

## **FORGET ABOUT MANOLOS, LOUIS VUITTON AND PRADA WOMEN IN THE KNOW WANT YOUTH FOR CHRISTMAS**

(NEW YORK, NY) BOTOX® is so yesterday. These days, the most pervasive trend in skincare is Fraxel™ Laser treatments. With only a handful of physicians in the New York/New Jersey Metro area with access to this new, FDA approved, non-invasive laser treatment, the Fraxel™ laser is on every society woman's holiday wish list. Instead of plush fur coats, the newest Jimmy Choos and shopping sprees at Bendel's, everyone from ladies who lunch to soccer moms on the go are requesting the upkeep of their youthful glow this winter season.

"For some people, obvious signs of aging are seen in the face," says **David J. Goldberg, an internationally renowned cosmetic dermatologist and Director of Laser Research and Mohs Surgery at Mount Sinai School of Medicine.** "The skin becomes drier due to the weakening of collagen and elastin, two types of fibers that when broken down, can cause the skin to appear thin, wrinkled and loose. Additionally, the loss of underlying fat leads to decreased "plumpness giving the face a lackluster appearance. These changes, accompanied by sun induced skin discolorations cause the skin to look aged and wrinkled," Goldberg explains. Enter the **Fraxel™ Laser**, a new FDA-approved novel approach to laser skin treatment that represents a new science and category of cosmetic skin surgery altogether. The innovative Fraxel™ Laser is specially designed to dramatically alter the appearance of aging and sun-damaged skin regenerating the coveted youthful glow with amazing results, minimal discomfort and no downtime whatsoever.

According to Dr. Goldberg, "One of the newest additions to the facial rejuvenation trend is the Fraxel™ laser (Reliant Technologies, Inc.). Unlike the other ablative lasers already on the market which remove the top layer of skin, the Fraxel™ produces tiny, microscopic areas of thermal wounds in a dot-like grid, leaving areas of untouched healthy skin in between. The Fraxel™ is different because it leaves alone the healthy cells in the untouched areas promoting microscopic rapid healing of the entire area."

### **How Is the Fraxel™ Laser Treatment Unique?**

If you look at the newsprint in a newspaper, each picture consists of a number of tiny dots that, when viewed from a reasonable distance, are not discernable. The same goes for the Fraxel™ Laser Treatment where there are literally millions of very small laser treatment zones distributed across the face. What's unique is that each tiny treatment spot cannot be viewed with the unaided eye. The Fraxel™ Laser Treatment is a digital approach where each treatment spot really produces a response but it is so small that it is invisible to the naked eye.

### **Why is the Fraxel™ Laser Treatment Safer for Chest, Hands & Neck?**

As opposed to other ablative lasers, the Fraxel™ laser fractional resurfacing, unlike standard laser resurfacing, does not destroy all the treated skin, healing of potentially frail, thin-skinned areas such as the chest, hands and neck is much easier. With each of the subsequent 3-5 treatments, fractional pixel-like areas are treated, leaving normal skin in between the treated areas. Thus there is no obvious wound and healing is much safer.

### **How Does the Fraxel™ Laser Treatment Work?**

The treatment starts with a mild scrubbing with a facial cleanser. Next, a blue tint is applied to the skin to aid in tracking of the laser beam, followed by application of an anesthetic ointment. It

takes about 45 minutes for the anesthetic to reach full effect. Then the physician guides the Fraxel™ hand piece over the skin. Treatments average about 30 minutes. Side effects are generally mild and tend to consist of mild swelling and redness. The swelling usually subsides after a day while redness fades over several days. Patients can usually apply make-up and return to normal activities right after the procedure.



**Safety, Pain & Downtime:**

The Fraxel™ Laser treatment was recently cleared by the FDA and offers the benefits of speedy healing and no downtime. Side effects are minimal and typically involve mild swelling and redness which subsides within a day or so. Patients can apply make-up immediately after treatment and return to routine activities. Treatment is typically well tolerated and feels like a slight pinprick sensation. The topical anesthetic is applied prior to treatment to allay any initial discomfort. There is limited, if any, risk of infection or scarring.

**Price & Number of Treatments Needed:**

Clinical studies suggest that 4-6 treatments spaced about 5 to 7 days apart produce a gradual remodeling of dermal matrix components, until complete healing occurs and "good" material that contains collagen and elastin replaces old epidermal and dermal tissue. Over a period of 1-3 months, clinical improvement in photo-aged skin correlates with dermal repair and positive skin changes. The Fraxel™ Laser treatment is especially beneficial for areas that can't be treated with traditional laser peels, like the neck, chest and tops of the hands. The cost of treatment(s) vary depending on the nature of the patient's condition, the area(s) treated, geographic location and other related factors.

**ABOUT DAVID J. GOLDBERG, M.D.**

David J. Goldberg, M.D. has been a leading authority on anti-aging skin care for the last decade. A board-certified dermatologist, he is particularly known, both nationally and internationally, for his work with skin lasers. He has performed numerous pioneering research studies on laser procedure, has written several well-respected laser textbooks, and has taught doctors throughout the world in the use of this groundbreaking technology. Dr. Goldberg is Chief of Dermatology Surgery at New Jersey Medical School, and Director of Laser Research at Mt. Sinai School of Medicine. He has held offices and committee assignments in the top organizations in his field including the America Society for Laser Medicine & Surgery, American Academy of Dermatology, and the American College of Micrographic Surgery. [www.skinandlasers.com](http://www.skinandlasers.com)