



THE CHANGING LANDSCAPE *of* COSMETIC ENHANCEMENT

By Kate E. Stephenson

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According to the American Society of Plastic Surgeons, in 2012 Americans spent \$11 billion on the 14.6 million cosmetic procedures performed that year. While the primary patient demographic is Caucasian females ages 40 to 54, cosmetic procedures are increasingly popular in every demographic, males and females, across all ethnicities.

Doctors are offering more innovative options that are achieving longer-lasting, more natural looking results. While the top five procedures have been the same for over a decade, new technologies have made techniques safer and less invasive, allowing doctors to perform more procedures in-office. This has led to more convenience and less down time for patients.

We greet the world every day with our faces, which may be why so many people are seeking solutions to putting their best face forward. Botox and soft tissue fillers (i.e. Juvederm, Restylane) have become popular, noninvasive solutions to reversing the look of aging. Unfortunately, the effects last only six to 12 months. In answer to this dilemma, Allergan has created Juvederm Voluma, a cheek enhancing filler that lasts up to two years.

Dr. Ran Rubenstein, a board-certified facial plastic surgeon, explains: "We no longer think of the face in two dimensions — we think in 3-D. The first thing that changes in the face and neck is a deflation or loss in volume. If we address the facial volume loss, in the cheeks for example, you can lift the facial structure upwards without any kind of surgery. We can make results a little more natural."

Some patients want a youthful look without the needles. For those patients, SilkPeelMD may be the right answer. SilkPeel is a medical grade, in-office procedure that incorporates a patented Dermalinfusion technology with traditional microdermabrasion. An increasingly popular option, microdermabrasion is a tried-and-true method for improving the skin's appearance. The innovation of SilkPeel is the ability to infuse topical treatments into newly exposed skin. Nicole Valastro, a licensed aesthetician with Hudson Dermatology, explains: "What SilkPeel does is exfoliate the top layer of the skin, but it's also a dermalinfusion. So as fresh skin is being revealed via the microdermabrasion, there is an infusion of a topical product suited to the patient's needs."



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Above procedure by Edward Becker, MD
Results and patient experience may vary. In the U.S., non-invasive fat reduction is cleared only for the flank and abdomen. CoolSculpting, the CoolSculpting logo and the Snowflake design are registered trademarks of ZELTIQ Aesthetics, Inc. 2013.

As skin ages, some sagging will occur. "The Holy Grail of plastic surgery is to tighten skin without down time. We're not there yet, but we're getting there," says Dr. Rubenstein. Patients want results without going under the knife. In the quest towards this ideal, Cynosure, the leading developer and manufacturer of a broad array of light-based aesthetic and medical treatment systems, has produced three revolutionary products designed to reduce fat and tighten skin. The gold standard in laser-assisted lipolysis (fat-reduction) is Smartlipo, a minimally invasive treatment that permanently destroys fat cells. "A very small tube, which is fitted with a laser fiber, is inserted through a tiny incision in the skin," says Dr. Rubenstein. "The laser energy liquefies the fat, which is then gently suctioned out. The laser also triggers the production of new collagen and tightens the skin."

Improvements can be seen immediately and down time is significantly reduced. The newest iteration is Smartlipo Triplex which utilizes three lasers to provide more efficient lipolysis, promoting tissue tightening, and reducing bleeding and HD targeted heating for faster recovery.

But what to do about those areas that can't be solved just by melting the fat? Cellulite is a common issue among women. It may be the result of genetics, hormones, aging, or weight loss, and occurs when lower layers of fat bulge within connective tissue under the skin, causing the "cottage cheese." Cynosure has developed Cellulaze, a minimally invasive, laser-assisted, anti-cellulite treatment that attacks the structural problems beneath the skin. When performed by a qualified physician, Cellulaze has been proven to increase the natural thickness of skin to promote a lasting, smoother, healthier appearance.

The laser technology developed in Cellulaze gave way to the next of Cynosure's revolutionary products — PrecisionTx, a smaller, hand-held laser that enables minimally invasive treatment of smaller areas. In areas where there is no fat to obscure or melt away, sagging may still occur. PrecisionTx can be used in these problem spaces — like the neck, jowls, and jawline — to provide a defined, contoured appearance without a surgical facelift.

For every cosmetic need, new and better procedures are being developed. Other

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- Narrowband UVB phototherapy for the treatment of skin diseases like psoriasis to clear the appearance skin.

With any cosmetic procedure, it is important to have an understanding of the expected outcomes and potential risks. Experts agree that realistic expectations allow patients to fully take advantage of these innovative options and the ability to enjoy the results.

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