

Skin Lasers: A Vision of Simple, Elegant, Affordable Solutions

Crows feet, spider veins, frown lines and poor complexion do not boost self-confidence. And until recently, solutions to these conditions were either superficial or radical and scary. But today, laser surgery offers safe, effective, affordable treatments that position this expanding field in the leading group of preferred cosmetic procedures in the United States. With no cutting or stitches, laser surgery can markedly improve your appearance by restoring youthful skin, softening wrinkles and crows feet, improving skin texture, or removing unwanted hair. And today's techniques are so refined, you can schedule a treatment during lunch hour and return to work looking younger.

Laser skin resurfacing offers a wide range of benefits. It minimizes the appearance of fine lines and wrinkles and improves the overall texture of aging or sun-damaged skin. And in many cases, this procedure can delay or eliminate the need for facelift surgery. As laser treatments have evolved over the years, they have become the procedures of choice over methods such as chemical peels, dermabrasion ("sanding" the outer layers of the skin) and microdermabrasion (a newer method for eliminating fine lines), all of which have limited success in treating deep wrinkles.

Today, laser facial rejuvenation offers extraordinary new procedures using state of the art lasers that are gentle, effective and safe for every skin type, and give instant and cumulative results without pain or downtime. With the booming popularity of these treatments, laser surgeons are available everywhere. But don't just pick your surgeon out of the yellow pages. To assure these safe and satisfying results, always get a recommendation. Seek out an experienced, well-trained and highly qualified laser surgeon.

Interview your doctor about his or her qualifications. Select someone thoroughly trained in theory and in practice, knowledgeable about the full range of laser tools and methods, and with a long list of happy clients. (Don't be shy to ask for before-and-after photos and names of patients you can phone.)

Lasers offer some of the most exciting advancements in cosmetic surgery today and a range of proven options that were never before available. If your reflection in the mirror could use a lift, there's never been a better time to explore quality solutions through laser surgery. Putting yourself in the right hands, laser surgery will be one of the best decisions you ever made.

QUESTIONS & ANSWERS about Laser Surgery

Q: What are the risks and side effects of laser surgery?

A: Skin laser procedures are simple, safe and effective in the hands of an expert. An inexperienced laser surgeon can encounter unfortunate complications such as removal of skin pigment and scarring. The under-trained doctor brings negative attention and controversy to an otherwise safe procedure. This is why, as a patient, doing a little homework pays off. Always consult a physician you can trust. And ask lots of questions until you are satisfied.

Q: How many treatments will I need?

A: The number of treatments will vary with the condition. Hair removal, for example, may take several treatments depending on the thickness of hair growth, but even one treatment will show improvement. For treating wrinkles, the number of visits depends on the depth and amount of wrinkles. But in any case, improvement will be obvious.

Q: How does laser surgery work?

A: With all lasers used for skin remodeling and wrinkle removal, the water in the skin absorbs the light from the laser. This allows the laser light to ablate very fine layers of skin, literally erasing the unwanted wrinkle. Old wrinkled collagen is remodeled into newer skin. And as new cells form in the healing process, the skin is smoother, softer and sometimes even tighter.

Q: What are "lunchtime laser" procedures and how do they work?

A: One of the latest developments in skin remodeling technology is Cool Touch(tm) laser facial rejuvenation. The treatment is performed right in the doctor's office in just a few minutes and leaves no obvious, visible redness or sores, so you can schedule it during your lunch hour and return to work with no downtime. Cool Touch(tm) is a

unique anti-aging technology that's gentle, effective and safe for every skin type and gives obvious improvement. The treatment requires no injections and it produces no post-operative discomfort.

Q: How does the Cool Touch(tm) treatment work?

A: The Cool Touch(tm) laser stimulates collagen production in the dermis, the invisible under-layer of the skin where collagen is formed. (Collagen is the foundation that keeps our skin looking young.) As new collagen is generated, lines and wrinkles are softened, leaving the skin looking smoother, younger and more beautiful. In as few as four to six treatments, the skin grows smoother and the signs of aging fade away. Because the laser does not affect the epidermis (the outer layer of the skin), the procedure does not leave any wound. The Cool Touch(tm) treatment is most effective on fine lines and may also help improve acne scars. Treatments take only 15 minutes. And because the outer skin is not disturbed, patients can proceed with their normal daily schedule. The Cool Touch(tm) procedure can also be combined with other treatments such as microdermabrasion and chemical peels.

David J. Goldberg, M.D., is a Yale and NYU-trained, Board-Certified Dermatologist and Director of the Skin Laser & Surgery Specialists of New York & New Jersey. He is Chief of Dermatologic Surgery, New Jersey Medical School, Newark, NJ, and in 1999 was the first recipient of the prestigious Leon Goldman, M.D. award, named after the founder of laser surgery and medicine. Designated "One of the Top 10 Laser Surgeons in the U.S." by Self Magazine, Dr. Goldberg has conducted pioneering FDA research on the newest lasers including Cool Touch. Dr. Goldberg may be reached at 800-718-5504.