

As the founder and medical director of Basu Aesthetic + Plastic Surgery, I would like to welcome you to the inaugural issue of B Exclusive Insider – our NEW quarterly magazine for all things beauty, aesthetics, and wellness.

We chose our launch to coincide with the start of the new decade. In each issue, our team will provide insider perspectives to help you get the real facts on regimens/treatments that work and lifestyle options to help you live a productive New Year.

We will also share insight on hot topics in the news and upcoming special events. To take a deeper dive, visit us online at www.BasuPlasticSurgery.com or in-person at our waterfront facility at the Towne Lake boardwalk – a one-of-a-kind comprehensive center of excellence for aesthetics and wellness.

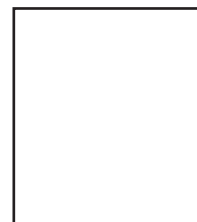
Wishing you a very happy, healthy, and prosperous New Year!

—DR. BOB BASU



BASU
AESTHETICS + PLASTIC SURGERY

9899 Towne Lake Parkway, #100
Cypress, Texas 77433



Featuring Your New Issue of...

B
BASU
B EXCLUSIVE
INSIDER

www.BasuPlasticSurgery.com

Give us 12 months and we'll give you 5-10 years back — without surgery or downtime!



This is the year to look and feel your best. With safe and effective non-surgical, non-invasive treatments to create an individualized treatment plan, we can turn back the clock without incisions or any downtime from your busy schedule. The truth is — rejuvenation is not a one-

and-done procedure. It does require a carefully prescribed regimen to follow over time.

This is why I'm so excited to announce our B Exclusive VIP Membership Program, which:

- 1) helps our patients adhere to a personalized rejuvenation & anti-aging regimen, and...
- 2) makes these treatments much more accessible to and affordable for all budgets!

Attend the Launch Party

I would personally like to invite you to our **B Exclusive VIP Membership Launch Party** on January 23, 2020 from 4 - 7 PM at our Towne Lake boardwalk aesthetics center in Cypress. Let my team and I help craft a plan individualized for you and your goals. Stay tuned for more details about this extravagant event and make sure to RSVP.

—DR. BOB BASU



What you need to do now to look your best this spring & summer

*Feeling guilty about those holiday cookies and treats?
Are you thinking about that upcoming spring break
or summer trip with a little swimsuit trepidation?*

We have a safe and effective non-surgical solution to flatten that tummy, tone up the back, thin up the thighs, or get rid of that muffin top or love-handles that no one loves. The solution is CoolSculpting®! It's the gold-standard fat reduction modality that requires NO needles, NO Surgery, and NO Downtime. You can return to work/gym right after your treatment.

HOW DOES IT WORK?

While you sit in a reclined chair for one hour, CoolSculpting applicators get to work freezing your fat cells. While there is virtually no discomfort, you experience suction and cooling sensations that eventually go numb. Our CoolSculpting setting is so relaxed that patients can bring laptops to do work, enjoy a movie, or simply nap while the machine goes to work. To achieve the best results, it requires 2-3 treatments per area with treatments done every 4-5 weeks.

WHO IS IT FOR?

Above all, CoolSculpting is for someone who is looking for mild to moderate improvements. We consider the patients' age, skin quality, and volume of fat to be removed. And because we are a comprehensive Aesthetics + Plastic Surgery facility, we'll be honest and tell you if CoolSculpting is not a cost-effective solution for you. We can then offer other treatments or minimally invasive surgeries to best achieve your goals.

WHAT ARE THE RESULTS?

Typically, with every treatment there can be up to a 25 percent fat reduction in the treated area. At the very least, you can expect a mild fat reduction, a slightly improved waistline, and/or less bulging of your particular area of concern.

WHEN SHOULD YOU START IT?

With bikini season on the horizon, we recommend scheduling your session three months in advance. Results may not be visible for 2-3 weeks, with the fat loss reaching its peak at around week 6. Unlike the immediate results from liposuction, noninvasive fat reduction takes time.

*Give us a call at 713-799-2278 so we can help you
get more confident in time for the spring/summer,
or visit www.BasuPlasticSurgery.com to learn more.*

A LOOK AT THE RESULTS



From man to man:

Dr. Basu discusses the benefits of BioTe® for men who are ready to get out of the Man Cave



Are you easily tired? Feeling low energy? Gaining weight? Lacking focus? Experiencing low libido?

Men commonly experience significant changes associated with a decrease in hormones. There is no shortage of ads about “Low T”. Low testosterone can cause an abundance of unpleasant effects. Everything from your mood to your sex life can plummet if your levels aren’t up to snuff.

This is where BioTe bio-identical hormone replacement therapy comes into place. BioTe can boost your mood, your sex drive, and even your muscle growth.

HOW DOES BIOTE WORK?

No weekly shots! BioTe is very different than Testosterone shots abundantly available in low T clinics. Those shots utilize a synthetic testosterone that your body is not normally used to. That chemical must be processed by your liver. T shots also create highs and lows. It is not normal for hormone levels to have extreme peaks and troughs. BioTe rather is bio-identical hormone. In other words, it’s the same hormone that your body one produced. It involves placement of tiny pellets under the skin that slowly dissolve over 5 months. So no need for weekly shots, and it allows your hormone levels to stay steady (no highs and lows).

If you feel you may be suffering symptoms of low T—low libido, fatigue, depression, or erectile dysfunction, for instance—come see us and get tested. We start the process with a comprehensive review of your medical history. We obtain specific labs to determine your baseline and develop an individualized treatment plan to specifically meet your needs/achieve your goals.

Build muscle, boost sexual vitality, and reclaim your edge in 2020! Check out BioTe today at Basu Aesthetics + Plastic Surgery.

Seasonal advice for ladies:

Our aesthetic team outlines the steps to a strong winter skincare regimen



Winter is a wonderland filled with snow, sledding, skiing, and hot cocoa by the fire. But it can definitely take a toll on our skin. Plummeting temperatures and howling winds can result in poor circulation and widened capillaries. You may find that your skin feels dry, itchy, or irritated. In addition, as we move between outdoor temperatures and drier indoor temperatures, our skin can become “confused” and lose its ability to regulate itself in changing conditions. Here are some helpful things you can do to help “winterize” and protect your skin so you look and feel great when Spring sets in!

- **Adjust your cleansing routine:** Shift to a lighter cleanser. Extreme weather can weaken the skin’s protective barrier, so avoid intensive cleansing. Instead, switch to gentle cleansing milks or mild, foaming cleansers. Avoid alcohol-based cleansers as well, which can strip your skin of its natural oils.
- **Moisturize:** During winter, use a thicker moisturizer to repair the damage caused by extremely dry weather.
- **Wear sunscreen:** Just like men, women need to remember that winter is no time to forget the sunscreen. Apply a sunscreen with at least 15 SPF daily and make it a habit.
- **Stay active:** Activity stimulates blood circulation, which is good for your skin all year long.
- **Consider adding humidity:** When we turn on our heater in winter, our indoor environment dries out. By using a humidifier, you can put some moisture back indoors.
- **Don’t forget lips and hands:** They are especially sensitive to cold, dry elements. Moisturize your hands when you wash them. Wear gloves outside, and use a thick lip balm to keep your lips hydrated.
- **Avoid the use of prolonged hot water:** Long, hot showers or baths can wreak havoc on your skin. Hot water robs your skin of its natural oils which results in increased dryness. Add a few drops of essential oils to your bath water.

Facts over fear: The four most common concerns patients have about cosmetic plastic surgery...

• What will be my result / I don't want to look fake:

The best results are those which look great but keep people guessing. Achieving the results you are seeking requires a detailed discussion so my team and I have a clear understanding of your goals and wishes. Often, we ask patients to select "wish pics" from our before & after gallery of results they like or wish to emulate.

In the end, our purpose is to achieve your goals while optimizing your safety and comfort.

• I'm scared about anesthesia:

In healthy patients, general anesthesia is very safe. I'm very proud to say we don't cut corners on anesthesia or safety. I have board certified anesthesiologist Dr. Mary Ellen Firat, MD for all of my cases; she has 16 years of experience and has been working with me for 8+ years. Her exceptional skills are partly why my patients have an excellent surgical experience. In addition, we perform all of our procedures in our Texas Department of Health Licensed Ambulatory Surgery Center that sub-specializes in aesthetic plastic surgery. This facility far exceeds the safety and quality standards of office-based surgical facilities where cosmetic surgery procedures are usually performed.

• I don't want to be in pain:

To minimize pain and discomfort, I integrate advanced pain control techniques in all of my cases. I frequently perform nerve blocks with long-acting numbing medicine (local) that lasts beyond 72 hours. In addition, we have a special protocol using non-narcotic medications that we start patients on a few days before surgery. The goal is to get my patients back to normal ASAP.

• Can I afford cosmetic plastic surgery:

A popular option for many patients is to break down the total cost into a monthly payment plan. We encourage you to call our friendly patient care coordinators, **Mai or Luna**, who can walk you through the process. They can help customize a treatment plan tailored for any budget. **(713-799-2278)**

WHAT'S THE #BASU DIFFERENCE?

DR. BASU:

- Princeton-Educated, Nationally Recognized, Board-Certified Plastic Surgeon
- Over 14,000 Cosmetic Procedures Performed
- Houston Top Doc in category "Best Plastic Surgeon" for 12+ Years

OUR FACILITY:

- A Comprehensive Aesthetics Center of Excellence with an entire gamut of state-of-the art noninvasive or surgical treatment options
- All surgical procedures done at our on-site state licensed Ambulatory Surgery Center sub-specializing in cosmetic plastic surgery
- A one-of-a-kind tranquil waterfront destination for aesthetics + wellness..right here in Towne Lake, Cypress

OUR TEAM:

- We strive to raise the standard for concierge level care
- We treat all of our patients the way we would want to be treated

Visit www.BasuPlasticSurgery.com to start experiencing the #BasuDifference



Get to know our team: *Tiffany Morgan RN, BSN, CANS*

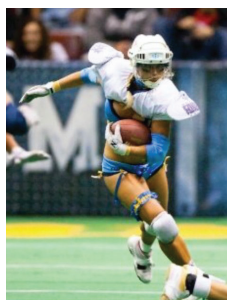


Tiffany is a Board-Certified Aesthetic Nurse Specialist who has been with Basu Aesthetics + Plastic Surgery since 2015. This native Bostonian graduated with a degree in Communications from the University of California, Santa Barbara. Soon after, her passion for helping others parlayed her into pursuing a career in nursing through an accelerated Bachelor of Science (BSN) program at the Massachusetts College of Pharmacy and Health Sciences. Tiffany performs aesthetic treatments such as neuromodulators (Botox Cosmetic and Jeuveau) and dermal filler treatments tailored to each individual and their aesthetic desires. She understands that each patient is their own unique canvas and will provide natural results that align with the golden ratio of each individual's structure and anatomy. As a self-proclaimed perfectionist, Tiffany strives to make each and every patient happy and to enhance their confidence when they leave her chair. Every one of her patients knows that she is fully invested in their care from beginning to end. She takes great pride in her work and continuously works towards expanding her knowledge.

Here are 5 fun facts about Tiffany that you may not know:
(although you may because she likes to talk...)



She's a new mom to a little girl named Skylar. She thought she was only destined to have boys though, and only had boy names picked out.



She played running back for the Lingerie Football League when she lived in San Diego!



She has done Muay Thai for 12 years and will gladly fight with the boys.



She loved the **Lion King** so much that she named her English cream golden retrievers Simba and Mufasa.



Her husband played football for the Tennessee Titans.

EXPERIENCE THE #BASU DIFFERENCE FOR YOURSELF

Bring in this newsletter to receive **ONE*** of the following treatments:

ONE IPL PHOTOFACIAL

(A \$350 Value)

20 UNITS OF NEWTOX - AKA JEUEVAU

(A \$240 value)

ONE SMALL AREA OF LASER HAIR REMOVAL

(A \$200 value)

*With the purchase of any aesthetic package. Cannot combine with other offers. Expires 2/29/20.

**You'll feel at home the moment you step through our doors,
and confident that you made the right choice!**

CALL TO SCHEDULE: (713) 799-2278

www.BasuPlasticSurgery.com



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