

## Health Talk Radio Network Interview Part 2

*The following is excerpted from a radio interview done by Dr. David Goldberg on Health Talk Radio Network during the week of 6/25/01.*

**Dr. Goldberg:** When we're talking about these lunchtime procedures which are sort of the minimalist approach and take all of ten to fifteen minutes, what's really happening is we're beginning to treat people at a much younger age. People are now coming in in their late twenties and early thirties because they're not trying to make it so they have no wrinkles. They just don't have any at that point. What they're trying to do is improve the quality of their skin. They want to slow down the aging process, and they're starting at a very early age to do that.

Matt: What does your client list look like? Is it men or women or both?

**Dr. Goldberg:** It's mostly women. We're certainly doing increasing numbers of men. Certainly with the more aggressive lasers, traditionally we did almost all women, for whatever reason. With the competitive work environment that we're in, with the changing economy, people really want to look their best on the one hand, and they also don't want to take off any time doing it, and they also don't want anybody to know they're doing it. So increasingly now we're treating more and more men as well as women.

Mike: With most surgery, you're not supposed to eat before you have the surgery, and you're doing this during the lunch hour. Are they not going after lunch, and coming in for fifteen to twenty minutes?

**Dr. Goldberg:** No, they're having lunch too. This procedure requires no anesthesia at all. This issue with surgery really relates to the anesthesia. Occasionally we may use a topical cream to lessen the sensation in the skin, but commonly we use nothing at all, and it feels kind of like a rubber band.

Matt: What causes people to get wrinkles? Is it stress?

**Dr. Goldberg:** People think of it as being stress and possibly chronology, that is, how old they are. The reality is the bulk of our wrinkles are related to excess sun exposure in our youth, and that effect just takes many years to show up.

Mike: You say this is a fifteen-minute procedure. What can somebody actually have done in fifteen minutes that would make a difference in how they look?

**Dr. Goldberg:** What people typically do is they come in for these procedures in fifteen minutes. Again these are the CoolTouch, Smoothbeam and Photorejuvenation procedures that you mentioned. They have their entire face treated during that period of time.

Mike: Wow. And you could even do it on people's hands? I have one brown dot on my arm.

**Dr. Goldberg:** We do the anti-aging lasers mostly on the face, neck, and hands, but brown spots are treated anywhere on the body.

Mike: Does it degenerate? Does it go back the way it was? Does a birthmark reappear, or a wrinkle come back?

**Dr. Goldberg:** Well, a birthmark that's treated that's gone away does not reappear. Wrinkles that are treated don't reappear; however, the aging process continues. So the answer to the question of someone who has undergone all these procedures, when they ask, "When will I begin to wrinkle again?" - you know the answer to that, guys. If you really stay out of the sun you're going to do well.

Mike: What about scarring, somebody who's been in a fire for instance? Can those scars be removed?

**Dr. Goldberg:** You know, there are multiple kinds of scars. Some of those scars tend to be red and lumpy. Those are known as hypertrophic scars. They are treated with a laser known as the Pulsed Dye Laser, and that decreases the redness and some of the bumpiness. Some scars end up with loss of pigmentation, and as I mentioned before that's where that new excimer laser comes in that can be very helpful for that.

Mike: Dr. Goldberg, tattoos obviously are huge right now. As it was pointed out a little while ago, we do know that there are going to be a lot of people that won't want to have those tattoos here in the future. Big wave coming isn't there?

**Dr. Goldberg:** It's amazing, isn't it? The popularity of tattoos goes through surges. Right now they're very popular again. As has always been the case with time, whether it's five, ten, or twenty years from now, people often are not going to want those tattoos.

Mike: Let's say you have a small tattoo. How many procedures will you expect to have and go through before you get the tattoo removed?

**Dr. Goldberg:** I think that before you even get to the number of treatments, it's important to recognize that tattoos often have multiple colors. It isn't necessarily just one tattoo laser that can be used for all tattoos. At major Centers such as ours, we have several lasers. For example, one laser may be best for the green color. Another laser may be better for the red color. Now, how many sessions are necessary is going to depend on several factors. The newer the tattoo, the more dense the pigment is, the harder it is to remove. Amateur tattoos, that is tattoos that people self-mutilate themselves with, often carbon ink, are usually easier to remove than the professional tattoos, that is, the more artistic tattoos. In terms of the number of treatments, an amateur tattoo, a fairly simple one, often requires up to five sessions. A professional tattoo will often require many more than that, so it does take time.

Mike: So ten, twenty, thirty sessions?

**Dr. Goldberg:** Well, it's rare that we do twenty or thirty, but it's not unusual to do more than ten.

(To be continued...)