

# What's New for Valentine's Day?

Presented by River Region Facial Plastics

Every year on February 14, we observe Valentine's Day. Valentine's Day is celebrated around the world in many countries and cultures, and it remains a working day in most of them.

St. Valentine's Day began as a liturgical celebration of one or more early Christian saints named Valentinus. The most popular martyrology associated with Saint Valentine was that he was imprisoned for performing weddings for soldiers who were forbidden to marry and for ministering to Christians persecuted during the Roman Empire. During his imprisonment, he reportedly healed the ailing daughter of his jailor whose name was Asterius. Legend has it that before his execution he wrote her a letter signed "Your Valentine" as a farewell - the first Valentine card.

The day first associated with romantic love was from Geoffrey Chaucer's Parliament of Fowles (1382). Chaucer wrote: "For this was on seynt Volantynys day when every byrd comyth there to chese his make" Thus, the history of Valentine's Day, and its association with romance, love, and courtship!

In 1784, the English poem from Gammer Gurton's Garland can be found: "The rose is red, the violet's blew, the honey's sweet and so are you. Thou art my love and I am thine; I drew thee to my Valentine: The lot was cast and then I drew and fortune said it should be you."

In 18th century England, Valentine's Day evolved into an occasion in which lovers expressed their love by presenting flowers, confectionary offerings, and greeting cards known as "valentines." Valentine's Day symbols include the heart shaped outline, doves, and the figure of the winged Cupid. Handwritten valentines have given way to mass-produced greeting cards. The United States Greeting Card Association estimates 190 million valentines are



sent in the United States annually. When adding valentines exchanged at schools between children and teachers, perhaps the number of valentine exchanges is upwards of a billion per year. The Internet allows for creating new greeting messages for Valentine's Day such as e-cards, love coupons, or printable greeting cards.

Obviously, the tradition of Valentine's Day flowers, cards, candies, and the like will continue to be sent and received. After preceding holidays of overeating and gaining extra pounds, the last thing your loved one may wish to see is a box of chocolates. Flowers are always acceptable but typically are losing their petals in a few days, and cards don't always say "I Love You" like you would say it in your own words. So... what to do?

Well, consider maybe coupling some of the traditional items with skincare products or a cash card for application towards facial rejuvenation. At River Region Facial Plastics (RRFP), we offer SkinMedica® products for skin care. For facial enhancement, we have many different fillers such as Perlane®, Restylane®, Juvederm®, and a brand new product called Voluma™ XC. There are also the neuromodulators such as Botox® Cosmetic or Dysport®, which may help enhance one's appearance.

Voluma™ XC is the newest product available at River Region Facial Plastics. The FDA approved it for usage in the United States in late 2013. Voluma™ XC is the only product indicated for adding volume to the cheeks. We (at RRFP) are

proud and excited to announce that we are the first in the River Region to be trained and to have used this product! Voluma™ XC is an injectable that is placed into the cheek region and offers instant enhancement with minimal downtime or discomfort. It is actually made with an ingredient from our skin - hyaluronic acid (HA), which has been modified to allow

it to last for up to two years following placement. Other HA's such as Restylane® or Juvederm® can be placed into other areas besides the cheeks to compliment your facial beauty. There are very few things that can give instant gratification, but fillers are certainly among them.

Also new is the FDA's approval to place Botox® Cosmetic into "crows feet" lines at the corners of the eyes. While traditionally used to suppress action of forehead muscles of expression (frown lines), this new indication and approval allows us to use Botox® Cosmetic to soften the squint lines around the eyes.

With Valentine's Day rapidly approaching on February 14, plan to do something new this year. Give the girl or guy you have fallen in love with the traditional card, flowers, or candy. Then couple them with a visit to River Region Facial Plastics. We will keep your Valentine looking beautiful. Do Something Beautiful on Valentine's Day!

"V" is for Visit us,  
Volume increase with  
Voluma™ XC, and Be  
My Valentine!

Happy Valentine's Day!

Yours In Good Health,



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