

## Cosmetic Dermatology Now Offers Youthful Beauty Without The Risk Of Plastic Surgery

Over the course of the last six weeks two women have died suddenly as a result of undergoing anesthesia for cosmetic surgery at Manhattan's premier cosmetic surgery hospital, Manhattan Eye Ear & Throat. It seems as if overnight America has become a nation obsessed with cosmetic surgery. Scores of plastic surgery stories chronicled in the format of primetime television programs such as ABC's Extreme Makeover have brought the procedures once only reserved for ladies who lunch, into the living room and the psyche of millions of Americans week after week. Americans are now living in a society that regards plastic surgery as not only mainstream, but also routine. However, In the wake of the unfortunate deaths of these two Manhattan women, it has become startlingly clear that perhaps plastic surgery is not to be regarded so flippantly and that it is, in fact, dangerous to undergo surgery with its associated general anesthesia. The good news is that taking such a risk in the pursuit of the youthful appearance many have come to covet is becoming less and less necessary.

### **Q: Dr. Goldberg, Why has plastic surgery become less necessary?**

A: In recent years, cosmetic dermatology has produced tremendous breakthroughs in non-ablative and non-invasive anti-aging procedures. The availability of new products and procedures coupled with the refinement of the existing has produced an arsenal of non-surgical options. With the advent of new light-based treatments for reducing photo-aging, minimally invasive lasers, the non-surgical facelift technique Thermage, BOTOX® and progressive wrinkle filler substances such as the newly FDA approved Restylane; patients can now realize significant appearance enhancement without the risks and downtime associated with traditional surgery.

### **Q: What are the effective alternatives?**

A: Alternatives to cutting and snipping come in many forms. The most effective are procedures such as BOTOX®, Fillers, Lasers and the Thermage radiofrequency non-surgical facelift. These procedures can be tactically combined to produce remarkable results. Administered together or separately, they are all highly effective and non-surgical with no downtime and little discomfort.

### **Q: What do the various procedures entail and how do they work?**

A: I will outline the procedures in detail, explain how they are combined and what they have to offer:

### **Laser Skin Rejuvenation**

Laser Skin Rejuvenation treatment is a revolutionary way to combat the signs of aging on your lunch hour. This non-invasive procedure stimulates smoother, healthier looking skin. Laser Skin Rejuvenation treatment uses either lasers (CoolTouch Nd:YAG, Smoothbeam Diode) or light sources (Photorejuvenation Intense Pulsed Light) to rejuvenate skin from the inside out. This highly effective treatment employs a revolutionary approach to skin rejuvenation combining a cooling cryogen spray and a laser to give optimal results with minimal inconvenience. The protective cooling spray is applied to the skin, allowing Laser Skin Rejuvenation light to pass harmlessly through the upper layers of the skin, stimulating the cells deep below the surface that produce natural collagen. The collagen and elastin fibers continue to multiply after the treatment, and patients continue to see improved results. Laser Skin Rejuvenation is an ideal complement to Microdermabrasion, BOTOX®, filler agents, laser skin resurfacing, and Thermage Non-Surgical Facelift for overall facial rejuvenation.

### **BOTOX®**

Over the years, BOTOX® has become the chosen non-surgical treatment to reverse signs of aging. After treatment, a patient treated with BOTOX® can still frown and smile, but the expression wrinkles around the eyes and forehead are diminished when they do. The substance is a purified form of the botulinum toxin. It is injected in miniscule amounts into the appropriate muscle causing the muscle to relax and thus diminish or eliminate the dynamic line or furrow. Correction with BOTOX® is now very natural, and most patients treated feel that they have a more wide-eyed and rested look.

## Cosmetic Filler Agents

Fillers agents such as collagen are placed into deeper lines and wrinkles and typically are used for those wrinkles that are too deep to be treated with lasers. Most commonly, filler agents are used for smile lines wrinkles, between the eyebrows, sagging cheekbones or to enhance the appearance of upper and lower lips. Among the newer filler agents are those containing non-animal stabilized hyaluronic acid. The sugar-like material Restylane® was recently approved by the FDA and lasts longer than it's predecessor, collagen. Results typically last 3-8 months. Substances such as the filler Radiance® can last up to 2 years to treat deeper smile lines. Filler agents are ideally combined with BOTOX® injections that are used for wrinkles caused by too much muscle tone. Ideally anti-aging skin treatments will include not only filler agents and BOTOX®, but also skin collagen improvement lunchtime laser procedures and skin tightening Thermage Non-Surgical Facelift treatment.

## Thermage

Those who wish to forestall a surgical facelift or surgical browlift can accomplish some tissue tightening through a series of lunchtime Thermage radiofrequency treatments. It is the ideal alternative for the younger person who is just beginning to see some jowls or drooping of their eyebrows. Thermage is a radiofrequency treatment where non-laser energy is applied to the skin for the purpose of skin tightening. The energy delivered with the Thermage ThermaCool TC® radiofrequency system tightens deeper skin tissue while cooling the outer layers of skin. This leads to cosmetic improvement without any obvious wound.

David J. Goldberg, M.D. (<http://www.drdauidgoldberg.com>) is on faculty and Director of both MOHS Surgery, and Laser Research, Mt. Sinai Medical Center in New York; and Director of Skin Laser & Surgery Specialists of New York & New Jersey. He is past President of the American Society for Laser Medicine & Surgery. Dr. Goldberg was voted "one of the top ten laser surgeons in the U.S." by Self Magazine and "one of the best doctors in America" by Woodward/White, Inc. He was recently named Editor in Chief of the first web-based cosmetic laser e-journal located at <http://www.lasernews.net>.

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\* Dr. Goldberg on the Road:

3/3/2004 Mount Sinai School of Medicine, Evening Meeting Series Clinical Indications and Results with Laser Resurfacing, New York, NY

3/21/2004 Phoenix Dermatology Meeting Botulinum Toxin A and Restylane®: A Winner, Past, Present and Future of Filler Agents

3/26/2004 Pascack Valley Hospital Woman's Day Symposium Non-invasive Treatments for Aging Skin, Woodcliff Lake, NJ

3/31/2004 American Society for Lasers in Medicine and Surgery, Annual Meeting  
Laser Hair Removal, Workshop Director, Dallas, TX

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