

The Institute for Advanced Skincare & Optimal Health



Merry Christmas



December 2008

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Connecting Inner Health and Outer Beauty

Greetings!

The holiday season is quickly approaching. The Institute for Advanced Skincare and Optimal Health wants to help everyone enjoy the holiday season by offering tips to reduce stress and save money by going green!

Our long awaited amazing **12 days of Christmas holiday specials** are available for purchase now. If you don't know what you want, you can purchase a gift card and we will add **10%** to the purchase price of any gift card.

Tues. 12/2: Fotofacial & Microderm face: \$250

Thurs. 12/4: Pixel/Microderm face & post care products: \$550

Friday 12/5: ALA/Fotofacial & Microderm: \$350

Saturday 12/6: Laser Hair Removal: **Buy 1, Get 1 FREE!***
*Second package is of equal or lesser value

Tuesday 12/9: Skin Tightening: **Buy 1, Get 1 50% off.**

Thursday 12/11: Skin Tightening & Fotofacial face: \$400

Friday 12/12: Accent Laser: 5x7 body areas: **\$100 each.
Limit 6 areas.**

Tips to Save Money and the Environment



In this time of economic hardship, everyone is trying to spend their money wisely. Below are easy ways to save money as well as the planet!

Save Water and Money

- Don't rinse before putting plates in the dishwasher.
- Don't take baths.
- Turn off water when you brush your teeth
- Shorten your shower.
- Go to a car wash. They are more water efficient than washing at home.
- Decreasing water usage decreases your water bills by 10% per month

Save Electricity/Energy

Saturday 12/13: Accent/Pixel & Microderm face: **\$750**

Tuesday 12/16: Laser Hair Removal: **25% off any package and get a FREE Chemical Peel or Microderm.**

Thurs 12/18: Fotofacial: \$250 and get **Free \$25 gift card**

Friday 12/19: Pixel face: **\$550** or Fotofacial face: **\$250** and get hands **FREE!**

Saturday 12/20: Any IPL Laser purchase: **50% off**

Feel free to call our office with any questions or to schedule your next appointment at 610.642.2644. Our entire staff would like to wish you and your family a very happy and safe holiday season!

The Team at The Institute,
Dr. Patel, Kelly, Leida, Dana, Monica, Regina, Kernika, Shilpa, and Vandana.

Retinoic Acids: The Wrinkle Cure

Retinoids are the only skin care products clinically proven to reduce fine lines, wrinkles, sun damage, and acne. Retinoids are a form of Vitamin A, which is important to maintaining healthy skin. Retin A, Tazorac, and Renova are some of the brand names used.



In the skin, retinoids help with:

1. **Exfoliation**-as we age or if we have a lot of inflammation on our skin due to acne, the top layer of skin does not exfoliate. Retinoids can help increase the natural exfoliation process allowing the skin to renew itself and products to work better
2. Helps break up and **decrease hyperpigmentation** due to sun damage, acne scarring or melasma.
3. Helps build **collagen and elastin** so the skin remains strong and dense which will help slow down wrinkle formation and sagging!
4. When used prior to chemical peels or Pixel Laser treatments, it allows for deeper penetration, thus a more effective treatment. Using retinoids after a treatment, helps to prolong the results of the treatments.

and Money

- Turn computers off at night.
- Use cold setting on your washer.
- Turn down the thermostat. Every degree you lower it, will save 10% in your energy bill.
- Turn off your lights when you are not using them.
- Buy local produce. It takes energy to ship products from other countries.
- Use green light bulbs
- Unplug all cords you are not using. Small amount of energy is dispersed just being plugged in. The Institute saves \$80 per month by following this!

Save Paper and Money

- Use both sides of printer paper
- Get rid of junk mail

Many people have used Retin-A in the past but may have experienced redness and irritation that made them discontinue the medication before they saw results. The goal with Retinoic acids is a life time of use because the longer one uses it, the less wrinkles they have.

At the Institute, we recommend starting on more gentle forms such as Retinaldehyde, Avene Retrinal, a break down of retin-a with minimal skin irritation. As you build up tolerance, we increase the strength of the medication and then convert you to the prescription Retin-A. Schedule your skin consultation now to see which product would best suit your skincare needs!

The Health Benefits of Cinnamon

Cinnamon has a long history of being used as a spice and as a medicine. The cinnamon tree grows in India, Sri Lanka, Indonesia, Brazil, Vietnam, and Egypt. To prepare it, the bark of a cinnamon tree is dried and rolled into sticks, which can be ground into powder. The fragrant, sweet, and warm taste of cinnamon is the perfect spice for winter.



Cinnamon is also thought to have many health benefits. In traditional Chinese medicine, cinnamon is used for colds, flatulence, nausea, diarrhea, and painful menstrual periods. It's also believed to improve energy, vitality, circulation, and useful for people who tend to feel hot in their upper body, but have cold feet.

In Ayurveda, cinnamon is used as a remedy for diabetes, indigestion, and colds. It's a common ingredient in chai tea, and it is believed to improve the digestion of fruit, milk, and other dairy products.

Other important benefits of cinnamon include helping to prevent unwanted clumping of blood platelets, lessening inflammation, and stopping the growth of bacteria as well as fungi. Cinnamon can also help decrease the absorption of sugar and improving our bodies response to insulin. The smell of cinnamon has been shown to boost brain activity and enhance cognitive processing.

At The Institute, Dr Patel strongly recommends using cinnamon daily to help with energy and decrease the

Don't get a paper phone book

- Stop paper bank statements

- Pay bills online

Other Ways to Save the Environment and Money

- Don't buy bottled water. Get a reuseable container.

- Do errands in bulk.

- Walk or ride your bike to work.

- Inflate your tires. Your car will go more miles on less gas.

absorption of sugar. So this winter, live well and put cinnamon in everything!

Holiday Stress

The holidays can be stressful for everyone. People tend to have unrealistic expectations and try to do too much to please other people. Here are some survivalist strategies for this stressful time of year.



- Think about what's important: Balance caring for others with caring for yourself.
- Get involved: Celebrate with people of your faith
- Socialize: It helps to keep you from getting lonely.
- Gather your support group: Have someone to talk to that is supportive and not judgemental.
- Stay away from alcohol: Alcohol changes your mood and can bring out the worst in people.
- Exercise: It helps boost your spirit and keeps off excess weight
- Don't spend too much: This puts a stress on your bank account and sense of well-being
- Simplify your traditions: Too many places to go, people to see, and gifts to give becomes a burden.
- Do something useful: Give something back to those less fortunate.

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Updates at The Institute

Weight Loss Consultations and Evaluations: Dr. Patel will be providing a new weight loss service beginning in January. The initial consultation is 30minutes in length. The cost is \$50 or it is covered under a Blue Cross or Aetna PPO Plan. The follow-up evaluation is one hour in length and will be \$250.

Gyneocological Exams: Dr. Patel will begin to offer gyneocological exams and testing in January. This service will be available in the Center City office on Fridays from 9am-1pm only.

Your Guide to Optimal Health

Creating Your Personal Wellness Wheel



Scema M. Patel, MD, MPH

with Lee Kirksey, MD

***YOUR GUIDE TO
OPTIMAL HEALTH
CREATING YOUR
PERSONAL WELLNESS
WHEEL***

Learn the secrets to slowing down the aging process with Dr Patel's book, Your Guide to Optimal Health, available in our office and on Amazon.com for only \$15!

Get your weekly health tip with Dr. Patel on Fox 29 each Wednesday morning between 7:40-8:40. To view past shows please visit myfoxphilly.com

If you wish to have Dr Patel speak about health and wellness for your group or organization, please email or call me to arrange this.