

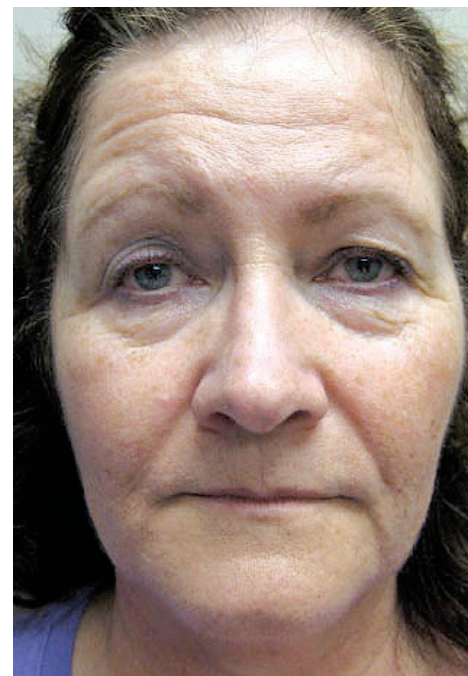


A WINNIPEG SUN SPECIAL FEATURE

SUPPLIED EDITORIAL



**CoolSculpting** - The before and after photos above illustrate results from a CoolSculpting Procedure for targeted fat reduction (Photos courtesy of Zeltiq Inc.)



**Combination Treatment** - The before and after photos above illustrate the results of a combination treatment with a facial filler, Juvéderm Voluma and Botox Cosmetic. They are used to smooth lines and wrinkles and restore overall lost volume. (Photos courtesy of Dr. Earl Minuk)

## Quick Facts

- 75,000+:** Number of laser and cosmetic treatments performed
- 6,000:** Square footage / size of his main clinic
- 700:** Square footage / size of his very first clinic
- 22:** Number of years in practice
- 10:** Number of staff at his clinics
- 15:** Number of lasers and technologies at his clinic
- 2:** Current number of clinic locations, with more to come

### Beauty From Head to Toe

Hair loss, excessive sweating or extra weight, whether age related or not, can impact your self confidence. This is why in addition to his extensive knowledge of facial anatomy and facial cosmetic treatments, Dr. Minuk can also address patients' needs from head to toe.

Never standing still for long, Dr. Minuk is looking ahead to the future and has expanded his service offerings to include innovative procedures for targeted fat reduction.

For people looking for a non-surgical way of reducing fat in targeted areas of the body, Dr. Minuk has introduced the new CoolSculpting Procedure to his clinic. This non-surgical, no downtime procedure is designed for patients who have not been able to get rid of visible fat bulges, such as tummy bulges, love handles, back or bra bulges, through diet and exercise.

"Weight is a very personal issue," says Dr. Minuk. "Many of my patients have a healthy philosophy towards weight

management, but have very specific problem zones that are not easily addressed through lifestyle habits. That's where new technology can play a role in tightening and sculpting the body where it needs it the most."

The advanced cooling technology of the CoolSculpting Procedure, targets and eliminates fat cells through the body's natural metabolic processes, similar to how the body processes fat in foods. It only targets and eliminates fat cells and does not affect adjacent tissue. The Procedure takes one to two hours and is done in-office.

Laser hair regeneration and regrowth is another area

of specialty for Dr. Minuk. "For both men and women, hair loss can be a source of embarrassment and can affect a person's self-esteem, so as a result I now offer services that on the surface help people re-grow their hair, but ultimately help them to regain their self-confidence."

The IllumiWave laser, which Dr. Minuk uses in his practice, works to stimulate and nourish miniaturized scalp hairs to increase hair quality, thickness and growth.

Hair loss is not the only thing that can come in undesired excess. Research shows 43 per cent of women are self-conscious about their sweating and three in four feel it's important for them to hide their sweating from others. Nearly a million Canadians suffer from excessive sweating – a medical condition known as hyperhidrosis.

A variety of powders and ointments may be used to treat hyperhidrosis, ranging from talcum powder to prescription salves containing aluminium. These topicals are effective for mild hyperhidrosis, but less effective for moderate to

severe cases. Dr. Minuk is experienced in using prescription injectables, such as Botox®, for these moderate and severe therapeutic cases. The underarms are commonly treated areas.

"Excessive sweating or hyperhidrosis can severely impact a person's quality of life – from clothing and career choices, to relationships and their mental well-being. Anyone who feels that their sweating gets in the way of normal day-to-day activities can give our office a call to learn more about their treatment options as many patients find treatment 'life altering,'" says Dr. Minuk.

*"Technique and experience coupled with great customer service equals patient satisfaction, which is very important in today's competitive marketplace."*

### Extending a Nurturing Hand

Dr. Minuk's work extends beyond his clinic to the local community. Three to four times a year he conducts clinics at a Winnipeg surgery centre to treat children and adolescents with Port Wine stain birthmarks – a reddish to purplish discoloration on the skin. Former President of the Soviet Union, Mikhail Gorbachev has a prominent Port Wine stain on his forehead.

For Dr. Minuk, his work with adolescents and children really helps him feel fulfilled and gives his work in dermatology renewed meaning. "I want to lend my time and expertise to children and adolescents in need. Seeing the look on their faces after the procedure really warms my heart and helps to further fuel my passion for dermatology and the difference it can make in people's lives."

### The Art and Science of Dermatology

"Due to their intimate knowledge of skin and their

extensive and continuous training and development, no other doctor, but a dermatologist, is best equipped to deal with all of your skin care needs," says Dr. Minuk.

Dr. Minuk strives to be on the forefront of cosmetic innovation by sharing thoughts and opinions with other leading dermatologists and plastic surgeons in Canada on a regular basis. He has educated and trained other physicians in both Winnipeg and Western Canada on various cosmetic techniques and procedures. As well he regularly attends educational meetings with fellow colleagues. Dr. Minuk has a keen eye to the future with new clinic developments and treatments on the horizon for his patients.

"It's not just about looking good on the outside, but it's about how this translates into how you feel about yourself on the inside. At my clinic, my staff and myself will do everything in our power to ensure patients leave our doors happy – at the end of the day, their satisfaction is our number one priority."

## Quick Facts on Lasers

Lasers can help treat a variety of skin imperfections, such as facial lines and wrinkles, redness caused by broken blood vessels (spider veins) and birthmarks, acne scars, unsightly tattoos and brown spots.

Used to treat facial lines and wrinkles as well as acne scars, fractional laser treatments can be done in-office in as little as 30 minutes. Recovery time can take three to five days and results are visible two to three months post-treatment.

To learn more about how lasers can help improve the look of your skin, contact Dr. Earl Minuk's office at 204-957-7242, visit his website at [MinukLaserCentre.com](http://MinukLaserCentre.com) or on Facebook under "Dr. Minuk's SkinClinic and Laser Centre".

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**Locations: 932 Grosvenor Avenue, Winnipeg • 25-166 Meadowood, St. Vital**