

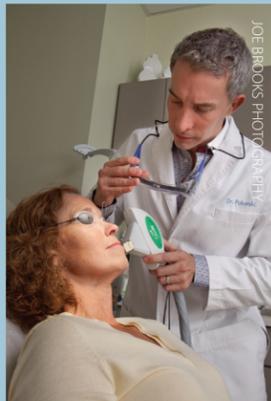
**This Holiday Season,
Let Dr. Palceski Help You
Put Your Best Face Forward**

With the hustle and bustle of the holidays fast approaching, there are several “quick-fix” procedures that I highly recommend to help you put your best face forward this holiday season.

First, it is important to know that research has shown two key determinants in how others perceive your age. The first being your skin’s evenness and texture and the second, wrinkles. In order to get your skin looking and feeling its best, it will be important to select procedures that target these two factors. According to Dr. Dimitry Palceski, founder of Reflections Dermatology & Center for Skin Care, the most effective procedures that address both wrinkles and skin tone are Botox and Photofacials.

During the holidays increased stress, even good stress, can accentuate wrinkles and frown lines and make you look tired or even angry. Botox is a quick fix with results that tend to soften wrinkles leaving the skin looking more relaxed and refreshed. Because of its remarkable results, Botox continues to be the number one cosmetic procedure performed in the country year after year. When performed by a qualified specialist, such as a board certified dermatologist or plastic surgeon, it is a safe procedure with little to no risk or downtime.

Now that your wrinkles are addressed, it’s time to focus on skin tone. Photofacials are the perfect non-ablative laser procedure for improving your skin’s overall appearance. The truth is a series of these treatments can take years off of how old your skin looks. Photofacials are performed using an IPL (intense pulsed light) device that targets brown and red pigment in the skin (ie; sun damage, age spots, broken capillaries). Following your procedure, the treated area will become increasingly darker and/or inflamed and will eventually slough off revealing clearer and more healthy looking skin. An added benefit of this procedure is that it also stimulates the production of collagen; a protein responsible



for maintaining the skins fullness and elasticity. Treat yourself to these “quick-fixes” in time for the holidays and give yourself the gift of healthier and younger looking skin.

**'Tis the Season ...
Look Your Best**

- Bank Your Botox
- \$100 Off Dermal Fillers
- Buy One, Get One 50% Off on all:
 - Photofacials
 - SilkPeel
 - Microdermabrasion
 - Chemical Peels
- Buy \$80 in Gift Cards, Get \$20 Free
- Call for more information

**ENTRUST the LIFE
of your SKIN to an EXPERT**

Your skin is the largest organ of your body and it works around the clock to protect you. For all it does for you, why would you entrust its care to anyone other than a dermatologist, asks Dr. Palceski? The fact is, dermatologists are the only physicians exclusively trained to diagnose and treat all conditions of the skin. Although there are many other professionals offering skin exams and injectable procedures such as Botox and fillers at bargain prices, Dr. Palceski warns against the “too good to be true” scenario. Instead, he advises that you “save money by clipping coupons at the grocery store, not by cutting corners on something as important as your skin”.

Reflections Dermatology -A Patient Practice

One of the things Dr. Palceski finds most rewarding about his practice is having the opportunity to improve the skin of patients of all ages; promoting generations of healthy skin. Be it a baby with a spot of eczema, a teenager with acne, a mom with sun damage, or a grandparent with skin cancer, Dr. Palceski’s approach is uniquely tailored to each patient. As a board certified dermatologist and dermatologic surgeon, Dr. Palceski is exclusively trained and uniquely qualified to address all conditions of the skin medically, surgically, and cosmetically. His office, Reflections Dermatology & Center for Skin Care, centrally located in Baldwin Park, is truly a one stop shop for skin care for the entire family. Promoting generations of healthy skin.



Ask The Expert

Q. How do you prevent people from having that “worked on” look?

A. As a board certified dermatologist and dermatologic surgeon, I am not in the business of making my patients look like someone else or enhancing something that was never there to begin with. Instead, my goal is to provide natural looking results. I want each of my patients to look like themselves – only more relaxed and rested.

Q. I look so tired. What treatment can I get to look more rested?

A. Botox by far is the procedure I find to have the highest degree of patient satisfaction in addressing this very issue. Botox works directly to relax the muscles responsible for frowning and other unwanted furrows and creases around the eyes and forehead. Relaxing the muscles responsible for these expressions results in a more rested appearance. This procedure combined with a good nights sleep, a healthy diet, and exercise will get you on your way to looking rested and rejuvenated.

Q. How often should I get a skin cancer screening?

A. Over 1 million new cases of skin cancer will be diagnosed in the United States this year. As Floridians, our risk is even greater due to our increased and prolonged exposure to the damaging rays of the sun. For this reason, I encourage all my patients to start a new habit and get their “birthday suits checked on their birthday”. Several times per year, I conduct free screenings as part of my on-going commitment to public service and prevention. It’s a fact, skin cancer is beatable and treatable if detected early. When it comes to skin cancer, there is simply no reason anyone should become a statistic.

Q. What are your favorite skin care lines or products? Anything you can’t live without?

A. A good skin care regimen is like food for your skin and is vital to maintaining that healthy glow. At our office, we spent several years hand selecting products we feel to be the best on the market. Our current skincare lines include Glytone, Avene, Vivite, Neocutis, and ELTA MD. As for things I personally can’t live without? A great sunscreen, Retin-A, and my Clarisonic Brush.

Q I love the beach. Does good skin mean never being in the sun?

A. Absolutely not. It just means being smart about it. The best defense against getting too much harmful UV radiation starts by selecting a good sunscreen that provides broadspectrum UVA and UVB protection. My personal favorite is ELTA MD’s Sport with SPF 50. Be sure to reapply every two hours and wear protective clothing when possible. For more information on sunscreens and sun safety please visit www.ewg.org/2010sunscreen.

Q. My teenager has acne. What can he do to clear up his skin?

A. The cause of acne is multi-factorial and varies from person to person. In my practice, I treat well over 1,000 patients per year with acne from teenagers to adults in their 40s. I have a very good understanding of the factors that cause acne and the most effective courses of treatment. I have seen first hand that clear skin is achievable with the assistance of an experienced dermatologist and a course of treatment tailored to the unique needs of each patient.

Q. What do you enjoy most about your job?

A. Helping people look and feel their best.

Q. What are you never without?

A. My sense of humor.

Q. What famous person do you get mistaken for?

A. Anderson Cooper.

**The National Expert
Injector Program**

Dr. Palceski is recognized as an expert in the field of injectables such as Botox and dermal fillers and is part of The National Expert Injector Program; a program that is committed to patient safety, public awareness and the pursuit of reliable consumer education to help patients seeking injectable procedures to find appropriately trained, well-credentialed providers in the core specialties of dermatology and plastic surgery. Please visit www.expertinjector.com for more information.

