

# eMatrix™ Sublative Rejuvenation

*This Information Package has been designed by Dr. Searles to answer your questions on this service.*



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## Evolution of Sublative Rejuvenation

### New Treatment introduced 2011!

For decades laser and light based procedures have been the recommended solution in correcting all kinds of skin imperfections such as wrinkles, scars, discolorations, sun damage etc.

Cosmetic treatments became more socially accepted when skin rejuvenation, a low-level light therapy to non-aggressively treat superficial skin conditions, was introduced in 2001.

This treatment required multiple treatment sessions, and results were gradual—but there was little to no downtime per treatment. Then in 2004 the plastic surgery movement began and people began to demand faster and more comprehensive results, like the kind you get with face lifts.

At this point, fractionated laser therapies were introduced, and although considered non-surgical, these were aggressive treatments that still required weeks of downtime. More importantly, these treatments were not recommended for all skin types due to possible complications.

Today to fill the void between non-aggressive and aggressive while providing a safe and effective treatment for ALL skin types a brand new treatment called Sublative Rejuvenation

is introduced in the Summer of 2009.

## What is Sublative Rejuvenation?

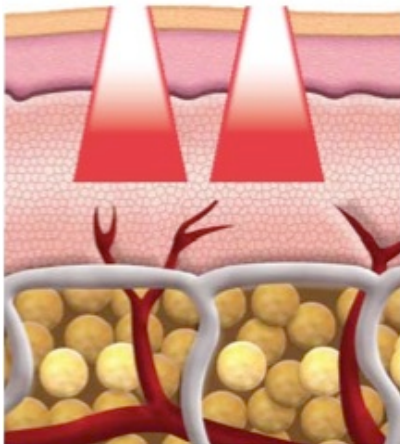
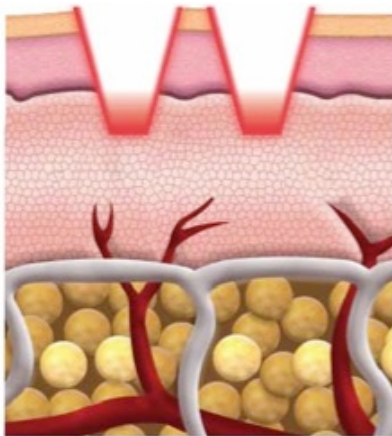


Health Canada-cleared Sublative Rejuvenation using eMatrix™ is truly a unique procedure because it's the first to combine the results you can get with aggressive treatments—with no downtime. The secret to Sublative Rejuvenation is the energy used and how the energy is delivered through the skin.

**How does Sublative Rejuvenation work?**

To achieve the best possible results, the energy, whether laser or light, must be delivered below the skin without overheating the top layer of the skin. This has been the challenge with other more aggressive treatments because they work by overheating the top layer of the skin to the point of complete ablation (removal), forcing new skin to develop.

**Traditional Fractional vs Sublative Rejuvenation**



Sublative Rejuvenation uses fractionated bi-polar radio frequency to penetrate through the skin--sending more energy beneath the surface of the skin to really maximize col-

lagen production--while keeping the top layer of the skin intact. This is an important factor in why it's safe for all skin types.

**Benefits of Sublative Rejuvenation**

- Sublative Rejuvenation is clinically proven to treat fine lines and wrinkles, acne scars and stretch marks, textural irregularities caused by excessive sun exposure.
- Little to no downtime post-treatment - patients can return to regular activities following treatment.
- Sublative Rejuvenation is the "all-natural" approach to enhancing your youthfulness. Unlike other non-aggressive cosmetic treatments such as Botox, fillers, or chemical peels, Sublative Rejuvenation works from the inside out by stimulating cell regrowth. Thus results with Sublative Rejuvenation last longer and can be further enhanced with yearly maintenance treatments.
- A full-face treatment session takes less than 20 minutes.
- Proven safe and effective on ALL skin types and degrees of pigmentation.

**FAQs: Sublative Rejuvenation™ using eMatrix™**

**Q: What makes Sublative Rejuvenation different from other aggressive fractional devices?**

A: Patients today desire face-lift-type results, yet do not want the weeks--to even months--of downtime associated with those treatments. Aggressive treatments also come with limitations on the range of skin types that can be treated, due to the high risk of skin discoloration. Although classified as an aggressive treatment, Sublative Rejuvenation is unique because it delivers optimal efficiency with minimal downtime at an affordable price point--and it's safe for ALL skin types.

**Q: How does Sublative Rejuvenation using eMatrix™ work?**

A: To achieve the best possible results when addressing any skin imperfection, the energy, whether it be laser or light, must be delivered below the skin without overheating the top layer of the skin. This has been the challenge with current more aggressive treatments, because they work by overheating the top layer of the skin to the point of complete ablation (removal), forcing new skin to develop.

Sublative Rejuvenation uses fractional bi-polar radio frequency to penetrate through the skin--to allow more energy beneath the surface of the skin, to real

ly maximize collagen production--while keeping the top layer of the skin intact.

Post treatment, you may notice increased levels of beneficial collagen as new healthy skin cells are produced. Mild to moderate wrinkles and superficial skin discolorations are reduced, and the texture of your skin becomes smoother and more elastic.

**Q: How many treatments do I need?**

A: Each patient's treatment protocol will vary based on individual needs and results desired. Most patients will receive three treatments, each spaced four to six weeks apart.

**Q: When can I expect to see results?**

A: Patients will begin to see results after the first treatment and results will continue to improve up to one year post treatment. Because this treatment works to rebuild collagen, there are no limitations on how long the results last. Maintenance treatments are recommended post one year to maintain and further enhance current results.

**Q: Does it hurt?**

A: Unlike other aggressive fractional treatments, Sublative Rejuvenation with eMatrix™ is very tolerable. During treatment, many patients feel a warm, prickly sensation. After treatment, a pink or red "sun-burn" appearance and feeling is common. Topical anesthetic ointments and cooling can be



used to reduce unpleasant sensations during treatment.

**Q: Are there any side effects?**

A: No clinical side effects have been reported to date. The beauty about Sublative Rejuvenation is its capability to offer significant results to ALL skin types with little to no downtime.

**Q: Is everyone a good candidate for Sublative Rejuvenation?**

A: Sublative Rejuvenation is the only fractional treatment that can be used on all skin types. Some skin conditions (such as eczema) may prohibit patients from receiving the

treatment. Consult your skin care specialist to determine if Sublative Rejuvenation is right for you.

**How many treatments are recommended?**

Facial treatments will show progressive improvement with a single treatment. However, the neocollagenesis and refinement of the pore size will require multiple treatments.

**How much does it cost?**

Fees are per treatment session, plus GST, and can be paid at the time of treatment with Interac, Visa, MasterCard, or cash. No cheques please. Dr. Searles is also happy to arrange payment by interest-free installments.

Professional services provided by appointment only. The prices quoted here are subject to change without notice. Dr. Searles and his team will be able to provide you with the current prices at the time of the consultation.

Dr. Searles does not charge a fee for aesthetic consultation. Consultations can usually be arranged within a week or two. Treatment may be scheduled for the same day as the consultation if there is a time slot that is convenient for



you, or may be scheduled for a later date.

Consultations about eMatrix Sublative Rejuvenation can usually be arranged simply by calling our booking line at 780/424-4464 where our staff can take the time to discuss your wishes and options, and answer your questions. No referral is required.

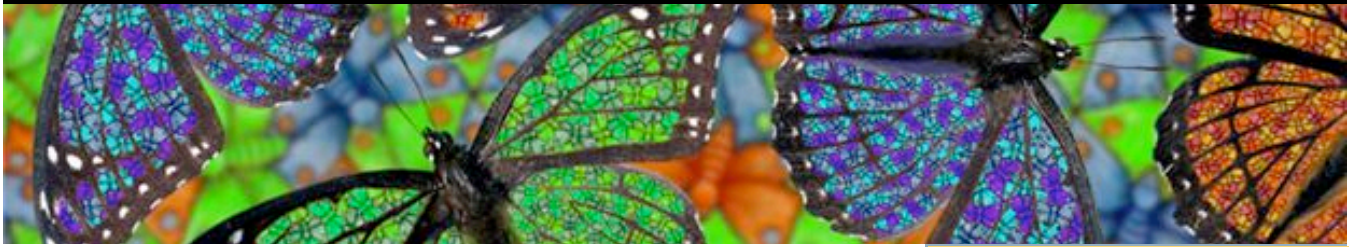
**Prices for the most commonly treated areas include (typical prices per treatment):**

Location	Each	3
Full Face	\$600	\$1440
Stretch Marks	\$350	\$840

**Please feel free to enquire about other areas not listed.**

Dr. Searles and his staff can offer you professional advice on our series of specialized treatments. We realize that your needs are unique to you, and will assist in recommending the best treatments to address your individual needs.

We are dedicated to providing you with professional, expert care and services from start to finish. Our staff can take the time to discuss your wishes and options, and answer your questions.



## Getting to Know your Options through the Consultation Process

Aesthetic dermatology, laser services and healthy skincare are the most effective ways to enhance your natural beauty and to prevent further skin damage. Dr. Searles and his team of trained nursing staff offers consultations for all cosmetic and laser procedures and skincare offered at our office.

A consultation includes a complete evaluation of your skin history, depicting your skin care concerns and goals, and a treatment and skincare regimen based on those areas evaluated. The treatment and skincare options will be described in-depth to you so that you understand all of the necessary information for beginning the recommended regimen. This information includes, but is not limited to, description of the treatment, pre- and post-treatment protocols, risks and side effects, costs, and before and after examples.

If an area of concern is not treatable with the technology and therapies available at Keystone Dermatology, we will refer you to a qualified professional in that field.

The consultation is designed to provide you with all of the information necessary for you to feel most comfortable in receiving the benefits of these treatments and skincare programs.

## About Dr. Searles...

Dr. Searles is dually certified by the Royal College of Physicians of Canada in both Internal Medicine and Dermatology. He has been honoured to be elected as a Fellow of the prestigious American College of Physicians. He is a member of numerous National and International medical organizations devoted to the discovery and application of new ideas and techniques for treating medical and esthetic skin conditions.

Dr. Searles is a Clinical Professor in Medicine at the University of Alberta, and is the Director of Resident Training for Dermatology.

Dr. Gordon Searles' primary mission is to deliver the best care possible through the use of the latest advances in medical research and new technologies.

**A Fellow of the ASLMS**



**A Fellow of the ASDS**



**Peer-Elected to Best Doctors in Canada, 2008**



**A Fellow of the CDA**



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**We're on the Web!**

See us at:

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