

Women's Health Update



PRINCE WILLIAM OB/GYN ASSOCIATES—RENEWAL MEDSPA

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Community Service



Prince William OB/GYN is proud to “give back” to the community to which it serves. On April 19th the group sponsored a “Spirit Station” **Prince William County’s March for Babies** and handed out refreshments to thirsty walkers. This is a fund raiser to improve the health

of babies by preventing birth defects and infant mortality. This year over 425 registered walkers participated in the walk, raising more than \$100,000.00.

On May 3rd, 2009 we, once again, were the Event Sponsors for the “Spring Tea.”

The tea is held at the Regency in Dominion Valley and raises money to benefit The Cancer Center at Lake Manassas in Gainesville. At The Cancer Center patients can receive needed radiation and chemotherapy close to home.

Additionally, Dr. Smith was on the volunteer medical staff at the Avon Walk for Breast Cancer May 2-3. The walk raises money for breast cancer research and advances in health care access particularly for underserved women.

Baby Shower

PW OB/GYN and Renewal MedSpa host their first ever Baby Shower May 21st for our patients. Congratulations to the new moms!

Special points of interest:

- RECLAST TO TREAT OSTEOPOROSIS
- HEALTHY EATING IN PREGNANCY
- SMARTLIPO
- RENEWAL SPA TRADITIONS HAND AND FOOT TREATMENT!

Healthy Eating for Pregnancy

Now is the time to develop healthy eating habits. In fact, scientific research increasingly shows that a prenatal diet rich in nutrient-dense foods is key in preventing heart disease, diabetes, obesity and many types of cancer. Some nutrient dense foods that are high in protein, calcium and iron (all of which your baby needs to

grow and develop) are yogurt, peanut butter, chicken, beef, eggs and dairy products. Whole grains are filled with fiber, B vitamins, magnesium and zinc. Orange juice offers folate, which helps prevent neural tube defects, plus Vitamin C. Drink at least 8 glasses of water daily to prevent dehydration and constipation. Avoid risky foods

such as unpasteurized soft cheeses (brie, feta, blue veined), deli meats and high-mercury fish (shark, king mackerel, tilefish and swordfish). Strive for variety in your diet and eat only until you are not hungry, not until you are full. A daily prenatal vitamin acts as a safeguard since most of our diets are not perfect.

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Women's Health Update

“RED FLAG RULE”



“RED FLAG IS A PATTERN, PRATICICE OR ACTIVITY THAT INDICATES THE POSSIBILITY OF IDENTITY THEFT”

In the growing age of computers with online shopping the fear of identity theft is always lingering in the background. **Illegal use of personal information such as your name, social security number, credit card number, or insurance information is considered identity theft.** With the availability of this information through various medians, ex: banking, rental agency, realtors, mortgage companies and the healthcare industry, the FTC (Federal Trade Commission) has passed a new regulation to help stem this fear called the “Red Flag Rule”. The new regulation is effective on May 1, 2009 and it requires certain entities to develop and implement written identity theft protection and detection programs to protect consumers. The FTC has included physician practices in their list of

entities that are required to comply by the deadline.

A “red flag” is described as a pattern, practice, or specific account activity that indicates the possibility of identity theft. The FTC identifies these as:

- Alerts, notifications or warning from a consumer agency
 - Suspicious documents and/or personal identifying information, such as an inconsistent address or nonexistent social security number
 - Unusual use of, or suspicious activity relating to, a patient account
- Notices of possible identity theft from the patients, victims of identity theft or law enforcement authorities.

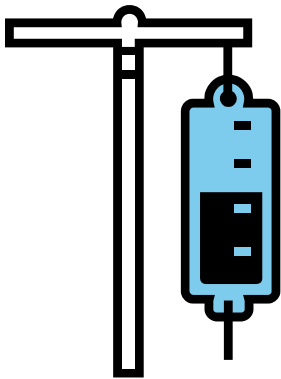
To identify these red flags and act on them is part of the pro-

cedure that will need to be implemented by all creditors.

Because of this regulation our practice has implemented a written program known as the “Red Flag Rule Protocol”. Our staff has been trained and our physicians given notice regarding the protocol. Please be assured that our office has complied with the new regulation and is on the alert for any attempt at identity theft. We are also always protecting your personal information from any misuse. If you have any questions or concerns please feel free to ask one of our staff to answer any questions or concerns you may have.

Patti Bailey
Practice Administrator

Reclast for Osteoporosis Treatment



Osteoporosis is a serious medical condition in which thinning of the bones put a patient at increased risk for bone fracture. Post menopausal women are especially at risk. The condition is diagnosed by bone mineral density (BMD) testing with a DEXA scan of the hip and spine. Recently, a new drug has been approved for treating the condition. **This drug is a once-yearly infusion called zoledronic acid or “Reclast”.** Studies have shown that over a three year period of using this drug there was a 70% decrease in vertebral fractures and a sig-

nificant improvement in bone mineral density. This drug may be an alternative for patients who are unable to tolerate the oral form of this class of drugs (bisphosphonates like Fosamax or Actonel) due to GI side effects or have a hard time complying with the monthly regimen. The drug is given IV in an out patient setting. We are happy to refer you to a physician who administers this drug if you feel you are a candidate.

Another treatment for osteoporosis includes **Evista (raloxifene)**, which is a se-

lective estrogen receptor modulator. This medication is taken daily and selectively binds to estrogen receptors inhibiting bone resorption and turnover. It has many of the same risks as estrogen in terms of stroke, bloods clots in the legs and night sweats. It can however, decrease your risk for breast cancer.

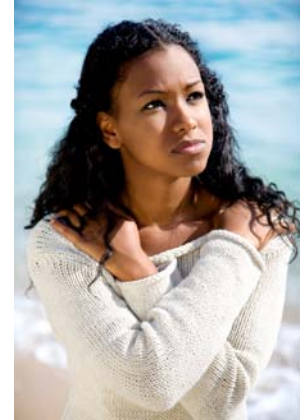
Most insurances cover for post menopausal women to be screened for osteoporosis with a DEXA scan. These can be performed at the hospital, an imaging center or through a rheumatologist.

Botox and Fillers for the Summer!

Put your best face forward this summer with Botox and Fillers from Renewal MedSpa! Botox Cosmetic is made from injectible botulinum toxin type A, which was approved for cosmetic use in 2002. When injected into facial muscles in tiny amounts, Botox acts as a nerve blocker and causes temporary muscle “freezing.” This results in a softening of moderate to severe frown lines, particularly the lines between the eyebrows which are sometimes referred to as the “11s” when they appear

as two vertical lines. Side effects are typically very mild. Most patients have no swelling or bruising at all. Results begin to appear in a few days and last up to four months. We also offer three different types of fillers: Juvederm, Restylane and Perlane. Fillers are injectible gel forms of hyaluronic acid, which is a natural hydrating substance that already exists in the human body. These gels are injected into facial tissue to replace lost volume and plump up moderate to severe wrinkles and folds,

such as the lines from your nose to the corners of your mouth (nasolabial folds). Side effects are generally mild, and can include redness and swelling for several hours after the treatment. Join us for your complimentary consultation with a physician or Nurse Practitioner who will discuss which filler(s) would be right for you. Call **571.261.2886** to set up your appointment today.



SMARTLIPO—Dissolves fat cells that can't come back!

Renewal is proud to announce that we have been offering **SMARTLIPO** since January! Smartlipo is an office-based lipolysis that uses a laser to dissolve fat tissue and over time tightens skin to reveal a smoother appearance with very **LITTLE DOWNTIME!** Fat cells are essentially liquefied and can't come back! Smartlipo can treat abdominals and flanks (love handles), thighs, arms,

buttocks, bra or back fat, and the chin. Smartlipo is meant for areas that do not respond well to diet and exercise. The perfect candidate is in good health and close to their normal body weight. Smartlipo is performed only by a licensed physician. JoAnne Gutliph, MD is a member of the American Academy of Cosmetic Surgeons, American Society for Laser Medicine and Surgery,

The American College of OB/GYN and Washingtonian Top Doctor. She has been the owner of Renewal MedSpa for two and a half years. **Call today, appointments are already booking for summer!** You can even call and speak to a staff member that has had it done! Susan had amazing results within just the first 2 weeks and will continue to see results for the next 6 months!

Retail Spotlight— Skin Medica-NouriCel MD-TNS Recovery Complex

Skin Medica's Nouricel-MD was discovered through wound healing research. It is a mixture of multiple human growth factors, soluble collagen, matrix proteins, antioxidants, and other ingredients which deliver visible improvement in dyspigmentation, the appearance of wrinkles, and an overall increase in skin firmness and resiliency. **TNS Recovery Complex** is the

only product containing a professional concentration of NouriCel™. These compounds have been shown to help diminish the visible signs of aging such as wrinkles, fine lines and uneven skin texture. Prior to the launch of TNS Recovery Complex with NouriCel-MD more than 90 volunteers participated in safety and efficacy studies of various concentrations and

regiments of NouriCel. These studies showed up to an 80% reduction in the number of wrinkles, a 44% reduction in wrinkle depth, and a 62% reduction in the appearance of fine lines. **For more information on NouriCel-MD and TNS Recovery Complex, please contact Renewal at 571.261.2886**

www.skinmedica.com

VALENTINE'S DAY

GIFT CERTIFICATES ARE NOW AVAILABLE AT THE MEDSPA OR ONLINE AT WWW.RENEWALMEDSPA.COM INSTANT GIFT CERTIFICATES CAN BE DOWNLOADED STRAIGHT TO YOUR PRINTER!



Women Caring for Women

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Renewal MedSpa: Helping to restore and maintain good health and appearance through medically principled treatments in a nurturing, aesthetic environment. Our care will be professional, result oriented and yet at all times be focused on the individual and service. Our treatments may include both conventional and complementary therapies and spa services to promote overall wellness. The emphasis will be on scientifically proven and safe therapies. We will be especially inclusive of Prince William OB/GYN's patients and have become a premiere facility for prenatal spa services.

Renewal MedSpa: Restore and sustain your Good Health and Appearance

We're on the Web!
www.renewalmedspa.com
www.pwobgyn.com

RELIEVE YOUR STRESS WITH MASSAGE THERAPY!



Massage Therapy is one of the most popular gifts to give a friend, loved one or co-worker for birthdays, holidays, or just because! Renewal MedSpa offers Massage Therapy with only licensed and insured practitioners. Several different kinds of therapies are offered including Swedish, Deep Tissue, Aromatherapy, Hot Stone, Prenatal massage and coming soon: our new Renewal Spa Traditions Hand and Foot Treatment!. Massages are offered in 25, 50, and 80 minute treatments. Hot Stone is offered in 50 and 80 minute treatments. For many years, massage therapy was thought of as something that was done solely for relaxation

purposes but today, massage therapy is used for pre and post surgery patients, prenatal patients, and to improve and maintain overall health.

Massage Therapy has several benefits including but certainly not limited to:

Decreasing the effects of anxiety and depression; shorter, easier labor for expectant mothers; improved circulation; reduction of spasms and cramping; improved condition of the skin; enhanced immunity by stimulating lymph flow; decreases inflammation; increases body awareness; improves posture; reduces blood pressure; and leads to better sleep

patterns. Renewal MedSpa is thrilled to introduce our new line body care products: **Spa Traditions**. Spa Traditions combines the benefits of earth's minerals with the most fragrant herbs and botanicals of France, Mexico and Korea. Come in and try our new Renewal Hand and Foot Treatment! This delectable treatment allows you to choose your scent and then lose yourself in the lap of luxury. Spa Traditions retail products are also now available!

Call Renewal at 571.261.2886 to reserve your appointment today!