

Dr. Goldberg on the Joan Hamburg Program (Part 1) **WOR-AM (ABC) New York 1/20/2003 10 a.m. - 12 p.m.**

JH: I was very excited when I heard about Dr. David Goldberg, who is a very interesting physician. He is a Director of the Skin Laser and Surgery Specialists of NY & NJ, he is a Clinical Professor of Dermatology, Director of the Laser Research and Mohs Surgery at the Dermatology Department at Mount Sinai School of Medicine and the doctor has been talking about a brand new treatment called ThermaCool, and wait until you hear about this. Good morning to you doctor.

DG: Good morning, Joan.

JH: So tell me what exactly ThermaCool is, and what you think the implications are.

DG: Well, ThermaCool is a really exciting new treatment. We have had treatments in the past, such as lasers, that can improve the quality and the tone of skin, but if you began to see the effects of gravity, if you began to see jowls or your neck began to hang, or your eyebrows are drooping -- in the past the only way to treat these was with invasive surgery. There is now another option with ThermaCool treatments.

JH: And explain what the process is.

DG: Well, ThermaCool treatment involves the use of radio frequency waves. These are somewhat like laser waves, but not exactly the same. And what happens is the technology itself has a cooling device that cools the other layer of skin so that with treatment there is absolutely no obvious wound. And yet the radio frequency waves penetrate to the deeper layers of skin and they tighten those drooping jowls and neck and drooping eyebrows.

JH: So you mean that instead of going for a brow lift or having one's neck done which obviously involves, unless you are 20 years old, you know, more invasive surgery, this might work?.. like whom would this work on?

DG: Well, ideally this is a treatment for someone who, if we can generalize, who is perhaps between the ages of 40 and maybe 55 or 60. If you have a tremendously dropped neck, a so-called turkey neck, you need a facelift for that. But for someone who begins to see the effects of gravity, with those jowls, who doesn't want surgery or perhaps someone who has more involved wrinkles, who just doesn't want surgery, wants to have a simple 15 minute procedure, and go home or go back to work, this is the way to go.

JH: What happens, Dr. Goldberg, to those jowls or to those big wrinkles on your brow?

DG: Well, the actual treatment itself, as I mentioned, is a 10- 15-minute procedure. What you notice, usually within a couple of weeks after the procedure, is slight tightening of those jowls or you all of a sudden notice that your eyebrows have lifted a couple of millimeters, you look more awake, you look happier, and you look like you've come back from vacation.

H: So, if you go for a treatment, which you said is a very limited amount of time, short time, no pain, non-invasive, how long is this going to last?

DG: Well, in the research studies that we were involved in, that were submitted to the FDA, we now know the effect lasts at least a year. It may in fact last longer, but at the current time we are advising people that they will have to do this approximately every 12 - 18 months.

JH: Yea, but that isn't a big deal. And what's the cost of this?

DG: Well, there aren't that many centers in the US doing this procedure thus far. But thus far, across the United States, the treatments are anywhere from \$1000 - \$2000 per treatment session per anatomic area.

JH: Um, hum, and that's a year. I mean, we're talking about lasting a year.

DG: We tend to do about two treatments, but, yes, that will last a year to a year and a half.

JH: I know this sounds naive, but, my guest, by the way, is Dr. David Goldberg, who has had very exciting news recently. He has done research for the company, Thermage Corporation which recently received approval from the FDA for its ThermoCool system, which is a non-invasive treatment of wrinkles and jowls and whatever other areas you have, using radio frequency waves. What happens to the jowls? I mean if they are not real drooping things, how do they go in?

DG: Well, what happens to those jowls is if you look in the mirror and you see your jowls dropping, and then you have this treatment, and you look perhaps a month later, you might still see jowls, but they will not be as significant as they were before. They are actually pulled, they are a little bit tighter.

JH: Amazing. So you have really seen appreciable differences in wrinkles and lines and brows and all this?

DG: Joan, it can be remarkable.

(to be continued...)