

Spring Rejuvenation

NOW THAT WINTER IS A CHILLED MEMORY, we can look forward with optimism to spring renewal and a summer of fun. During the past year we learned that in spite of difficult economic times, people still care about the way they look. Fortunately, most of the rejuvenation and beauty enhancing treatments performed in a dermatologist's office are affordable — certainly a lot easier on the pocketbook than cosmetic surgery and with far less downtime.

Some appearance-enhancing treatments are performed quickly with results that can last several months to a few years. Other treatments can achieve dramatic results but require a series of sessions in order to achieve their full effect. Sometimes, when you take stock of your skin and the structure of your face, you may have accurate idea of what needs to be done to achieve your immediate goals. On the other hand, you may not know all the options to transform your appearance. For example, most people requesting a rejuvenation procedure could actually benefit from more than the one treatment they think they need.

THE PLAN, THE PLAN

We are all different and there is no single treatment - surgical, laser, injectable, or topical - that suits the needs of every person seeking cosmetic enhancement. It helps to have a comprehensive plan for resetting the clock on the facial aging process. Consult your dermatologist to discuss the range of treatments and exactly when and how they should be scheduled to achieve best results.

A SAMPLE PLAN

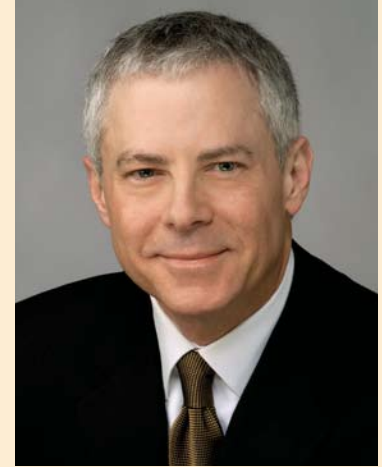
Years of excessive sun exposure combined with the natural changes that occur with age and the effects of gravity were getting a middle-aged female down in the dumps - and with good reason. As it often does, age had crept into her face without her realizing it, and though she was as vibrant and full of life as ever, her face betrayed her fundamental

glow. She wanted to look as good as she felt. Her face and chest were extensively spotted with medium and dark brown age spots. Wrinkles threatened to become permanently etched into her skin. Loss of facial volume - a natural phenomenon attributed to loss of fat in specific compartments of the face and changes in the facial bones - made her appear that she was 10 -15 years older than she was. What can be done to improve her appearance and make her feel better about herself?

Following a thorough assessment, we laid out a specific timetable for a series of in-office treatments: Botox for lines on the forehead and crow's feet, between the brows and around her lips; a series of intense pulsed light treatments for the age spots on her chest and face; a subtle treatment with a filler to bring her lips into attractive natural shape and proportion; and, Sculptra Aesthetic™ treatments to stimulate new collagen in the hollow areas of her face that were causing her to have a "sunken-in" look reminiscent of a much older person. Finally, PhotoDynamic Therapy™ treatments allowed her to achieve a smooth and glowing complexion.

Restoring her beauty was not a simple five-minute quick fix. Indeed, it was a project that required patience and commitment. Her six-month plan produced a natural, yet striking, metamorphosis revealing the true beauty that had been hidden by time and environmental exposure.

Although some people may need more medi-



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cal intervention than what a dermatologist offers, not everyone requires a plan as complicated as this. But everyone interested in their appearance should consider a plan for restoring and maintaining the beauty of their skin. There is no better place to start than in the office of an experienced and skilled dermatologist. And there is no better time to do it than now. Happy spring! U