

STRETCHING YOUR DOLLAR IN MEDICAL COSMETICS

Waterloo Medical Cosmetics

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Locations in Waterloo & Kitchener

At Waterloo Medical Cosmetics, we understand that treatment with injectable cosmetics is an investment. Who doesn't want to look their absolute best? And if money were no object, perhaps it would be tempting to book with a medical cosmetics spa and get "the works." But most people want to invest their money wisely and selectively. They need a balance between expense and outcomes. We want to use our expertise to help you get the most "bang for your buck" when it comes to making decisions on injectable cosmetics options, including which product would work best for you, your ideal dosage, and how frequently you should consider treatments.

Our model of care is quite unique in the cosmetics industry. We focus on each client's unique needs and collaboratively create a treatment plan that will meet their goals. At Waterloo Medical Cosmetics, you



are never just a number. You are the expert on your own appearance and how you want to look, and we are here to provide expert information and help you make decisions. Our approach is unhurried and no-pressure. We take the time to listen and get to

know you. After all, making you look and feel your best is why we do what we do. From our cutting-edge techniques, to our exacting standards of the products we use, to our high-touch customer service, we are all about you.

Before we share our tips on how to maximize your financial investment and get the most “bang for your buck,” let’s briefly look at what we mean by “cosmetic injectables.”



(Above: Botox to soften the “11” lines, usually 20-40 units)

Neuromodulators (Botox)

You probably simply know it as Botox, but the first form of injectable treatment is called a neuromodulator. It acts on the nerve cells in muscles. Botox is actually a purified form of the botulinum toxin, the same substance that causes botulism. When we perform repetitive behaviours such as squinting or frowning, wrinkles and lines develop on the surface of the skin. Neuromodulators work by blocking nerve signals in the muscle where it is injected, causing the muscles to be temporarily paralyzed. Without the movement of those carefully targeted muscles in the face, certain lines and wrinkles can be

softened, reduced or even removed. However, because the muscles eventually recover from their temporary paralysis, repeated treatments are required to continue to keep wrinkles and lines at bay. Most people find that the muscle-relaxing effect of Botox lasts 3-4 months. The great news is that Botox is extremely common and well-studied, with a proven track record of success, so don't let the mechanism of action scare you!

Dermal Fillers

Also called soft tissue fillers, dermal fillers are substances designed to be injected beneath the surface of the skin to add volume and fullness. If you've researched fillers, you may have heard the names Restylane and Juvederm, which are two of the leading products. Both are made from a substance called hyaluronic acid, which, despite what you may think when you hear the word "acid," is actually a gel-like water-holding molecule that helps keep skin plump and hydrated. In fact, our bodies produce this substance naturally. As we age, we produce less and less hyaluronic acid, resulting in a loss of collagen and elasticity in the skin.

Dermal fillers work by plumping up lines and wrinkles. They can also be used to add an appearance of fullness to the lips. Just as Botox

eventually wears off, dermal fillers are gradually naturally absorbed. Depending on the brand of filler used and your own body's rate of absorption, effects can last anywhere from 6 months to a year.

How to Maximize Your Investment

Cosmetic injectables are well worth the initial cost when you consider how extremely effective they are at improving appearance, how long they last, and their ability to reduce the need for more invasive and costly procedures. But no one wants to spend money on medical cosmetics without assurance that they will have the beautiful, natural outcomes that they hope for. Keep reading for the tips!

Avoid the Upsell

At Waterloo Medical Cosmetics, we don't want to see you throw a bunch of money at treatments and then hope for the best. We carefully assess your unique needs, and determine the minimal amount of product that will produce beautiful natural results for you. We evaluate whether you are the best candidate for Botox, dermal fillers, or perhaps a combination, but always with the focus on your goals and needs. Using our expert techniques, we really believe that often "less is more" when it comes to cosmetic injectables. A minimal

amount of meticulously placed product can often produce the radiant results you are looking for. Some providers of medical cosmetics lure clients with incredible “deals,” only to convince them once they’re in the chair that they require an awful lot of product. A great deal is no longer a deal. To avoid being in that uncomfortable and expensive situation, be sure to book with a trusted name in the industry who is committed to a minimalist approach to treatments.

Go With the Best

It may seem obvious that you should carefully research the best and most trusted provider in your area, but it really is important.

Especially when it comes to your face and your investment. You definitely won’t get the most bang for your buck if you are dissatisfied with your results because you weren’t a good match for the product used or because dosage or injection techniques were not optimal. At Waterloo Medical Cosmetics, we select the most outstanding Registered Nurses in the field to work us. And only Registered Nurses carry out the injections. They are highly experienced, warm and compassionate, with a true passion for helping people look and feel amazing.

Waterloo Medical Cosmetics is Physician-supervised and all of our staff are Canadian-trained.



(Above: our amazing Nurse injectors: from left to right, Anndrea Marcoux, RPN, Kelly Blackmore, RN)

Choose your product wisely

As mentioned at the beginning, some clients are interested in getting “the works.” But the vast majority of people want to be more selective in their treatment approach and with how they spend their money, and we very much support that thinking. You probably don’t need “everything done” in order to look more youthful, radiant and refreshed. In fact, it is quite likely that you only really need one of Botox or filler, not necessarily both. We are here to advise you on which service you would benefit from the most. We know that Botox works on dynamic wrinkles and fillers are the fix for static wrinkles and we will teach you how to recognize which type you are experiencing and find the best product for your unique situation.

Be Proactive

Have you ever waited so long to fix a problem that by the time you got around to it, the problem was worse than ever and much more costly to repair? The same concept applies to cosmetic injectables. After many years, when wrinkles are deep, more product will be required in order to reduce their appearance. But a very low dose of Botox now can help gently relax certain muscles of the face and prevent those wrinkles from forming in the first place. You'll look better now, later, and you'll save money. Win-win.



(Above: Botox to soften the “11” lines, usually 20-40 units, and frontalis, usually 5-15 units)

Best Bang For Your Buck Procedures

Of course, at Waterloo Medical Cosmetics our client-centred model of care means that we will assess your unique needs and help you plan a treatment that will reach your personal goals. But for your general interest, here are some of the procedures that tend to cost the least and create the most dramatic improvements!

Low Dose Filler “Face Lift”: for an overall gentle plumping of a face that has lost fullness, a syringe of dermal filler can be meticulously injected in very small amounts in multiple areas of the face. Because fewer units of the product are used, the cost is significantly less than a more extensive procedure.

Preventative Botox: as mentioned previously, very low doses of wrinkle-preventing Botox now can prevent a more costly “repair” later.

Gummy Smile Fix: if you feel like you show a lot of gums when you smile, this procedure only uses 2-4 units of Botox and has a dramatic effect on your beautiful smile!

Hyperhydrosis: treatment with Botox can dramatically improve this condition of excessive underarm sweating. And it can often be charged directly to the insurance company, meaning the patient is only responsible for the injection fee and not the Botox itself.

Mini Lip Flip: Using small doses of Botox before lip filler can help “flip” the lip and reduce the amount of filler that needs to be used.

As always, one of the best ways to look and feel better is to take care of yourself. Your health is the most important thing you have. Eat well to fuel a healthy body, stay active and hydrated, allow yourself time to rest and to sleep well, and limit your UV exposure.

We would love to speak with you further about your options for revealing a more radiant, beautiful you. Consultations are unhurried, no-pressure and complimentary. We are an open book. Ask us anything.

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