Dear Jeanette,

We have many upcoming specials and a lot of new advances in facial plastic surgery and treatments. One new aesthetic product is a new kind of Botox, Reloxin and I've included information on this product and am excited to see a little competition for Botox.

I also want to invite you all to our upcoming complimentary seminar, "Night of Beauty". It's an event you won't want to miss, filled with Fun, Food and Wine. You'll learn about not only facial aesthetic procedure, but body too and the scoop on aesthetic dentistry and corrective eye surgery advances. So mark your calendars for Thursday, April 23rd at 6pm. The seminar will be held at the luxurious "Metropolitan Club" located just off 400N and Windward Pkwy. I hope to see you there and please tell your friends about the event. Call 770-667-3090 to RSVP, seating is limited.

We hope you will enjoy this issue and I encourage you to contact us anytime with suggestions for future issues of the Robinson Review!

Look forward to hearing from you soon,

Burke Robinson M.D.
The use of Botox to reduce forehead wrinkles and frown lines has long been a mainstay of cosmetic medicine. The medication works by weakening facial muscles to prevent them from contracting. The effects generally last 3-4 months.

Well a new option for Botox is now on the horizon. Reloxin is approved for the treatment of wrinkles in 23 countries outside the United States and has been undergoing studies for FDA approval since 2002. The drug has also been used outside the United States for more than 15 years to treat neurological disorders.

One of the differences between Botox and Reloxin is that Reloxin has less protein and fewer antigens in its formula. From a clinical perspective that means Reloxin should last longer because it will be broken down by the body at a slower rate.

Another difference between the drugs is that Reloxin diffuses more rapidly in the tissue, which means you can give fewer injections and the effects last longer than Botox.

Phase III of the trial, treated 1200 patients with Reloxin in five forehead sites. Reloxin's effects lasted more than 13 months! These results are similar to Botox treatments and although the drug awaits FDA approval it could soon become a serious competitor to Botox.

One market analyst speculates that "Reloxin may be priced 15 percent lower than Botox" which may allow it to take a significant share of the market.

Dr. Burke Robinson points out, "as always competition is a good and healthy thing." Dr. Robinson is a Double-Board Certified Facial Plastic Surgeon specializing solely in aesthetic surgical and non-surgical procedures of the face.

Johnson and Johnson will soon be releasing yet another type of Botox named Purtox giving patients and plastic surgeons more options in aesthetic anti-aging treatments.

Recession Rejuvenation
Studies show that even in the workplace, looks matter.

Making the Cut Your resume is impressive, on the job application, you leave out your age—they call you in for an interview—and you're on stage. In today's competitive society, job talents aren't enough. There's no question that your professional image is critical.

If you're finding getting a new job is harder than it looks, it may be because of your looks.

With so many employers looking to hire younger, less expensive candidates, a growing number of people are giving more than their resume a face-lift.

"How you look makes a difference," said Marsha Lewis.

The 50-something-year-old marketing and sales representative decided to do something after she became concerned for her job security - especially knowing that a lot of companies are looking to slash costs by hiring younger people who will work for less.

"Someone may look at me now and think, 'She's not willing to work that hard anymore', which is not the truth at all."

Which is why she went for a "recession rejuvenation". She received Perlane in her smile lines and Botox to her frown lines and crows feet. We also used Sculptra to add youthful volume back to the cheeks. "It took off at least 10 years."

Save up to $150 on your Restylane or Perlane treatment.

For a limited time, when you receive a Restylane® or Perlane® treatment, you can receive a $100 rebate on two 1 mL syringes or a $150 rebate on three 1 mL syringes.

Offer Expires: 4/30/2009

Save 15% on SunBrellas

Dr. Burke Robinson advises that everyone, regardless of age protect themselves from harmful UVA and UVB rays.

The number one way to ward off premature aging is the use of sunscreen on a daily basis.

Dr. Robinson's Signature sunscreens are prescription-grad and protect against both UVA & UVB rays.

Simply print and present this coupon for 15% OFF any SunBrella product!

Offer Expires: 4/30/09
Every Morning Beautiful with Permanent Makeup

Tuesday, April 21st

Robinson Facial Plastic Surgery now offers Permanent Make-up with Certified Dermapigmentation Therapist, April Harkins. April has been practicing Permanent Cosmetics in the Atlanta Area since 1995 and is sweet, funny, and loves making you beautiful.

Women all over the country are learning of the benefits of having Permanent eyeliner, eyebrow coloring, lip color or lipliner. What could be better than to wake up looking beautiful. Think of the time you could save putting on your makeup!

April will be taking appoints for Tuesday, April 21st
Call 770-667-3090

Suntan - More Than Skin Deep
According to a survey, 2.3 million teenagers are annual indoor tanning clients in the United States alone while others say 5 percent of the 28 million customers are teenagers. But is there more to sun tanning than what meets the eye?

World Health Organization rules say that no one below 18 years should use a sun bed. The American Academy of Dermatology and the American Medical Association have asked for a ban on any tanning product outside of medical purpose. The FDA too discourages people from using tanning products. The proponents of sun tanning however are crying foul about these findings.

So What Exactly is Sun Tanning?
Scientifically, sun tanning is a protection mechanism for the skin. Granules of melanin on the skin surface, acts as a screen to filter the harmful Ultra Violet rays. They protect the softer inner layers. From the 1980s, dermatologists started pointing out that tanning especially indoor tanning can result in skin cancer.

What are the Harmful Effects of Sun Tanning?
* Premature Aging: Prolonged exposure to ultraviolet rays results in premature aging. Only one percent of the sun's radiation causes this effect on the skin. With the short wave ultraviolet rays, the cells with pigments just under the epidermis get activated by the ultraviolet rays and create a brown pigment called melanin. The longer rays work on the present melanin and turn them brown. Most people use oils and lotions to retain this tan. However, it slows down the regeneration of the skin cells and all the dead cells block the surface of the skin.
* Base Tan in indoor Tanning: The indoor tanning salons provide a service known as "base tan" which
according to them protects the skin from unplanned exposure. However because of base tan people get reckless and callous. They do not use sunscreen thinking the base tan will protect them, which is sadly not the case.

* Skin Cancer: 90 percent of all skin cancers are resultants of too much exposure to UV radiations. Excessive tanning can certainly lead to skin cancers.

Protective Measures Against Excessive Sun Tan

**Sunscreens:** Opaque sun blocks are available to protect the skin from overexposure. Be cautious while buying sunscreens. Some products are simple moisturizers or lotions, which actually attract rays. Sunscreen or actually sunblocks that contain both UVA & UVB protection should be applied to all exposed body parts especially the face and back of hands and knees and other sensitive parts.

Avoiding prolonged exposure and proper sunscreens/sunblocks can help in preventing serious outcomes from sun tanning.

Dr. Burke Robinson advises that everyone, regardless of age, protect themselves from harmful UVA and UVB rays. "Use SunBrellas our signature-line, prescription-grade sunblocks that contain both UVA & UVB sun protection and range from 30 - 45 SPF."

Mention this Newsletter to receive 15% OFF all Robinson Signature Sunbrella Sunscreens. Call 770-667-3090

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**Upcoming Events**

**Join us for a Complimentary Seminar**

"Night of Beauty"

*Everything you wanted to know about plastic surgery and more*

**Thursday, April 23rd at 6PM**

At the Metropolitan Club on Windward Parkway in Alpharetta

**RSVP 770.667.3090**

*It's a night filled with FUN, FOOD & WINE and an event you won't want to miss!*

You'll find out about some of the hottest trends in cosmetic surgery today. AND everything you wanted to know about Botox, injectable fillers, veneers, facelifts, liposuction, lasik surgery and the secrets to a beautiful smile, beautiful skin and the perfect body.

Don't miss out on this free seminar, call 770-667-3090 to reserve your seat today!!

Presented by Board Certified Physicians & Surgeons in their specialty fields:

**Burke Robinson, MD, FACS** (Double-Board Certified Facial Plastic Surgeon specializing in facial plastic surgery & anti-aging)

**Faroq Ashraf, MD, FACS** (Board-Certified Ophthalmologist who specializes in corrective vision surgery advancements)

**Bernadette Wang, MD** (Board-Certified Plastic Surgeon specializing in the areas of breast surgery & body contouring)

**Terry Lemons, DDS** (Board-Certified Dentist specializing in teeth whitening, dental implants, and porcelain veneers)

**RSVP today! 770.667.3090 (limited seating)**

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Event Info
Save $100 on 1 vial of Sculptra or $250 on a 2-vial Sculptra Kit.

All Treatments are administered by Dr. Burke Robinson
a National Trainer for Sculptra and Dual-Board Certified Facial Plastic Surgeon

Coupon must be printed and presented in person. Forward this email to share the offer with friends and family.

Fabulous Door Prizes include: Zoom Teeth Whitening, Botox Anti-Wrinkle Treatment, Evolence Dermal Wrinkle Filler, Laser Hair Removal, Microdermabrasion Facial and more

Contact Information
Robinson Facial Plastic Surgery
Burke Robinson, MD, FACS
770-667-3090
www.RobinsonFPS.com

Offer Expires: April 30, 2009

Forward email