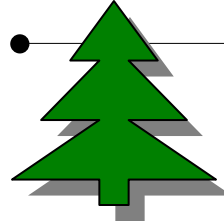


# KDA Skin Care Club

Volume 1, Issue 1  
December, 2006



## Happy Holidays!

Merry Christmas to you and your family this holiday season! In the past, the newsletters I have written, perhaps twice a year, were directed to all of the patients who have come to the Klein Dermatology & Associates office, regardless of whether they were general dermatology or cosmetic-oriented patients. I plan to continue with those newsletters to all, but I have decided to do a quarterly newsletter directed to those patients who have shown an interest in the ever changing world of cosmetic dermatology; so I have created the "KDA Skin Care Club" for that subset of patients to stay informed and even reap some additional benefits and rewards.

I am very grateful to the many of you who have been so loyal to the practice and make my work day so enjoyable. Many, if not all, of you are bombarded with skin advice from all directions and have noticed that more and more people are advertising their cosmetic procedures to the public. Well, you are wise to be wary. Dermatologists are the only physicians who are trained in skin care and disease in their residency years and recognized by the American Board of Medical Specialties as SKIN SPECIALISTS.

Inside this newsletter I further outline the KDA Skin Care Club features and some of the many services we have available for you. Happy New Year!

Sincerely, Marla Klein MD



*Our Nurse Practitioner, Janice Chussil, hard at work, says, "Happy Hanukkah!"*

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### Special points of interest:

- Marla Klein MD is the only physician who is a National Trainer for BOTOX® and for Sculptra™ in Oregon.
- Janice Chussil, A.N.P. was trained at the Harvard dermatology residency program along side physicians and has 20 years of experience in dermatology.
- Klein Dermatology & Associates is a member of the Better Business Bureau of Oregon/Washington.

# KDA Club REWARDS

The goal of the KDA Skin Care Club is to reward our loyal patients with “perks” to show our appreciation.

Each quarterly newsletter will feature a **coupon** or **special offer** that is exclusive to the recipients of this newsletter, as well as information on the many services we offer.

All patients who have been in for a cosmetic procedure or consultation qualify to participate in the club.

Our new computer software allows us to remove patients from the mailing list who tell us they wish to be excluded.

Patients who come in regularly for various treatments may also receive small gifts, coupons and offers to try new services complimentary.

With the computer changeover, we may have missed a few people accidentally, so be sure to ask your friends if they got this newsletter!

## Home Facial Skin Care (are you doing it best?)

We are now offering help with the dilemma of, “What should I be using at home?” “Do I need to spend a fortune on my skin care routine?” For many people, the answer is, “no” but for many others, “yes”.

To help us guide you better, we are now using Dr. Leslie



Baumann’s Skin Type Questionnaire to determine what the best over-the-counter-inexpensive products vs. physician-strength and Rx products would be best for your skin type.

You may set up an appointment with Ande or Marcia, come in, answer the questionnaire and go over your results and options, **AT NO CHARGE for only a limited time**, and with presentation of this special KDA SKIN CLUB newsletter. Call soon:

**503.445.2200.**



**SERVICES**

**KDA OFFERS**

- Hair Laser Removal for Men and Women
- Rosacea treatments with the V-beam laser
- Sclerotherapy for Leg Veins
- Laser therapy for veins on the face
- Chemical peels - AHA, BHA, TCA
- Botox®
- Sculptra™
- Cosmoplast™
- Zyplast™
- Juvederm®
- Restylane™
- Fat injections
- Microdermabrasion
- Lumiere photofacials
- Tumescent Liposuction

Monthly Specials posted on:

[www.kda-aesthetics.com](http://www.kda-aesthetics.com)

**BOTOX<sup>®</sup>**  
*—Cosmetic*  
*Botulinum Toxin Type A*

# **BENEFITS**

Having been told by several that I should *raise* my prices on BOTOX<sup>®</sup>, I will offer an explanation as to why I charge only **\$10/UNIT** for treatments. I know I *could* charge more, but I don't plan to.

I am fully aware that the going price for BOTOX<sup>®</sup> is \$12-\$16 per unit. The reason I charge what I do is because I know many people have to

budget to get their BOTOX<sup>®</sup>, and the more units they get in a session, the longer it will last; and the longer it lasts, the happier and more satisfied they will be. I work to educate people about units vs. pricing by "areas" to further their understanding, expectations and therefore satisfaction. According to the Allergan rep, we are the #1 BOTOX<sup>®</sup> office in Oregon!

We do have a new policy though:  
**25 Unit minimum w/ Dr. Klein**  
**15 Unit minimum w/ R.N.s**  
**(Julie and Michelle)**

We now offer \$25 gift cards from Allergan for returning patients, and sometimes our monthly specials are \$50 off with the nurses. That makes us the best value in BOTOX<sup>®</sup> in the country!

## **Cosmetic Consultations**

With the new discoveries in facial rejuvenation and lasers in the last few years, you probably just don't know what you should be doing.

Some procedures are safe, effective and reliable, and others aren't. Prices vary as do expectations on how long the effects will last.

What is safe? What fits your needs best? A consultation

visit with Dr. Klein and her nurses fills this purpose. The \$120 fee for the consultation can be applied toward any procedure of your choosing within 4 months of the visit.

Dr. Klein can let you know which procedures may suit you best, the risks and benefits, as well as the expenses associated. If a recommended procedure is not offered within the office, she

will provide the name of a respected physician. Everyone can use something we offer, whether the purpose is improvement or prevention. Call now!



## **VISIA Complexion Analysis Available**

Now we have a super high-tech machine that can scan over your face and perform a computer analysis showing you where your UV damage is, and giving you a report card of how you compare in wrinkles, pore size, and texture compared to others your age.

The normal fee for this service is \$45 at other offices. You may



schedule an appointment with Julie, Marcia or Michelle to have this test done for \$25 for a limited time.





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## Aren't on the List?

If you think you should have gotten this newsletter, but didn't, please don't fret!

We realize friends talk, and it is possible you may have found yourself to be a cosmetic patient of ours who didn't get the newsletter. It isn't because you are on the "naughty" list, honest!



In September 2006, we changed our computer software system. Doing so has given us new abilities, like storing email addresses, scheduling more efficiently when you call, and better sorting capabilities for marketing and keeping track of who referred patients.

Unfortunately, the change-over also meant the loss of specific diagnosis and procedure codes on patients from

July 2003– September 2006, so it is purely by accident if we failed to include you.

If you would like to receive our KDA SKIN CARE CLUB NEWSLETTER please call or email us and let us know, and we will put you on the list for next time.

**503.445.2200**

**receptionists@kda-derm.com**