

# MD Esthetics makes patients look and feel better

By Mark MacDonald, Publisher

COLWOOD - "We're really in the self esteem business." So says Dr. Kent Banks, who along with Dr. Daniel Milkovich operates MD Esthetics Medical Laser & Skin Rejuvenation Center.

"Our motivation for doing this, really, is to help people reach their esthetic goals," says Dr. Banks. "Very few things in medicine provide instant gratification, but in what we do, there is, and it's extremely satisfying."

"We just want to make people look their best," he says. "The vast majority of people want to look as good as they feel. They want to look natural, but they also want significant results."

Dr. Daniel Milkovich and Dr. Kent Banks, MD co-founders and medical directors of MD Esthetics, realized the increasing need to inform and educate people about non-surgical options that create natural looking results, and started MD Esthetics in October 2007.

The doctors envisioned a premier center for medical laser and skin rejuvenation that would bring the world's top technologies and procedures to Victoria, while also offering highly personable, world-class service.

Because of that, MD Esthetics has been named one of the finalists for the **Greater Victoria Chamber Business Awards** in the category of *Business of the Year* for 1-10 employees.

MD Esthetics clients are shown a series of before and after photos of patients suffering from a variety of skin disorders, including Rosacea, Melasma, Acne, pre-cancerous conditions and damage created by over exposure to the sun, and smoking.

And, of course, patients



Dr. Daniel Milkovich and Dr. Kent Banks of MD Esthetics Medical Laser & Skin Rejuvenation Center.

undergoing anti-aging treatments.

The results after MD Esthetics non-surgical procedures are dramatic.

"We serve a broad array of demographics," notes Dr. Banks. "We'll see everyone from a teenager with acne all the way to an elderly lady concerned with wrinkles. At MD Esthetics, the mandate of Dr. Milkovich and Dr. Banks is to inform and educate their clientele about the non-surgical options they have available to them, and work alongside each patient to create natural-looking results."

They emphasize that ev-

er young, they often look decades younger."

The field of cosmetic medicine is growing exponentially as Canada's demographic ages, yet there still exists many misconceptions about what can be done to improve the skin and turn back the hands of time.

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ery new client receives an initial consultation free of any charge or obligations. The consultation is either with Dr. Milkovich or Dr. Banks, who also perform all the cosmetic injections. This is rare in the industry, and many patients comment that they appreciate knowing they are in the expert hands of physicians.

The doctors have pioneered and evolved techniques such as the non-surgical facialift, and teach these advanced techniques to physicians across the country. They lecture frequently at medical conferences as leaders in their

field and are firmly commit-

ted to the highest standard of safety, service and ethics.

Dr. Milkovich and Dr. Banks are nationally-recognized experts in Botox and injectable Filler techniques. They are Allergan-Certified, Medic-Certified, and Candem-Certified injectors and physician trainers. Both are invited members of the prestigious National FACE Academy.

Dr. Banks notes that skin damage due to smoking and over exposure to the sun are "probably the two main factors of premature aging, and our non-surgical procedures helps with that."

"It's also very gratifying when I can treat someone who is young, and make a difference," Dr. Banks says, noting that acne is very nominally affected by diet, and is usually genetic or hormonal in origin.

"We have a lot of cutting edge treatments for acne and we have a wide range of physician-grade skin care products available as well," he says. "People shouldn't have to suffer with acne. We have so many tools to deal with it effectively."

MD Esthetics is at 201-1910 Sooke Road in Colwood,

[www.lookamazing.ca](http://www.lookamazing.ca)

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