

CHEMNOFF

COSMETIC SURGEONS

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NEWSLETTER

Achieve Your Natural Best in the New Year

Message from Dr. Chernoff



Natural, by definition means, “nothing artificial, unusual, or unexpected.” These words are not typically thought of as synonymous with cosmetic surgery. I have changed this perception for my patients and trademarked a procedure called YOUR NATURAL BEST®.

YOUR NATURAL BEST is **unique** and **individualized** treatment combinations that I have developed and designed to enhance my patient’s natural features. The combination therapy creates balance, symmetry, and an overall picture of excellent health.

Achieving Your Natural Best is individual and customized for each person’s specific skin and improvement goals.

For some patients I suggest laser treatments followed by a simple aesthetics regimen. Others require a higher level of treatment to improve their skin. In these situations, non-invasive or minimally invasive laser therapies to blend age or sunspots, reduce pore size, control acne, improve skin tone and quality is an excellent choice.

I often combine laser therapy with injectables or other minimally invasive options to smooth lines around the mouth, eyes, plump sunken cheeks, and plump lost lip volume. Additional methods that work well for patients and offer long-lasting and natural options are cellular therapy and autologous fat injections. This helps improve scars, lines, wrinkles, and overall tone and quality.

At some point, the extent of gravitational changes defines when surgery is the only way to accomplish goals. In these situations, I use the latest techniques to restore youth to skin and muscles. I often combine surgical procedures with laser treatments to further refine skin and enhance the quality and skin tone. The combinations, timing, and treatments are unique and customized for each individual to provide natural results. I invite you to explore the new and exciting treatments we are offering in 2015 and look forward to seeing each and every one of you.

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Exciting New Treatments

Extensive research combined with innovation brings a tremendous amount of science to the cosmetic treatments we offer. Over the last few months, we have added several new and exciting treatments.



Platelet Rich Plasma (PRP) treatment uses your own platelets, rich in growth factors, to generate collagen, improve skin quality, tone, and texture. PRP can be combined with surgical and laser procedures, used alone as an injectable, or with Micro Needling.

Skin Tightening Treatment uses Radiofrequency to tighten and tone skin on your face and body using thermal energy to stimulate collagen production and to strengthen the collagen network.



Hand Rejuvenating Treatments to blend age and sun spots, as well as improve skin tone. Additionally, we have treatments that use your own fat to help improve lost volume and circulation issues such as Raynaud's Syndrome.

Micro Needling stimulates collagen production and creates thousands of channels infusing skin with topical treatments such as Antioxidant Facials, Phytoceutical Facials, and Platelet Rich Plasma (PRP) Facials.



Dr. Chernoff has treated hundreds of patients who suffer from **Migraine Headaches** with Botox. Now, patients can undergo a one-hour procedure, which releases pressure on selected nerves responsible for migraine headaches.

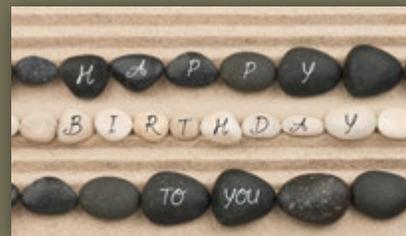
Therapeutic Multi-Wave Laser Treatment is a new non-surgical, non-medication treatment for chronic or acute pain. The treatment works by stimulating mitochondria production which promotes healing and reduces inflammation.



Dr. Chernoff is an approved NIH investigator and a member of the California Stem Cell Treatment Center's Physician Network studying an investigational treatment using your own stromal vascular fraction (SVF), rich in mesenchymal stem cells for a variety of degenerative conditions.

Announcements

Watch your mail for a **Happy Birthday Postcard** and special birthday offer coming for your birthday month.



If you do not receive a birthday card prior to your birthday month, call us to make sure we have your mailing address.

Are you receiving our emails?



All Special Offers and Events are sent using email. Call us with your email address. 707.544.3232

Welcome Juliana!

Born September 30, 2014. Our Aesthetician Katie's new baby girl.



Ladies Night Out - *Event Recap*

On November 21, 2014, Chernoff Cosmetic Surgeons hosted our 2nd annual Ladies Night Out. It was a fun-filled night of special offers, giveaways, treatment demonstrations, and education.



Pictured (left to right) Misty, Shandell, Cathy, Jennifer, Sophia, and Eve

A warm and heart felt thank you to all who attended, supported, and volunteered and helped make the night a success. We are grateful for your support.

We will be setting the date for our 3rd annual Ladies Night Out in November 2015 soon and announce the date in our next newsletter.

For all of our male patients, we are planning a "Men's Night" that will take place in the upcoming months.

If you are not receiving invitations to our events, call our office to make sure we have your updated email address.



Jennifer & Allergan Rep Kari

Join us for Our Next EDUCATIONAL HOUR

The first Tuesday of each month Dr. Chernoff holds an evening Educational Hour at our office. It's an informal presentation on the latest treatments and new techniques for surgical, non-surgical, and aesthetic options.

During the upcoming months, Dr. Chernoff will be discussing the new treatments highlighted in this newsletter along with customized treatments for protecting & improving your skin from sun damage and aging. Educational Hours feature demonstrations and gifts for patients who bring new friends.

Upcoming dates: February 3, March 3, and April 7 at 6 PM. RSVP at drchernoff.com/upcoming-events or call us: 707.544.3232.



Staying In Touch

Our 2015 New Years Resolution is to improve how we are staying in touch with all of you. Our newest addition to Dr. Chernoff's staff is Misty who is leading this effort.

If you have not received a call from Misty, you will soon. She will be calling you to tell you about upcoming events, offers, and new treatments.

If you have moved or have changed email addresses, please let us know so we have your updated information.



Nursing & Aesthetics

Eve (*Registered Nurse*) is helping patients stick with their weight loss goals. Eve encourages and tracks weekly weight loss for her patients receiving Ultratone treatments. Eve continues to help patients after the treatment series to maintain their results.



Shandell (*Registered Nurse*) is educating patients on all of our new treatments.

While there are many options, Shandell helps patients to develop a plan specific to their needs to accomplish their goals.



Sophia (*Aesthetician*) helps patients improve their skin tone and quality with Dermapen Micro Needling and numerous other treatments. She provides patients with skin analysis and recommends the best treatments for specific skin types and issues.



New Year's Gift from Dr. Chernoff

I strive to be on the cutting edge offering new treatments to help you look and feel your best. If you have not been in for a while, this is a perfect time.

I personally welcome you to visit and to meet my knowledgeable staff. I'm confident that we can help you attain your goals and I look forward to meeting with you soon.

Warmest regards,
Dr. Chernoff

NEW YEAR'S OFFER

- \$1000 off a Surgery
- \$100 off a Laser Treatment
- \$50 off an Injectable
- \$25 off a Facial or Peel
- Free Skin Care Analysis

Offer available through June 2015. Some restrictions may apply.
Cannot be combined with any other special or offer.

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