

THE SKIN SENTINEL

A Monthly Newsletter from COPS

BEAUTY HAS NO AGE
LIMIT

pro-aging:
your looks
on your
terms



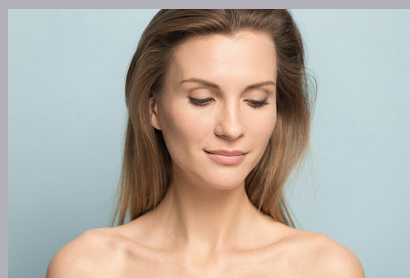
A Beauty All Your Own

Have you noticed a shift in the health and beauty industry?

Anti-aging has been superseded by pro-aging.

What is pro-aging?

For us, it means embracing both the natural aging process *and* the option to choose modern-day treatments and procedures to look and feel your best.



We agree with actor and pro-aging advocate



Andie MacDowell who said, "I do think there is the importance of seeing beauty at every age and it's not limited to a certain age."

Remember: The choice is yours

So whether you opt for **BOTOX®**, **dermal fillers**, and **plastic surgery** or you take up yoga, stop coloring your hair, and forgo makeup for **great skin care**, it's important to remember that the choice is always yours.

We want you to know that we're here to support your health and beauty journey--whatever you choose and no matter your age.

"What we do isn't about making you into someone you're not," says Dr. Lichten, "It's about helping you achieve your goals so you can be the you that you want to be."

Not sure what's right for you?
Schedule a consultation with Dr. Lichten.

BOOK NOW

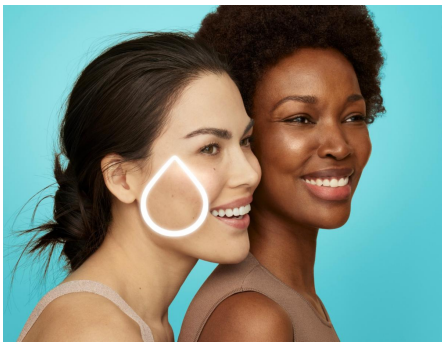
Special Offer

LIMITED TIME ONLY

\$500
OFF
TUMMY
TUCK

MUST BOOK BY JANUARY 31, 2024

2024 Health & Beauty Trends



Science-backed skin care

Taking care of your skin is always a good idea, which is why we're all in favor of this trend. Just be mindful that some skin care products also come with a lot of hype. That's why we recommend science-backed products that are



Jawline rejuvenation for men

While we don't think there is such a thing as an "ideal jawline," we also understand that some men may want a stronger looking jawline.

also medical-grade.

Why? Because medical-grade skin care products typically have a higher concentration of active ingredients, which makes them generally more effective.

Hyaluronic acid (HA) microdroplet injectables

Who doesn't want smooth, glowy, hydrated skin?

Good news. You can have it, thanks to new advances in skin care, which have made it possible to increase hyaluronic acid (HA). HA is a substance found naturally in the skin, as well as in the fluids of eyes and joints.

Dr. Lichten already offers his patients the first and only FDA-approved HA microdroplet injectable: SKINVIVE™ by JUVÉDERM®.

With optimal treatment, SKINVIVE increases hydration, improving skin smoothness and providing a lasting glow for up to 6 months.

How best to achieve that look depends on the patient, which is why Dr. Lichten recommends a personal consultation so patients can understand their options.

Dr. Lichten says, "JUVÉDERM® Volux is a non-surgical injectable treatment that can correct a sagging jawline or jowls and help some patients achieve a more chiseled, rejuvenated jawline."

VASERlipo

While this procedure is expected to become more popular in 2024, Dr. Lichten, who is a board-certified plastic surgeon, has performed this type of liposuction treatment for years.

While traditional lipo has its place, VASERlipo uses ultrasound energy to break up the fat before it's permanently removed.

Dr. Lichten says, "For some patients, the addition of VASERlipo to traditional liposuction may improve the results with less swelling, pain, and downtime."

[SCHEDULE A CONSULTATION](#)

A graphic for a winter skincare routine. It features a light blue background with white snowflakes, a white knitted scarf, and a white jar of cream. A white rounded rectangle is centered on the page, containing text and a list of items. The text is in a bold, dark teal font. The list items are marked with checkmarks or an 'X' in a circle.

WINTER SKINCARE ROUTINE

Should I Do That?

- ⊗ Indulge in long, hot showers
- ⊗ Cover dry skin with makeup
- ✓ Apply sunscreen daily
- ✓ Exfoliate regularly
- ✓ Hydrate skin effectively
(Ask us how!)

**SAVE 25% ON ALL HYDRATING
SKINCARE THIS MONTH!**

I DON'T CALL THEM
NEW YEAR'S RESOLUTIONS.

I PREFER THE TERM:
CASUAL PROMISES
TO MYSELF THAT
I AM UNDER NO LEGAL
OBLIGATION TO FULFILL

Our Locations

LANCASTER

2656 N. Columbus St., Suite A
740-653-5064

COLUMBUS

85 McNaughten Rd., Suite 130
614-862-8008

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