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# Look & Feel Your Best

Your Monthly Cosmetic Newsletter Filled With Tips On How To Look Good and Feel Great At Any Age!

Volume VII

Issue 1



*Personal wellness and appearance enhancement are common New Year's Resolutions, and Med Spa of Virginia is here to help you achieve your goals. We hope that you will benefit from the information and strategies we share with you in our newsletter, and take advantage of the monthly specials offered here. Resolve to make 2011 the year that you look and feel your best, from head to toe, inside and out, regardless of your stage of life.*

## Coping With Failure

### *Failure Is Not Falling Down, But Refusing To Get Up*

Whether it is literally not making the grade in school, facing the demise of a relationship, or not meeting a personal or professional goal, failure can be one of life's hardest lessons. But as the Chinese proverb advises, it is not the falling down that is the failure, it's the staying down. When we fall short, experience a setback, or things just don't go our way, we have two choices – give up, or get up. If we can learn to redefine "failure" and think of it as a growth process or an opportunity for change, then we have forever changed our relationship with it.

We "give up" when we think that a failure says something about our self-worth or our value as a person. If we can frame our relationship with failure differently and instead see it as an opportunity to learn and grow, then it stops being a source of self-criticism and self-doubt, and becomes a tool for self-improvement.

Conversely, when we start to assign blame and judgment around failure, we tend to get stuck in it forever. Resist the temptation to give too much meaning to the failure. For example, thinking "This failure must mean that I am not X, or that I don't have Y." When you assign blame and nurture negative emotions, the failure becomes your excuse and makes it very easy to quit. The result is stagnation in a bad place, and very little learning happens from the experience.

Once the immediate emotions from the setback have subsided, reflection is the first step in picking yourself up. Failure can be a powerful signal that we are supposed to move on, or to redefine our circumstances. It is a great time to reflect on your goals, your motivations and your values. Sometimes the support of a friend can help give you perspective and help you see the situation in a new light.

At times it is appropriate to seek the advise of a professional, like when you find yourself stuck in a cycle of failures or seem to be experiencing multiple setbacks in one area. It can be hard to recognize our own patterns of behavior and choices because we are so close to them, and a neutral person outside of your situation may be able to help you identify areas for change.

New choices will equal new outcomes. You may have to be courageous and devoted enough to wanting something different that you are willing to undergo the temporary discomfort of trying something new.

Remember that it is often a setback that issues a wake-up call for us, and it can bring a kind of clarity that nothing else will. Failure is nature's plan to prepare you for greater responsibilities. What great things await you?

*Article excerpts by Tanya Triber*



## ***Cosmetic Tips of the Month...***

### **ARE YOU ACIDIC OR ALKALINE?**

#### ***Your Body's pH has a lot to do with the Condition of Your Skin***

pH is an acronym for the “potential of Hydrogen,” or the acid to alkaline ratio that exists in all matter – including our bodies. The pH scale ranges from 0 to 14. Anything below 7 is acidic, and above 7 is alkaline (or basic). For example, battery acid is dangerous at a 1 pH, and calcium is highly alkaline at a 12 pH. A body pH of 7.365 is the benchmark for measuring our health.

Our organs and body systems operate most efficiently and are at their “healthiest” pH when they are slightly alkaline (7.365 pH). The problem is that it can be difficult to maintain this state because our bodies are only alkaline by design, but they are acidic by function. This means that our bodies want to be alkaline, but the environment in which we exist, the foods we eat, and our body processes themselves (like digestion) all conspire to make us more acidic than we optimally should be. This unbalanced pH level can reveal itself in many ways, but regarding our skin, it most often induces cellular inflammation and shows up as excessive dryness, hyper-sensitivity, acne, psoriasis or eczema.

To help re-balance your pH, take a close look at the foods you eat each day. There is most likely no single culprit making your body acidic, but rather the sum total of all your food choices. Here is a list of common acid and inflammation producing foods, and common non-acid producing foods. See which list you tend to choose from:

#### **Acid/Inflammation Producing Foods**

|                             |                         |
|-----------------------------|-------------------------|
| Bread, Rolls, Crackers      | Potatoes, Corn          |
| Bananas, Dried Fruits       | Cream Cheese, Ice Cream |
| Sugar, Pastries, Candies    | Soda, Fruit Juices      |
| Pasta, Pizza, Refined Flour | Snack Foods/Chips       |
| Processed Cereals           | Corn Starch, Corn Syrup |

#### **Non-Acid/Inflammation Producing Foods**

|                        |                       |
|------------------------|-----------------------|
| Apples, Berries        | Kale, Romaine Lettuce |
| Broccoli, Cauliflower  | Pumpkin, Bell Peppers |
| Barley, Beans, Lentils | Oatmeal, Flaxseed     |
| Almonds, Pecans        | Soy Products, Tofu    |
| Honeydew, Cantaloupe   | Fish, Shellfish       |

Nutritionally depleted fresh foods, and an American diet rich in over-processed and highly refined foods contribute greatly to our unhealthy, acidic state; however, it would be very difficult to modify our lifestyles and diets radically enough to completely re-balance our pH by diet alone. So what is the solution? A more realistic option is to supplement our modified diets with something meant to bring our pH back into balance. At Med Spa, we recommend a powdered “greens formula” called **Balance** by CosMedix. A single scoop, once per day in your beverage of choice, will provide you with 44 servings of leafy greens and other important vegetables and fruits that can make up for acid producing foods and environmental factors in your life, and bring your body's pH back into balance.

### ***January Product Special: “Happy New Youth”***

**Save \$40** when you purchase IS Clinical

### **Youth Complex & Youth Eye Complex Together**

*Rapidly Smooths & Softens Skin, Reduces Wrinkles, Antioxidant Protection*

*Improves Skin Hydration, Firmness & Elasticity*

*Reduces Under-Eye Puffiness & Dark Circles*



## **The Deal with Vitamin D - *It Does a Body (and Your Skin) Good***

Vitamin D is one of the most dynamic substances the human body produces. It has the power to activate more than 2,000 genes. It controls everything from normal bone growth and immune system response to healthy eyesight and neuromuscular function. It is also absolutely essential to the long-lasting health and beauty of skin through its role in skin cell metabolism, growth, repair and protection.

Every skin cell begins its life at the base of the epidermis. As these immature cells detach and migrate upward to the surface, they go through a series of changes in both form and function. The rate at which these cells divide, the nature and timing of their changes, as well as their transit time to the surface, are all controlled by growth factors and other molecules that are triggered by the presence of vitamin D. The skin loses and must replace about 40,000 cells every minute. If enough vitamin D is not available to fuel this process, replacement cells won't be manufactured quickly enough. Inevitably, the outer layer of skin becomes thinner and more fragile and begins to sag from a lack of adequate support. Additionally, the skin is extremely susceptible to free radical damage because of its high metabolism and fatty acid content. Free radicals deteriorate the skin's structural support and decrease its elasticity and resilience. The skin protects itself from this oxidative destruction through the presence of natural antioxidants, and one of the most powerful of these is vitamin D.

In our youth, the skin can synthesize approximately 10,000 IU of vitamin D after just 20 to 30 minutes of summer sun exposure. Unfortunately, as we age we rapidly lose this ability to produce vitamin D. In addition, today's predominantly indoor lifestyle and increased use of UV-blocking sunscreens have severely decreased the amount of vitamin D the average person produces; and what vitamin D the body does produce is used primarily to help build and maintain strong bones... not nurture the skin.

Most Americans should be taking a daily supplement of 400 to 1000 IU of vitamin D; but if you want a solution specifically for your skin, you'll need to use a *topical skincare product that contains vitamin D* to stimulate skin cell growth and repair; enhance the skin's immune system; and neutralize free radicals that cause premature aging. **Med Spa recommends Affirm Serum by Cosmedix** – stop by the spa and pick some up today!

### ***You'll Always Be a VIP to Us!***

We have been so pleased with the success of Allergan's Brilliant Distinctions Rewards Program, and hope that if you enjoy Botox or Juvederm products you have signed up for membership and are earning your reward coupons! At Med Spa, we have discovered that Brilliant Distinctions is basically a duplication of our VIP program, and have decided to discontinue our program in favor of Brilliant Distinctions. Existing Med Spa VIP Rewards will be valid through February 28, 2011; So, if you have earned rewards under that program, now is the time to use them!

## **Health Quiz...**



Congratulations **Cynthia H.**, you are last month's contest winner!

You've won a \$25.00 *Med Spa Gift Card*, which may be used toward any of our products or services.

### **LAST ISSUE'S QUESTION WAS...**

Q. What is the most basic, essential step in proper skin care?

A. Cleansing

### **THIS MONTH'S QUESTION...**

Q. What is the body's optimum pH level?

Each month we post general health and entertainment questions to all our readers. To be eligible for our *free prize* drawing, just call our office with your answer and, if it is correct, you will be entered in the contest. The correct answer will be revealed in next month's issue. Winners will be notified by phone.

# *'Tis the Season for* **Corrective Leg Vein Treatments**

If you have unsightly or painful leg veins that cause you concern, now is the perfect time of year to have them corrected. Most treatments require some time before your legs are looking their best, and your condition may require multiple treatment sessions for full correction, so don't wait to get started.

Summer will be here before you know it!

If you have any of the following symptoms, you may have a leg vein condition that is easily correctable with a variety of in-office procedures:

- Swelling of the leg or ankle
- Leg pain or tenderness
- Visible varicose veins (raised to the skin)
- Numbness, tingling, or the sensation of bugs crawling on the leg
- Leg cramping
- Skin discoloration or sores/ulcerations

At Med Spa of Virginia, Dr. Karl Beier provides **Sclerotherapy** for the treatment of varicose veins and larger spider veins, as well as **Ultrasonic Vein Mapping** and **Endovenous Laser Therapy** for treatment of more severe varicose veins.

***Most of these non-cosmetic vein therapies are covered by insurance!***

So, if you are concerned about the health of your leg veins or appearance of your legs, please call Med Spa of Virginia at **(540) 825-8550** today to schedule a consultation appointment. We will evaluate your condition, discuss treatment options, and provide a proposed treatment plan for you.

# Happy New You!

Make a Resolution to Look and Feel Your Best This Year

Purchase **Juvederm-XC** *or*  
Any of These **Discounted Treatment Packages**, and

Get a **FREE LATISSE** (*\$130 value*)

Discounted Treatment Packages Include:

- ❖ Laser Hair Reduction
- ❖ Laser Skin Rejuvenation / Photo-Facials
- ❖ Spider Vein Correction
- ❖ 60 Minute Massage Services
- ❖ 60 Minute Medi-Facials

Just purchase any one of these great treatment packages in the month of January,

And you'll get a FREE Latisse Topical Eyelash Enhancement Kit  
(*brief consultation and physician approval required*)



**Yes, You Can Afford It!** Care Credit makes it easy.

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And check out their easy, no-interest payment options.

You can apply on-line for instant approval!



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**Win a FREE Massage!**

