagen – facial rejuvenation, buttocks rejuvenation

- Cellulite Treatments – ThermiSmooth®, Cellfina®, Fascial Blasting, and Profound®
- Fat Shrinkage – CoolSculpt® (freezing), TruSculpt® (heating for fat and skin)
- Muscle Building/Fat Shrinkage – EmSculpt® treatment
- Facial Tightening – Ultherapy®, Infini®, and Profound treatments – non-invasive tightening
- Complexion Correction – Skincare, HydraFacials, excel V® laser, PicoGenesis™, Laser Genesis, Spectra®, and Hollywood Peel
- Vaginal Rejuvenation – ThermiVa® and Labiaplasty (local anesthesia)
- Spider Veins – excel V® and DioLite lasers
- Tattoo Removal – PicoGenesis treatment, Spectra laser treatment
- Jane Iredale Makeup

So, there are a lot of choices, and that is GREAT! At CaloSpa and CaloAesthetics – we try to guide our clients based on their desires and expectations, and on our experience and professionalism. Because we offer it all from non-surgical to cosmetic surgery, we have no vested interest in “selling” one thing or the other – we offer what is truly in our patients’ best interests! It has been exciting for me to be a part of the growth and expansion of cosmetic surgery and I truly look forward to what the future holds for our specialty and for all of us! I must tell you, at 55 years old, I am not just making decisions for my patients and clients – I am taking it a bit more personal these days.

## CALOSPA TIMELINE

1997 • Dr. Calobrace Opens Private Practice	2004 • Thermage® Skin Tightening	2014 • Tattoo Removal • Fat Reduction with CoolSculpting® and truSculpting®	2017 • PicoGenesis® • Infini® RF Microneedling • BioTe® Hormone Replacement
1998 • Physician Directed Skincare, Botox®	2006 • Sculptra® “Liquid Facelift”	2015 • Spectra® Laser’s Hollywood Peel	2018 • Ultherapy® Ultrasound Facial Rejuvenation • Profound® Single Treatment RF Microneedling • EmSculpt® Muscle Building
1999 • Collagen Fillers	2008 • HydraFacial®	2016 • Dr. Mays Joins the Practice • ThermiSmooth® for Cellulite • ThermiVa® Vaginal Rejuvenation	
2000 • Microdermabrasion & CO2 Laser	2010 • Fraxel® Repair Skin Resurfacing		
2002 • CoolTouch®	2012 • Ideal Protein® Weight Management		
2003 • HA Injectables, FotoFacial®	2013 • NeoGraft® Hair Restoration		

# PROCEDURES

## Ultherapy® (New)

Youthful skin retains its elasticity and smooth appearance thanks to collagen. As we age, our existing collagen breaks down, and new collagen production is generated at a slower pace. The lack of collagen, coupled with gravity, causes the skin to loosen and sag. Ultherapy is the only nonsurgical procedure that uses ultrasound energy to trigger the **growth of new collagen**. The results appear gradually as the body produces the collagen. Typically the final results appear about 3-6 months after the treatment.

Ultherapy is a nonsurgical, FDA-cleared skin tightening treatment we are excited to offer at CaloSpa. The treatment is a non-invasive procedure that uses ultrasound energy to generate the production of new collagen. During the treatment, Ultherapy's low levels of focused ultrasound energy pass harmlessly through the skin's surface to target deeper tissues. That's where new collagen is produced, which supports and lifts the skin from within, creating a tighter, smoother appearance.

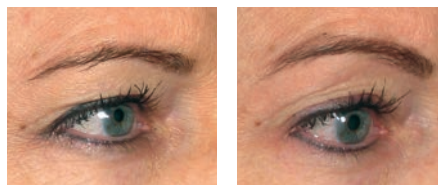
During your treatment, we use ultrasound imaging techniques to precisely locate deeper tissues. The handpiece is passed over the treatment area and it sends pulses of ultrasound energy in quick bursts.

Ultherapy can also lift sagging brows, as shown in these before-and-after photos. Your results may differ. Photos courtesy of Ulthera.

PAIN FACTOR	Moderate
TREATMENT TIME	30-90 min.
POST-TREATMENT DOWNTIME	No downtime

### ULTHERAPY

Photos courtesy of Merz

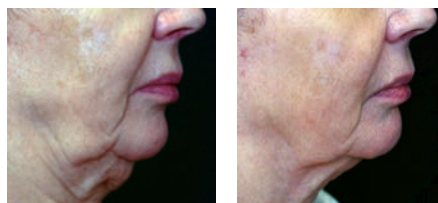
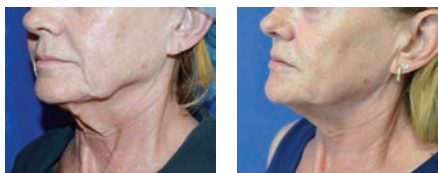


BEFORE

AFTER

### PROFOUND

Photos courtesy of Syneron Candela



BEFORE

AFTER

## Profound® (New)

Profound is a revolutionary new energy-based facial treatment. The device combines microneedling with radiofrequency (RF) energy to trigger the production of collagen, elastin, and hyaluronic acid, the building blocks that keep your skin smooth and more youthful. In addition to being FDA approved for **skin tightening** and **cellulite reduction**, a Profound treatment can improve wrinkles and fine lines, pore size, rosacea, and acne. The ideal candidate will have concerns about **lax skin and wrinkles on the face, neck, or décolletage**. We can also use Profound to address concerns about cellulite and lax skin on the thighs, in the abdominal area, and the upper arms.

During your treatment your CaloSpa provider will first apply a topical anesthetic to the treatment area to minimize any discomfort. Once the treatment area is numb, the device microneedles deliver the radiofrequency energy below the surface of the skin into the dermis. The RF heat triggers the body's healing process, which produces new collagen and elastin. The procedure also stimulates the production of hyaluronic acid, the ingredient used in most dermal fillers, like Juvederm® or Restylane®, that restores volume to the skin.

**Profound** is the first-ever device that has been clinically proven to stimulate the creation of 3 essential elements of healthy skin:

1. ELASTIN
2. COLLAGEN
3. HYALURONIC ACID

PAIN FACTOR	Mild to Moderate
TREATMENT TIME	About 1 hour
POST-TREATMENT DOWNTIME	5-7 days



# OF THE YEAR

## Emsculpt® (New)

### FLATTEN AND TONE ABDOMEN, LIFT AND TIGHTEN BUTTOCKS

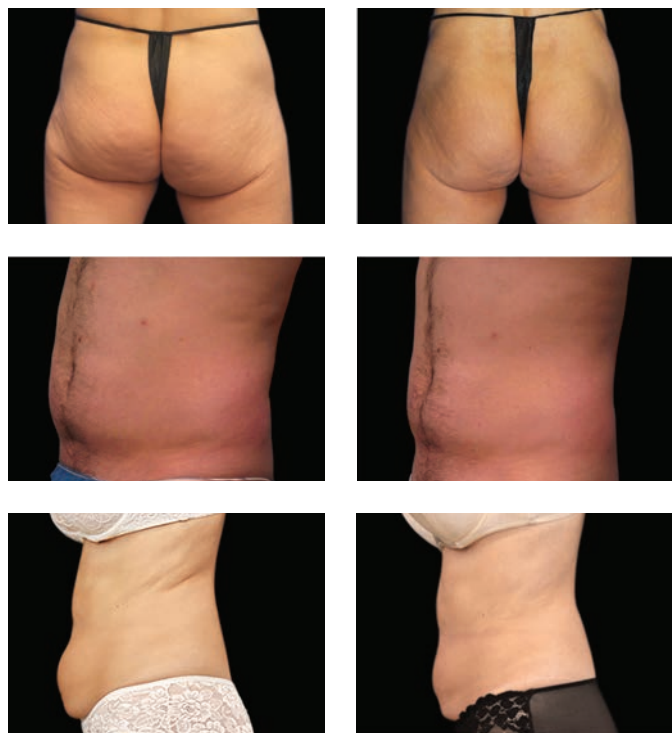
EMSCULPT is a game-changing procedure that approaches body contouring from the perspective of both fat reduction and muscle toning on the abdomen and buttocks. It doesn't use either cold temperatures or heat to create results. Instead, Emsculpt uses high-intensity focused electromagnetic (HIFEM) technology.

During your treatment session 1-2 panels are strapped to the treatment area while you are lying on either your back or stomach, depending on the area being treated. The panels stimulate as many as 20,000 involuntary muscle contractions per 30-minute session. This can't be achieved during a normal workout session. The rapid contractions accelerate the metabolism of fat cells. **It builds muscles and burns fat**, without affecting surrounding tissue.

PAIN FACTOR	Mild
TREATMENT TIME	30-40 min.
POST-TREATMENT DOWNTIME	No downtime

### EMSCULPT

Photos courtesy of BTL



BEFORE

AFTER

## NeoGraft® Hair Restoration

Hair loss is a common concern for both men and women. In fact, 85% of men will have major hair thinning by the time they turn 50 and additional studies indicate that 40% of all hair loss sufferers are women! With NeoGraft®, CaloAesthetics can offer its patients a minimally-invasive, scarless hair transplantation procedure. During the NeoGraft® procedure, hair is removed from a donor site (typically from the back of the head) in an automated process that is less traumatic than traditional harvesting techniques. Hair that has been harvested is then transplanted as follicular units for a truly natural look.

We have been performing hair transplant procedures for over 20 years. While we have always seen an overwhelming positive response with NeoGraft® and patients who have had the procedure are quick to recommend it to their loved ones and friends, the treatment has always been quite costly. Well, we have some exciting news! Drs. Calobrace and Mays have worked diligently to reduce the cost per graft so we may pass along some significant savings to our patients. Where grafts were once \$7-\$10 per graft, we are now able to offer grafts between **\$5-\$8 per graft!**

If you have ever considered hair restoration, you don't want to miss out on these incredible savings.

PAIN FACTOR	Mild
TREATMENT TIME	Depends on how many grafts a patient needs
POST-TREATMENT DOWNTIME	Swelling can last between 4-7 days

### NEOGRAFT HAIR RESTORATION

CaloAesthetics Patients



BEFORE

AFTER



PRSR STD  
U.S. POSTAGE  
**PAID**  
LOUISVILLE, KY  
PERMIT 879

2341 Lime Kiln Lane | Louisville, KY | 40222

## Spa Info

Main: 502.814.3000

Clinical: 502.899.9979

2341 Lime Kiln Lane, Louisville, KY 40222

www.CaloSpa.com | info@CaloSpa.com



### Financing

We accept Visa, MasterCard, American Express, and Discover. Financing options are also available through Alphaeon Credit, Care Credit, and BB&T. Call us at 502.899.9979 for more information or pre-approval.

### Weekend Hours

For your convenience, our Medical Spa is open Saturdays and evenings.

### Hours of Operation

Monday: 9 a.m. - 5 p.m.

Tuesday - Friday: 9 a.m. - 6 p.m.

Saturday: 9 a.m. - 2 p.m.

### Lexington Location

824 Euclid Avenue, Suite A100

Lexington, KY 40502

Main: 859.269.2256

Call for hours of operation.

CALOSPA'S 17<sup>TH</sup> ANNUAL

# OPEN HOUSE

*Beauty on Pointe*



CaloSpa Rejuvenation Center is celebrating its 17<sup>th</sup> Annual Open House Event. It's where beauty meets art.

**THURSDAY, NOVEMBER 8<sup>TH</sup>**

12 P.M. TO 8 P.M.

RSVP: TEXT 502.205.5828  
OR CALL 502.899.9982

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