

# Beauty Values

Gulf Coast Facial Plastics & ENT Center

We have three special offers for you –

to make restoring your natural beauty even more convenient and affordable.



# Latisse™

(bimatoprost ophthalmic solution) 0.03%

## As Seen on ABC-TV!

Latisse™ is the first and only FDA-approved prescription treatment to grow eyelashes, making them longer, thicker, and darker!

Eyelash Hypotrichosis is just another name for having inadequate or not enough eyelashes; however, the Latisse™ solution is intended for use on the skin of the upper eyelid margins at the base of the eyelashes (not to be used on the lower eyelashes), and under the close supervision of your physician. The safety and effectiveness of Latisse™ was shown in a clinical trial.

Consult your physician to see if Latisse™ is right for you, because this solution is by prescription only. The most common side effects are an itching sensation in the eyes and/or eye redness, but this was reported in only 4% of patients. Of course, you should not use Latisse™ if you have a history of eye pressure problems or are allergic to any of the ingredients in the solution.

Expect significant eyelash growth in just a few short weeks. Call our office for any additional questions you may have about LATISSE™.

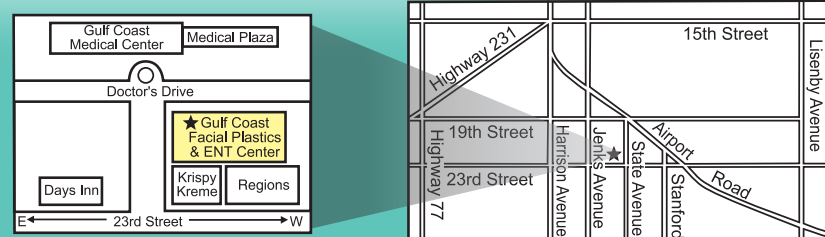


### Gulf Coast Facial Plastics & ENT Center

200 Doctors Drive, Panama City, FL 32405

(850) 784-7722

www.danieldaube.com



## VALUABLE COUPONS INSIDE

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# face facts

Gulf Coast Facial Plastics & ENT Center

SUMMER 2009



## Marketing Yourself in Recessionary Times

By Daniel C. Daube, M.D.

If you're finding getting a new job – or keeping the one you have – is harder than it looks, it may be because of your outward appearance. With so many employers looking to hire younger, less expensive candidates, a growing number of people are giving more than their resumé a facelift. How you look does make a difference. One may eat right, exercise, and dress professionally, but one thing that is difficult to control without your facial plastic surgeon is: Wrinkles. Wrinkles, and other signs of aging, can definitely be detrimental to your career.

A 50+-year-old veteran marketing and sales representative decided to do something after she became concerned about her job security. "Before my procedure, someone may have looked at me and thought -- 'She's not willing to work that hard anymore,' which is certainly not the truth at all!" That's why this concerned patient invested in her face...and career...by taking advantage of our "recession rejuvenation." She received Restylane in her smile lines that "took off at least 10 years!"

And she's not alone! A 2008 survey by the American Academy of Facial Plastic and Reconstructive Surgery showed two-thirds of American plastic surgeons treated men and women who were hoping to stay competitive in the work force. Now, the recent economic downturn is affecting the type of patients who are asking for a consultation at our office. The unemployed have become an unconventional customer. We do see more patients who are asking: "Doctor, I've got a job interview coming up. What can I do to look my very best?"

To maximize their appearance, these patients are opting to go under the needle, instead of the knife, because of lower costs and quicker results. Nationwide, Botox treatments are up 13% in just one year, while Restylane treatments increased to 35%, largely because the procedure creates immediate results.

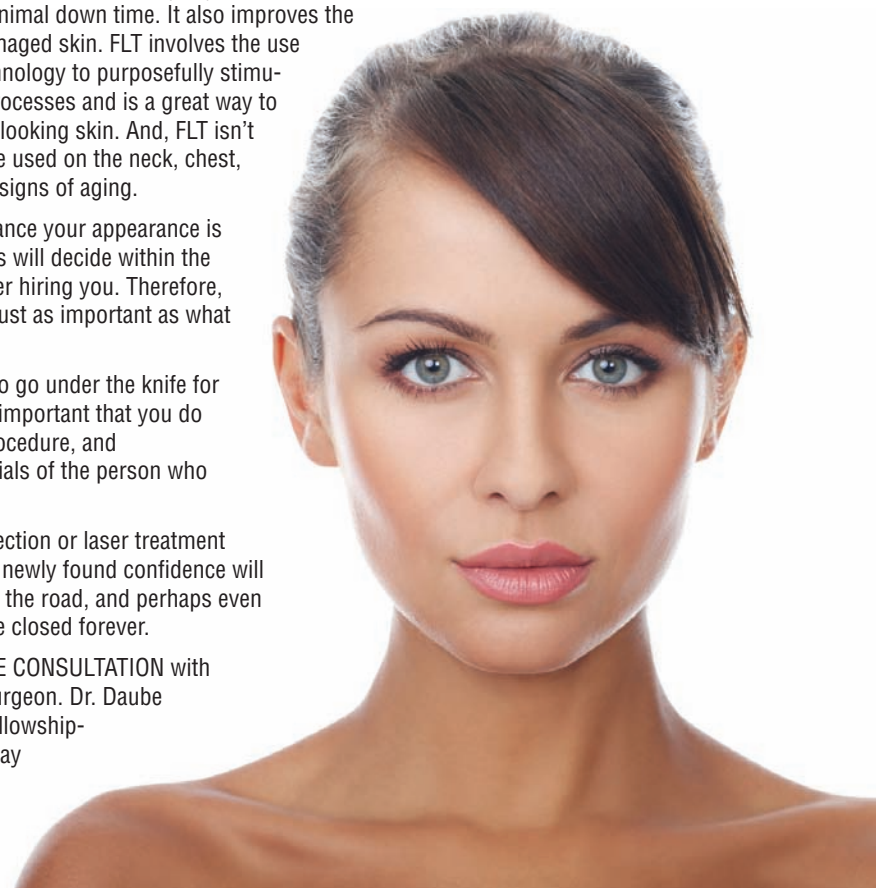
Another option is Fractionated Laser Therapy (FLT) – an innovative procedure specifically designed to reduce wrinkles and tighten skin with minimal down time. It also improves the appearance of aging and sun-damaged skin. FLT involves the use of the latest in skincare laser technology to purposefully stimulate the body's own restorative processes and is a great way to achieve clearer and more radiant looking skin. And, FLT isn't just limited to the face, but can be used on the neck, chest, and hands, which can also show signs of aging.

Anything you can do to enhance your appearance is a plus, especially since employers will decide within the first 5 minutes if they will consider hiring you. Therefore, non-verbal communications are just as important as what you say during an interview.

While you may not choose to go under the knife for major plastic surgery, it is vitally important that you do research ahead of the medical procedure, and thoroughly check out the credentials of the person who may be providing treatment.

Although a simple Botox injection or laser treatment can't produce better job security, newly found confidence will lead to better opportunities down the road, and perhaps even open doors you had thought were closed forever.

Contact our office for a FREE CONSULTATION with a Board Certified Facial Plastic Surgeon. Dr. Daube is the only Board Certified and Fellowship-trained facial plastic surgeon in Bay County.



## WELCOME!

On behalf of Gulf Coast Facial Plastics and ENT Center, we are pleased to bring you our summer newsletter. These newsletters are published several times a year to keep our readers updated on the very latest procedures and products that may be helpful to you in achieving, and maintaining, optimal beauty, health, and wellness.

Thank you for your interest in our practice that has a mission of service to you. We look forward to seeing you soon. Also, feel free to direct any comments, or suggestions for future newsletter topics, to our website.

Thanks and enjoy,

Daniel C. Daube, M.D.

(850) 784-7722

www.danieldaube.com

# FinESS™

Exciting NEW treatment for Chronic Sinusitis

Dr. Daniel Daube is the only physician in Florida and Alabama offering this exciting new procedure provided by FinESS™ Sinus Treatment – a less-invasive solution to treat chronic sinusitis with less pain, bleeding, and recovery time than traditional sinus surgery. “We are very excited to offer FinESS as a new treatment option for our sinusitis patients whose symptoms persist after multiple courses of medical therapy, or who are looking for an alternative treatment to traditional surgery,” said Dr. Daube.

Sinusitis symptoms include: Facial congestion/fullness, nasal obstruction/blockage, nasal discharge, fever, headaches, fatigue, dental pain, and bad breath. If you are experiencing any of these symptoms, you should mention them to your physician, and inquire about the latest in treatment options.

FinESS is a simple endoscopic approach to treating challenging sinusitis patients by remodeling the maxillary area without the surgical removal of delicate bone and sinus tissue. Using local anesthetic, with or without light sedation, a micro endoscope and a small balloon catheter, FinESS enables simple and direct access to treat the affected sinus through a small entry point under the lip.

It is estimated that chronic sinusitis (CRS) affects more than 35 million people in the United States with an average of four work days lost for every patient.

FinESS is a new, less-invasive treatment that breaks the cycle of chronic sinusitis with immediate and lasting results and should be the desired option for the patient whose symptoms persist and return despite antibiotics and steroids – or – who does not need, want, or cannot have extensive sinus surgery.

To find out if you are eligible for FinESS, contact our office to schedule a consultation at: **(850) 784-7722 – or – [www.danieldaube.com](http://www.danieldaube.com)**

## It's the LATEST LOOK... **THE PARIS LIP!**

If you want a more expressive look that highlights the shape of your lips, The Paris Lip technique may be for you. Lips present a special challenge, since the border diminishes over time, The Paris Lip defines the border of the lip area to give a natural look without lipstick. No wonder it has been received with enthusiasm by 25-year-old women who want the latest look, not to mention by 45-year-olds who want a natural, more youthful appearance.

The Paris Lip technique uses hyaluronic acid implants, the natural component of the skin, eye, and joints, that have been used for more than eight years by half a million women and men to smooth out facial lines between the brows and around the eyes, nose, and mouth.

Just like your own hyaluronic acid, this component is used to create The Paris Lip, but will eventually wear down and your skin will return to its natural contour. The Paris Lip look can be maintained with re-treatments every five to seven months as part of your regular beauty routine. And, it's so quick and easy, you can have it done during your lunch hour and go back to work with the newest fashion trend of The Paris Lip.



# GLOBUS...

By Dr. James Beggs

A funny name for a not-so-funny condition

Globus, Latin for “ball,” describes the sensation of something being caught in the throat.

Most often this unusual feeling is closely associated with strong emotional occurrences as best described: “It brought a lump to my throat.” This condition can affect people of all ages, although it is uncommon in children. In one study, globus was shown to affect more women than men less than 50 years of age, but in another study, the sexes suffered equally as often, and as dramatically, once they passed middle age.

Unfortunately, the cause of globus is not known. Often medical studies give confusing and/or contradictory results. One thing is certain: globus cases are made worse or associated with these other conditions – acid reflux, arthritis in the neck, an enlargement of the thyroid gland, and certain medications like diuretics and ACE inhibitors or other medications that cause a drying effect on the throat.

It only stands to reason that patients who experience globus would be worried that they may have cancer, but throat cancer is extremely uncommon in people who do not smoke or drink in excess. However, documentation shows there is a higher incidence of anxiety disorders (to include panic attacks) and depression in patients with globus, perhaps when they feel unable to express their feelings openly.

Often globus patients frequently clear their throat a lot and feel the need to swallow more often than is normal. Globus can also be associated with hoarseness or a change in the voice tone. As part of testing, a thorough examination of the throat will be conducted and a Barium

Swallow X-ray may be indicated. Another test that monitors the amount of acid that refluxes into the esophagus can be helpful as well.

Among the various treatments, bio-feedback may help patients who are especially anxious and prone to panic attacks. However, voice therapy and vocal hygiene advice may include the direction to change lifestyle, diet, omit caffeine, and practice certain exercises to help the voice problems, which can help relieve the globus sensation. Medication should be the last resort in the treatment of globus, but anti-reflux medication may be advised. In addition, Botox has been injected in order to weaken or paralyze the sphincter so that the sensation of globus can be alleviated.

Most patients respond immediately to individual treatment options, but persistent symptoms may need to be investigated further. It is extremely important that you search for a Board Certified Ear/Nose/Throat physician who is familiar with globus and cancer treatments of the head and neck.

Regardless of the reason for the condition, if a patient is suffering from globus, it is potentially a very dangerous condition, and there is absolutely no reason for the condition to persist when there are various treatment options available.

*Dr. Beggs specializes in cancer of the head and neck and is a Board Certified Otolaryngologist*

## PREVELLE™ SILK Today for TONIGHT!

Prevelle Silk is the first in a line of hyaluronic acid dermal filler products that contain lidocaine. The addition of lidocaine to Prevelle Silk makes the treatment more comfortable.

Due to its soft gel density, PREVELLE Silk is ideal for areas in which volume and softness are important, such as moderate to severe facial wrinkles and folds. Prevelle Silk is a soft, smooth filler, and provides immediate results with minimal irritation. In fact, it's a true “lunch hour” procedure, taking only about 30 minutes, so you can literally have the procedure today and enjoy the benefits tonight.

Effects are temporary and individual results may vary, but the results usually last at least three (3) months. However, Prevelle Silk treatments actually compliment BOTOX treatments, and both procedures can be given at the same appointment for maximum effectiveness. Since results are not permanent, your physician can evaluate your appearance and make adjustments at your next appointment.

Because Prevelle Silk is a natural substance already found in your body, it has the ability to add volume and smooth a variety of lines and folds to give you a more youthful appearance.

**\$125** per syringe  
(while supplies last)



**FREE CONSULTATION**  
with Dr. Daube and our Aesthetician

Valid until 10/31/09

One coupon per person.  
Not valid with any other offer.

Coupon must be presented  
at time of service.



(850) 784-7722 Ext. 3

Want more info?

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[gcfpskinicare@comcast.net](mailto:gcfpskinicare@comcast.net)

**Purchase one (1) Syringe of Juvederm and get one (1) FREE box of Latisse™, a \$120 value.**

Valid until 10/31/09

One coupon per person.  
Not valid with any other offer.

Coupon must be presented  
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