

Beautiful (r)Evolution

Turn back the clock more quickly and safely than ever before with cutting-edge treatments — a special feature

BY CHRISTINA WILKIE

The stigma once associated with cosmetic procedures seems as outdated as UV tanning beds. Newer, more advanced products and techniques offer today's patients an unprecedented menu of viable (and often comparable) alternatives to cosmetic surgery, including, in some cases, outcomes that were once the exclusive domain of surgeons — firmer skin, reduced cellulite, and a perfect smile. According to the American Society for Aesthetic Plastic Surgeons, the number of non-surgical cosmetic procedures performed annually has increased by 754 percent since 1997; in 2007, spending on ancillary procedures totaled nearly \$9.6 million.

As science continues to evolve and non-surgical cosmetic procedures become more accessible, we find ourselves with a broad choice of options. After consulting with multiple medical sources, here are a few of the newest ways to spruce up your face, body, and smile this spring.

FACE:

- The **Illuminize™ peel** was introduced in the fall of 2007, and employs a new generation of alpha hydroxy acids in combination with other commonly used peel agents to tighten skin and restore youthful appearance. Called "the date night peel," it can be used on the same day of a social engagement and requires no down time. It is also appropriate for first-time chemical peel patients and can be performed on all skin types.
- The **Lux 2940™ Laser by Palomar** was introduced to the aesthetic market during the last four months, and revolutionizes the treatment of wrinkles, skin tightening, and skin photo damage. Old CO₂ lasers, long-considered the gold standard for wrinkle reduction, vaporize large skin surface areas, resulting in a significant healing time. The Lux 2940 delivers microbeams in a grid pattern with untreated skip areas between the treatment columns, reducing the healing time to three or four days.
- The **Titan™** (a.k.a. the mini face-lift) uses infra-red light to penetrate deep into the dermis, deep-heating the tissue in the targeted area and stimulating long-dormant collagen. As a result, the collagen contracts and tightens, producing visibly firmer-looking skin in the treated area. Results become more dramatic over time as collagen re-builds through a series of treatments. Titan is effective and safe for all skin types.
- Popular in Europe for decades,

Left: Recently developed two-part treatments take advantage of freshly exfoliated skin by infusing it with vitamins and minerals.



Above: The next generation of laser facials offer patients dramatic results with little to no recovery time.

Microdermabrasion combined with the French technique of "**Mesoglow**" involves first uncovering the superficial layers of skin through microdermabrasion. Next, a Mesoglow cocktail of antioxidants, minerals, vitamins, and DMAE is infused into the skin with a syringe, and although a tiny needle is used, the skin is *not* pierced. The Microdermabrasion & Mesoglow procedure can also be used the same day as an important event.

BODY:

- Recently approved for use in the United States, **Smartlipo™** is the first and only laser system to offer a revolutionary and minimally invasive procedure for the removal of fat. Using a high-powered laser, Smartlipo™ targets a defined area, providing body contouring with less downtime and fewer side effects than traditional liposuction, owing to the use of local (as opposed to general) anesthesia and a one millimeter laser tube, rather than the traditional four millimeter removal tube.
- The **Fraxel™** laser treatment is a revolutionary way to reverse the signs of aging on any area of the body including the chest, neck, and hands. This non-surgical procedure smoothes wrinkles and scars, improves texture, tone,



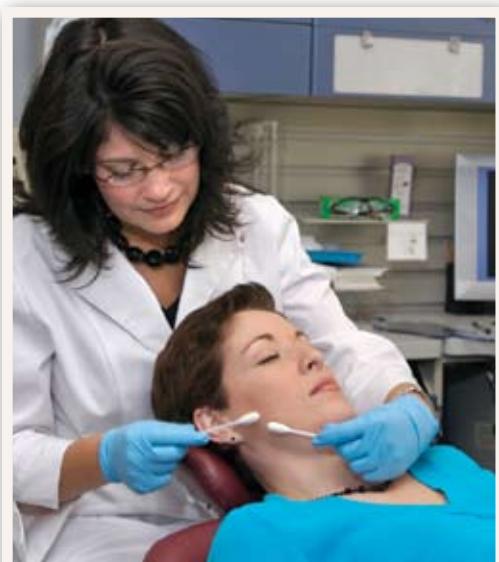
elasticity, color and also minimizes pore size. The result is more youthful, radiant skin with minimal down time. FLT has been found to be effective in treating acne scars, surgical scars and traumatic scars.

- **TriActive Laser Dermatology** is a non-invasive, laser-based treatment targeting cellulite in areas such as the thighs, hips and buttocks. The result of three different applied methods already used separately, this treatment addresses the problem of cellulite using the combined action of a low energy laser to increase circulation, localized cooling to reduce inflammation and suction massage that promotes lymphatic drainage and stimulates collagen growth.

SMILE:

- The newest member of the Zoom™ family of in-office tooth whitening is the **Zoom 3!™**, which owes part of its development to the recent merger of Brite Smile™ and Zoom™. Zoom3! is ideal for anyone looking for immediate results and will lighten your teeth up to 6 shades from your natural color in approximately 45 minutes, although one anonymous dentist described it as "more pow for more oww."
- For those who suffer from ground-down teeth and other types of long-term jaw damage, up-to-date practices in neuromuscular dentistry,

Below: "Date night peels" refer to exfoliants that leave skin glowing without the flaking and redness of traditional chemical peels.



including the **K-7 Evaluation System™** and the **Tens Machine™**, now allow dentists to perform much more comprehensive analyses of facial muscles to determine each patient's jaw movement and personal relaxed optimal muscle positioning, resulting in a level of alignment for teeth and jaws that is unique to each patient.

- Thin shell veneer laminates that require little to no tooth preparation, and are approximately the thickness of a contact lens. **Vivaneers™**, a product available to veneer dentists, is rapidly becoming a popular choice for patients, as are **Lumineers™**, both of which are applied to teeth without any grinding or shaving, and which show the potential to last up to 20 years.

Important Note: As with any health decision, please consult with a doctor or a licensed practitioner before considering any aesthetic procedure. Only a trained professional can tell you if a particular procedure is right for you.

ADDITIONAL NOTE

Washington Life would like to thank the following physicians for their generous consultation on this feature: **Dr. Shahram Salemy** of Plastic Surgery Association P.C., **Dr. Saeed Marefat** of Metropolitan Plastic Surgery, **Dr. Wanda Minnis-Dyson** of Changes for Life, **Dr. Philip Schoenfeld** of Renu Medspa, **Dr. Margaret Sommerville** of Chevy Chase Dermatology, **Dr. Alex Naini** of Aesthetic Dental Spa, and **Dr. H. Michael Rassael** of Millenium Medical Spa.

THE GAME PLAN While many of the procedures listed on this page are suitable at any age, certain treatments work particularly well during different stages in life. For example, while patients in their 20's and 30's may be best served by maintenance and prevention procedures such as lighter chemical peels and laser acne treatments, patients in their 40's and up typically look for age reversal options that target sagging skin and sun damage. A quick breakdown of what you might want to consider, and when.

AGE	20's GOAL: REPAIR AND PRESERVE	30's GOAL: PREVENT FUTURE DAMAGE	40's GOAL: REVERSE DAMAGE AND RESURFACE	50's+ GOAL: FILL IN DEEPER WRINKLES AND EVEN SKIN TONE
FACE	Acne lasers like Isolaz™, the first FDA approved laser for the treatment of acne. Skin glowing facials using Vitamin C & Oxygen	Light chemical peels like Sensi™ and IS Clinical's Fire & Ice™ Botox™ to relax early wrinkles SilkPeel Microdermabrasion w/ crystals	Facial fillers like Juvederm™, Restylane™, and Radiesse™ PhotoFacials, a combination of microdermabrasion and laser facials Chemical brow lifts with Botox™	Deeper chemical peels like CO2 Glass™ Intense Pulsed Light/IPL to even skin tone Ablative lasers Tightening lasers like Fraxel™ Deeper fillers like Perlane™
SMILE	Invisalign straightening and Crest White Strips Professional™	Non-Invasive Bonding Contouring Professional Night Guard (if grinding becomes a problem)	Zoom 3!™ Laser Whitening Frontal veneers	Neuromuscular dentistry if teeth and jaws display signs of wear. Bonding and crowns
BODY	Laser hair removal	TriActive Laser Dermatology	Smartlipo™ to target cellulite while skin is still elastic.	Sclerotherapy to remove varicose veins Fraxel™ laser on hands, chest, and neck to repair damaged collagen.

WHAT TO EXPECT... FROM SOME OF THE PROCEDURES MENTIONED ON THE PREVIOUS PAGE:

PROCEDURE	AVERAGE LENGTH OF ONE TREATMENT	NO. OF VISITS RECOMMENDED	AVERAGE RECOVERY TIME	APPROXIMATE COST
Microdermabrasion and Mesoglow	40 minutes	6	None	\$150 to \$300 per treatment
Illuminize™ peel	10 to 15 minutes	6, one every 2 weeks	None	\$125 per treatment
Lux 2940™	1.5 hours	1	2-4 days	\$2,500 to \$3,500
Isolaz™ laser	10-20 minutes	5	1 day	\$1,500 for 5 treatments
SilkPeel Microdermabrasion-	40 minutes	5 visits	None	\$165 each
Fillers like Juvederm™ and Restylane™	30 minutes	Varies with need	Results are immediate. (Possible swelling)	Starting at \$600 for lips and \$1,200 for deeper facial folds
Botox™ and Chemical Brow Lift	10-15 minutes	Varies with need	None. Results appear in 3-5 days.	\$375-\$1100
Fraxel™ Laser Treatment	10-80 minutes	3-6 treatments, 4-6 weeks apart	1-3 days before returning to work.	\$1,000 per treatment
Invisalign™	9 months	Varies with need	None	\$5,000-\$10,000, (potentially covered by insurance)
Non-invasive bonding	1 hour	1	None	\$100-\$400 per tooth

HOW TO CHOOSE A PLASTIC SURGEON BY DR. SHAHRAM SALEMY

We are fortunate to live in an area with multiple outstanding providers of plastic and cosmetic surgery services. However, this is a double-edged sword, as the wealth of talent can overwhelm an individual looking to choose a surgeon for the first time. There are a few simple steps that can help guide you both as a consumer and more importantly as a patient, to help you make a more informed choice.

Verify Their Qualifications • The surgeon's training and Board Certification status are two straightforward ways to begin your search. It sounds simple, but formal residency training in plastic surgery, facial plastic surgery, or dermatology is not a requirement for an individual to present himself as a cosmetic surgeon. Find out where your doctor did his training and for how many years. The key point is that it was a formal, fully accredited program. Second, verify their Board

Certification status. Board Certification is a rigorous process, and it should serve to provide an extra measure of confidence to the patient. Both of these pieces of information will usually appear on the doctor's website, but they can also be verified online (The American Board of Medical Specialties, www.abms.org).

Three Questions to Ask at Your Consultation • Three simple questions will go a long way toward giving you a sense of your surgeon's abilities and whether he or she will be able to meet your expectations. First, ask about his/her experience, both in terms of years in practice as well as years performing the procedure you are considering. Second, ask to see before and after pictures. Finally, ask if it would be possible to speak to a couple of former patients. This will give you a firsthand account of how the surgeon cares for patients before and after surgery.

Two Warning Signs • There are two red flags that should give you pause during a consultation. The first is if you feel pressure from your doctor to have surgery right away. This simply should

not occur during a routine visit. Not only are they supposed to serve you on your timeline, but patients tend to have a much more positive experience once they feel fully comfortable with all aspects of their procedure, and this sometimes takes two or three more visits to the doctor. If you feel pressure, take a step back and think things over. The second warning sign is the doctor who does not think you need a second opinion. You should feel comfortable seeking opinions from other surgeons to help you make a more informed decision. If your doctor feels that "he is the only one who can perform this procedure," take some time to think that statement over, as it is often not the case.

Go With Your Gut • After the research is over, your questions answered, and the warning signs avoided, it comes down to comfort level, and this is different for everyone. Take your time, review your options, and pick the surgeon with whom you feel most comfortable, not only to achieve the results you desire, but to be there for you before surgery as well as during your recovery. In the end, these efforts will pay off.

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