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*A word
from our
president*



THE ART OF PRIORITIZING YOURSELF

By Jacinthe Blais

President and Chief Operating Officer of the Medcart network

It bears repeating again and again: it's important to take time for yourself every day. Even though it can be tricky to do so on hectic days, Medcart is there to support you in this endeavour in a caring, human-centric way.

Health is obviously an intrinsic part of well-being, but we also believe self care is so much more. It's about enjoying the freedom to travel, the serenity that comes with being outdoors, the benefits of a healthy diet, and the occasional glass of wine in the company of loved ones.

These pages are filled with articles that will inspire you. Read on to discover Geneviève Borne's tips for a healthy

lifestyle and learn more about our favourite Medcart products that will give you radiant skin.

We're also proud to dedicate some of these pages to presenting our clinics and the professionals who work there. After all, they're the ones with the knowledge and training to take care of you.

These skilled experts with immense passion for their work and sensitivity are located throughout the region. Under their care, you will thrive and radiate confidence, one treatment at a time.

Happy reading!



Meet

Meet our precious employees, passionate people who love sharing beauty secrets and talking about their world. Meet inspiring people through discussions about beauty, well-being, and ambition.

MEET

Our one-on-one with Geneviève Borne

IN FIRM CONTROL OF HER OWN WELL-BEING

Geneviève Borne was diagnosed with cancer while in her early 40s. Fifteen years later, she still views the event as a wake-up call that drove her to make her health a priority after going into remission.



“Discovering new things, travelling, being curious: they all keep me happy. And when I’m happy, I feel good. I even glow more.”

“Over time, I realized that focusing on your health means eliminating sources of stress, taking time for yourself, and ensuring you really love what you do. Before, stress used to drive me,” said Geneviève, who has hosted many shows on MusiquePlus, TVA, Télé-Québec, Radio-Canada, and Évasion. Hers was the epitome of a jet-set lifestyle, and she became a permanent fixture at artistic performances, on red carpets, and even at fashion shows. “When you’re young, you want to build up your life and career. Slowing down never crosses your mind,” she added.

“When I understood that stress had a negative impact and that it could potentially put my health at risk, I didn’t want it in my life anymore.” She therefore decided to prioritize a healthy, balanced, and stress-free lifestyle.

INNER HAPPINESS LEADS TO LOOKING HEALTHY

Geneviève loves lovely things, fashionable clothing, and donning makeup for special occasions. But beyond the sequins and high heels, she believes that beauty and well-being are the keys to healthy living.

“I eat well, I haven’t had a drink in 15 years, and I walk a lot. When you take care of yourself, it shows! My eyes sparkle even more, my skin is radiant.” Her passions—travelling,

photography, fashion—are also a huge source of joy. And so is music! It’s no secret that music has and still plays a huge part in her life. For this host, there’s just nothing like listening to a good song. “Discovering new musical artists and sharing them with friends makes me incredibly happy. I even make special playlists for them when they come over for dinner!”

One childhood memory stands out for her. When she was barely 10, her father set up a discotheque in their basement, complete with shimmery walls, black curtains, a disco ball, and a turntable! Geneviève loved having her friends over and making them listen to new hits... In a way, that is still true of Geneviève at 55! “It’s funny how you become what you always were, right?”

COMFORTING RITUALS

A typical evening beauty routine involves a hot bath, a moisturizing hair treatment, and a sheet mask. So simple yet so soothing!

Geneviève also enjoys spending a day at the spa to unwind. “I love getting massages and facial treatments. I’m a huge fan of Epiderma’s peeling treatment. It’s so relaxing and leaves me with a glowing complexion. I feel like time stops during these moments. I can relax and really focus on myself.”

HOW THE MEDICAL TEAM AT EPIDERMA OVERSEES THE LASER HAIR REMOVAL PROTOCOL

As the medical director of the Epiderma network, Dr. Alexis Du Cap is in charge of ensuring the services offered in the company's clinics throughout Québec meet the highest standards in the industry in terms of quality and safety.



“Patients and members of our clinical teams can always rely on our dedicated supervision.”

Dr. Alexis Du Cap is a general practitioner by training who has practised aesthetic medicine and phlebology at Epiderma since 2012. In 2018, he became the company's medical director.

Aesthetic treatments require the use of powerful, complex technologies. As such, medical supervision is required to ensure safety standards are met throughout the network. That's where Dr. Du Cap comes in.

His role is a vital one: creating and supervising clinical practice protocols as well as developing, approving, and overseeing the laser hair removal training offered to technicians.

The training program was implemented in collaboration with a team of experienced instructors and focuses on accurate diagnoses, comprehensive assessments, and techniques adapted to each specific device. “We work on precise regions to optimize the efficiency of treatments, and we pay special attention to the safety of our customers and technicians. Patients and members of our clinical teams can always rely on our dedicated supervision,” said Dr. Du Cap.

Moreover, Dr. Du Cap is responsible for ensuring Epiderma's medical team undergoes continuous training. He's also committed to innovation and is always on the lookout for new technologies that could enhance the services offered by Epiderma.

“We make sure that every piece of equipment and each treatment is supported by scientific studies, has been approved by Health Canada, and is safe and effective for customers,” he added.

Thanks to Dr. Du Cap and his colleagues, laser hair removal treatments throughout the Epiderma network in Québec are not only standardized, but also incredibly safe and effective.



Inform

Want to meet some of our experts? We're giving you a tour of our clinics located throughout the region. Visit one of these locations and you're sure to receive a warm welcome from our health professionals.



Injections and natural beauty enhancement with Dr. Stéphanie Morin

General practitioner and medical director at the Medicart Laval clinic

Q: HOW DOES AN INJECTION TREATMENT TAKE PLACE AT MEDICART LAVAL (CONSULTATION AND APPOINTMENT)?

A: At Medicart Laval, our strength lies in our experience of over 15 years during which we evolved over time to become like family. From the moment clients come to us, we are focused on understanding what makes them choose us and listen carefully to their needs. We put the client at the heart of all our actions, from a warm welcome to personalized follow-up, even after treatment. Plus, most of our injection specialists are Level 4 experts, providing consistent excellence to exceed our clients' expectations.

Q: WHICH AREAS ARE MOST OFTEN TREATED?

A: We like to say that we treat emotions by giving our clients a relaxed and radiant face. We often focus on the eyes, whether between the eyebrows, dark circles, or on the upper cheeks, to give our clients a rested and revitalized look.

Q: WHAT ADVICE CAN YOU GIVE TO OPTIMIZE THE NATURAL RESULTS OF MEDICAL-AESTHETIC INJECTIONS?

A: We recommend scheduling a consultation once every season. Establish a simple treatment plan, but consider additional adjustments based on your specific needs. These treatment plans must be designed based on the patient's budget to ensure a suitable and realistic approach. By following these principles, you can maximize the benefits of injections, while maintaining a natural, harmonious appearance.

Q: WHAT ARE THE SIDE EFFECTS AND HOW CAN THEY BE PREVENTED?

A: The most common side effects include the risk of bruising or slight redness. To prevent this from happening, we pay particular attention to each treatment, taking the time needed. Side effects are minimal and generally do not impact patients' daily occupations. Serious side effects are extremely rare. Our commitment as a Medicart clinic to the safety and well-being of our patients is our top priority.

“We put the client at the heart of all our actions, from a warm welcome to personalized follow-up, even after treatment.”

DERMATOLOGY WITH DR. DOMINIQUE FAUSTO DE SOUZA

Dermatologist at the Medicart Ville Saint-Laurent clinic



"My passion for cosmetic dermatology comes from wanting to help patients improve the appearance of their skin and slow down the skin-aging process."

Q: WHAT ARE THE MOST POPULAR COSMETIC DERMATOLOGY TREATMENTS OFFERED AT MEDICART VILLE SAINT-LAURENT AND WHY?

A: The most popular treatments include neuromodulators, dermal fillers, and photorejuvenation technologies (intense pulsed light or IPL, fractional laser, radiofrequency and PRP (Platelet-Rich Plasma)). These treatments are used to improve the appearance of the skin, reduce expression lines, and reduce premature signs of skin aging. Also, since aging is an ongoing process, maintenance treatments may be necessary to maintain the results achieved.

Q: WHAT WOULD YOU SAY TO A CLIENT WHO IS WONDERING ABOUT CONSULTING A DERMATOLOGIST?

A: Dermatologists are specialists in the diagnosis and treatment of skin conditions. They can offer you skin care advice tailored to your specific needs.

Q: HOW DO YOU DECIDE WHETHER A MEDICAL CONDITION REQUIRES MINOR SURGERY VERSUS A NON-SURGICAL APPROACH?

A: To determine whether a dermatological condition requires a surgical or non-surgical approach, we need to know the nature of the condition after the doctor has assessed it. The diagnosis, the risks and benefits of the procedure, and the patient's preferences influence the decision.

Q: WHERE DOES YOUR INTEREST IN COSMETIC DERMATOLOGY COME FROM?

A: My passion for cosmetic dermatology comes from wanting to help patients improve the appearance of their skin and slow down the skin-aging process. As our specialization evolves, we can offer various treatments in order to meet the aesthetic and medical needs of patients.

THREAD LIFTS WITH DR. DOMINIC ST-AMOUR

General practitioner and medical director at the Medicart Montréal clinic

Q: WHY CHOOSE THREAD LIFTS INSTEAD OF INJECTIONS?

A: Thread lifts have a significant advantage over hyaluronic acid injections given their ability to reposition tissue without creating the bulk effect sometimes associated with injections. For those who want to avoid a bulky appearance, thread lifts offer significantly greater satisfaction.

Q: WHAT HAPPENS DURING AN APPOINTMENT? IS IT PAINFUL?

A: During the first appointment, we assess whether the treatment is right for the patient and map out the number of threads along with their positioning. Another appointment is then made for the procedure, which generally takes between 1 and 1.5 hours. For pain, local anesthesia techniques are used to minimize any discomfort.

Q: WILL I ALWAYS HAVE A THREAD UNDER MY SKIN?

A: The thread is gradually absorbed over a period of approximately six months. Meanwhile, it acts as a biostimulant, improving skin texture and extending results for up to two years or even longer.

Q: WHY DID YOU TRAIN TO BE ABLE TO OFFER THIS TREATMENT TO YOUR PATIENTS?

A: The choice to offer thread lifts comes from the changing trends in aesthetic medicine, where patients seek to avoid the excess volume seen in certain celebrities. Plus, many patients prefer to avoid plastic surgery and the associated recovery period, so threads often are a suitable answer.



DID YOU KNOW?

The results of thread lifts are partly immediate, but they will continue to improve over the weeks, even months.

Neuromodulator and hyaluronic acid injections with Dr. Élisabeth Morency

General practitioner and medical director at the Medicart Québec City clinic



DID YOU KNOW?

The combination of the two types of treatment leaves your face looking refreshed and addresses exaggerated movements of the upper facial region, redefining the bone structure.

Q: WHICH PARTS OF THE FACE ARE USUALLY TARGETED BY NEUROMODULATOR AND DERMAL FILLER INJECTIONS?

A: Neuromodulator injections target the upper face (forehead, area between the eyebrows, crow's feet), and can reduce gum exposure, lessen bruxism, and smooth fine lines near the lips and neck (horizontal lines, jawline).

Dermal fillers enhance the cheeks, define the jawline, add volume to the chin, reduce dark circles, fine lines around the mouth, marionette lines, and nasolabial fold lines, and plump the lips.

Q: CAN YOU EXPLAIN THE CONSULTATION PROCESS FOR NEUROMODULATOR INJECTIONS THAT TAKES PLACE AT MEDICART QUÉBEC CITY?

A: During the first consultation, we examine areas of the face with excessive movement in order to treat them and relax the appearance. We take photos to precisely locate the muscles to be targeted and explain the expected results. Our goal is to give you natural movement. Each step is explained in detail to give you confidence and peace of mind.

Men's health with Dr. Stéphane Maurice

General practitioner and medical director at the Medicart Québec City clinic

Q: WHAT TREATMENTS ARE OFFERED SPECIFICALLY FOR MEN AT THE MEDICART QUÉBEC CITY CLINIC?

A: At Medicart Québec City, we offer dermal filler injections for penis enlargement, Platelet-Rich Plasma injections to improve erections, and botulinum toxin injections in the scrotum to make it smoother and less tense and also to reduce perspiration.

Q: IS THERE A TREATMENT THAT IS LESS POPULAR AMONG MEN, BUT THAT SHOULD BE DONE?

A: Treatment of varicose veins. Men often neglect to treat their varicose veins. This is not only an aesthetic issue. Untreated varicose veins can adversely affect health. We recommend consulting a professional who will assess their condition.

Anti-wrinkle treatments with Dr. Daniel Lafond

General practitioner and medical director at the Medicart Dollard-des-Ormeaux clinic



DID YOU KNOW?

Neuromodulators like botulinum toxin are commonly called Botox.

Q: WHAT IS THE DIFFERENCE BETWEEN NEUROMODULATORS AND DERMAL FILLERS?

A: Neuromodulators, such as botulinum toxin, work by relaxing the muscles responsible for expression lines, primarily on the upper part of the face, such as forehead wrinkles, frown lines between the eyebrows, and crow's feet. They last an average of 3 to 6 months.

Dermal fillers, often with a hyaluronic acid base, are designed to increase tissue volumes and have a lifting effect, generally used to treat dark circles, cheeks, and the lower face. They last on average 8 to 24 months.

Q: WHAT ARE REALISTIC EXPECTATIONS FOR RESULTS FROM NEUROMODULATORS AND DERMAL FILLERS?

A: Realistic expectations of results depend on individual goals and can be discussed during the consultation with an aesthetic physician. In most cases, natural and satisfactory results can be achieved. It is important to speak with a professional to understand the options available and their implications.

Minor surgery with Dr. Dominique Mandeville

General practitioner and medical director at the Medicart Dollard-des-Ormeaux clinic

Q: WHAT ARE THE MOST PERFORMED MINOR COSMETIC SURGERIES AT MEDICART DOLLARD-DES-ORMEAUX?

A: The most performed minor cosmetic surgeries include the removal of various skin imperfections, such as cysts, lipomas, skin tags, cherry angiomas, moles, and keratoses. Torn earlobe corrections are also popular. These interventions are effective in eliminating these imperfections. They are generally comfortable treatment experiences, with quick and often permanent recovery.

Q: WHAT ARE THE CRITERIA TO KEEP IN MIND WHEN CHOOSING A QUALIFIED DOCTOR FOR MINOR COSMETIC SURGERY, AND WHAT SHOULD BE CHECKED WHEN SELECTING A CLINIC?

A: When choosing a qualified doctor, look for reliable recommendations and check their qualifications and experience in cosmetic surgery. Also, evaluate how often the doctor has performed a given procedure in the specific area of interest to you, as well as their ability to understand your needs, explain expectations for results, and ensure careful follow-up after the operation. These criteria are essential for obtaining satisfactory results and having a positive surgical experience.

VENASEAL™ WITH DR. JASON LECLAIR

General practitioner and medical director at the Medicart Ottawa clinic

Q: FOR WHAT TYPE OF VARICOSE VEINS IS VENASEAL™ TREATMENT RECOMMENDED?

A: The VenaSeal™ adhesive-based treatment technique is recommended for patients whose veins are too large or under too much pressure for other techniques. Patients looking for the best long-lasting treatment option for their faulty veins will often choose this route.

Q: HOW DOES VENASEAL™ TREATMENT WORK? IS IT SAFE?

A: This advanced procedure involves injecting small amounts of medical glue to hold the vein walls together, thereby stopping and redirecting blood flow to the healthy veins. Studies have shown that VenaSeal™ is just as safe as, or even safer than, alternative treatments. This is a non-invasive technique where we access the vein through a small catheter site in the lower leg. Pain during the procedure is minimal, and there is really no recovery time. Patients are told they can return to daily activities immediately after the procedure.

Q: WHAT IS INVOLVED IN A VENASEAL™ CONSULTATION AT MEDICART OTTAWA?

A: As with any patient, it begins with taking a thorough history and conducting a physical exam. Next, we perform an ultrasound assessment to determine the extent of the patient's venous disease and the anatomy involved, and then we discuss possible treatment options. Patients with large veins who want to be treated in the safest and fastest way will often choose VenaSeal™.



DID YOU KNOW?

Dr. Lucie Beaupré founded the clinic in 1989. She was the first in the city to use foam sclerotherapy and ultrasound-guided injections and to adopt the VenaSeal™ procedure. Dr. Beaupré and Dr. Leclair are at the forefront of new technologies and treatments whenever it benefits their patients.



Radiofrequency treatments with Dr. Delphine Boury-Simoës

General practitioner at the Medicart Sainte-Julie clinic

Q: HOW DOES RADIOFREQUENCY WORK TO RELIEVE PAIN OR TREAT A SPECIFIC MEDICAL CONDITION?

A: Radiofrequency works by burning a vein from the inside, thereby destroying the diseased vein and eliminating any related symptoms. This innovative approach allows for effective and targeted treatment.

Q: WHAT TYPES OF MEDICAL CONDITIONS OR DISORDERS CAN BENEFIT MOST FROM RADIOFREQUENCY THERAPY?

A: Most of the time, venous insufficiency in the legs responds particularly well to radiofrequency therapy. It primarily targets the great saphenous veins, small saphenous veins, or anterior saphenous veins, providing significant relief to patients who have not previously been treated by other methods.

Q: WHAT ARE THE MAIN BENEFITS AND RISKS ASSOCIATED WITH THE RADIOFREQUENCY PROCEDURE VERSUS OTHER AVAILABLE TREATMENTS?

A: Benefits: Radiofrequency has many benefits, including rapid recovery with no convalescence needed, a single sufficient treatment, local anesthesia, low probability of recurrence, absence of scarring, and short-term follow-up with compression stockings. In addition, it means not having to wait a long time, providing a quick and effective solution.

Risks: Although rare, there are some risks associated with radiofrequency. Some patients may experience variable long-term results, especially those who are obese or those who refuse to wear compression stockings. In addition, pain caused by other pathologies can influence the results of the procedure.

Q: WHAT ARE REALISTIC EXPECTATIONS FOR PAIN RELIEF OR SYMPTOM IMPROVEMENT FOLLOWING A COURSE OF RADIOFREQUENCY TREATMENTS?

A: The immediate success rate of radiofrequency is high, with vein closure reaching almost 100%. This results in the rapid relief of symptoms. However, long-term results may vary depending on certain factors, such as patient obesity, refusal to wear compression stockings, or the presence of other pathologies causing pain.

WOMEN'S HEALTH WITH DR. CHRISTINE CARON

General practitioner and medical director at the Medicart Saint-Lambert clinic

Q: WHAT INSPIRED YOU TO SPECIALIZE IN WOMEN'S HEALTH?

A: My interest in women's health dates back to when I began my obstetrics practice. Over time, I have had the opportunity to support women through the different stages of their lives, from adolescence to menopause. This experience allowed me to understand the specific needs of women at each stage in their life cycle and to develop a specific sensitivity to their overall well-being.

Q: HOW DO MENOPAUSE AND CHILDBIRTH AFFECT WOMEN'S HEALTH?

A: Menopause and childbirth both impact women's gynecological, urinary, and sexual health. Common problems include urinary incontinence and vaginal dryness. It is crucial to understand these implications in order to better support women through these major life transitions and provide them with the appropriate care. A consultation appointment is essential first to identify patients' specific problems and offer them solutions.

Q: WHAT SPECIFIC TREATMENTS DO YOU OFFER AT MEDICART TO SOLVE THESE PROBLEMS?

A: In the clinic, we offer solutions for improving the quality of the vaginal mucosa, in particular through PRP (Platelet-Rich Plasma) injections. As well, we offer treatments using the Emsella™ chair, a high-frequency muscle contraction technology, which aims to improve urinary symptoms. These innovative approaches are designed to help our patients regain comfort and well-being in their daily lives.



“This experience allowed me to understand the specific needs of women at each stage in their life cycle and to develop a specific sensitivity to their overall well-being.”

4 products worth discovering

Add these high-quality Medicart beauty products to your daily beauty routine and get ready to glow.

1



LOOSE POWDER

\$85

Say goodbye to thick, difficult to apply sun care products that leave white streaks! This anti-aging powder with a natural finish is suited to every skin type and will protect you from UVA, UVB, and infrared rays. It's also infused with antioxidants, which helps to slow the appearance of wrinkles and sublimates your complexion. Going for a swim? Don't worry because it is made with a formula that is not harmful to aquatic life or corals.

3



INTENSE NECK AND NECKLINE

\$85

The perfect product for anyone who wants to prevent the signs of aging on their neck and neckline areas without surgery. Can also be used to optimize the results of a surgical intervention. Formulated as an emulsion, its light texture helps visibly reduce the signs of aging while tightening the skin for a firmer, denser look.

2



SCULPTING CREAM

\$64

Achieve the silhouette of your dreams thanks to this innovative formula for body contouring. Combined with regular exercise and a healthy diet, this sculpting cream efficiently targets cellulite on the abdomen, knees, hips, thighs, and arms.

4



SPARKLING RADIANT LOOK

\$105

Brighten your complexion with this delicate emulsion specifically designed for fatigued and fragile eye areas. A small amount is enough to reduce the appearance of wrinkles, puffiness, and dark circles and create a lifting effect on the upper eyelid.

Medicart products are proudly made in Québec. They are not tested on animals and are gender-neutral and gelatin-free.

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MULTISENSORY SPACE: WHAT IF WE GAVE OUR BRAIN A QUICK BREAK ?



A multisensory space is a space dedicated to sensory stimulation and offers an immersive and stimulating experience for individuals. The benefits of using a multisensory room are numerous and have a positive impact on our emotional well-being, self-esteem, concentration, and quality of life.

Soft lights, soothing colors, relaxing sounds, and comfortable textures promote a state of deep relaxation. This can be particularly beneficial for people who suffer from anxiety disorders or chronic stress. An important aspect of sensory stimulation is the improvement of quality of life. By providing a pleasant and enriching sensory experience, this space will undoubtedly contribute to a general sense of well-being.

It is possible to create a multisensory space at home based on our needs and environment. There is a wide variety of equipment and materials available, such as LED lights, audio speakers, sensory mats, vibrating cushions, aroma diffusers, distorting mirrors, punching bags, weighted blankets, etc. It is important to consider our personal preferences, specific needs, and available space to design a multisensory space that is tailored to our expectations.

Whether at home, in healthcare facilities, or in schools, the multisensory space can be a valuable space for rejuvenation, taking a moment for oneself, and exploring our sensory world in an enriching way.



Fondation
CERVO

Multisensory room funded by the CERVO Foundation at the Quebec Mental Health University Institute. It provides hospitalized individuals with new tools to find calmness and well-being.

The
future
looks
bright



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