

## Worry Lines and Premature Aging Caused by Stress To Be Addressed By Foremost Expert on Skin Laser Care At 92<sup>nd</sup> Street Y

**New York, October 18, 2001** –In these times of stress, anxiety and poor air quality, our skin takes a beating, according to David J. Goldberg, M.D., the newly appointed Director of Laser Research and MOHS Surgery at New York's Mt. Sinai School of Medicine. The role stress plays in premature aging will be the topic of his lecture, "Anti-Aging Skin Defense Strategies," an age-defying presentation and Q&A session at the 92<sup>nd</sup> Street Y on Tuesday, October 30 at 6:45 p.m.

"Skin is the ultimate protector of the body and our first line of defense against the encroaching world," said Dr. Goldberg, a Yale and NYU-trained, Board-Certified Dermatologist, recognized worldwide for his research and clinical work with skin lasers.

"As the largest organ in the body, skin shields and protects us from the environment. When the skin is nurtured and protected, all of our nerves and tissues relax. New skin treatments available at home, in a spa or laser surgeon's office can help us heal the body and mind," he said.

Dr. Goldberg will be joined by Jane Goldberg, Ph.D., owner of InSPArations, the new day spa at the 92<sup>nd</sup> Street Y, located at 1395 Lexington Avenue in NYC (212-415-5500). They will offer practical antidotes to skin stress and aging—from inexpensive regimens done at home, to monthly spa treatments, to elegant skin laser options performed over the lunch hour. "Whether low or high-tech, these treatments promote revitalization of the skin and an enhanced sense of well-being and empowerment," said Dr. Goldberg.

**DEMO:** A few highly visual steps for managing The Stress-Effecton your skin (and life)

### Inexpensive at-home treatments:

- . • Honey has many hydrating benefits. Learn how to make a Honey/Carrot mask at home.
- . • Stress causes sleep disruption and puffy eyes. See how refrigerated potatoes (high in vitamin C) remove swelling. Takes five minutes at night

### Spa treatments:

- . • Collagen is a key for hydrating the skin.
- . • Complete facial with ROYAL JELLY FACIAL CREAM and PROPOLIS COLLAGEN
- . • Demonstration of how scanners can identify the dryness of skin.
- . • Demonstration of "Puffy Eyes Be Gone," an effective method of draining lymphatic fluid from under the eyes.
- . • Collagen eye sheets, an electrically charged wand. Treat yourself during the lunch hour or after work

### Laser procedures:

- Lunchtime lasers—the latest non-ablative treatments for erasing wrinkles in minutes with no pain or wound
- MYOBLOC®, the newest BOTOX® -like treatment eliminates deep forehead creases, crow's feet and laugh lines. This therapy produces IMMEDIATE results and may cost less than BOTOX®.
- Other non-ablative skin resurfacing procedures that stimulate fresh collagen growth

Performed over the lunch hour, requires no recovery time

"At this time of stress and grief, many people are afraid to indulge in pleasurable activities like skin care or massages," said Jane Goldberg, Ph.D. "But pleasure is more important than ever because it restores energy and gives people the strength to get through difficult times. People need to care for themselves so they have the energy to care for others."

"Today, stress can be managed from the inside out and from the outside in," said David Goldberg, M.D. "The important thing is that we take steps to manage it."

**David J. Goldberg, M.D.** is Director of Laser Research in the Department of Dermatology at Mt. Sinai School of Medicine in New York City and maintains three offices in Manhattan and New Jersey, the Skin Laser & Surgery Specialists of New York & New Jersey <http://www.skinandlasers.com>. Dr. Goldberg is a Yale and NYU-trained, Board-Certified Dermatologist who is recognized worldwide for his work with skin lasers. In 1999, he was the first recipient of the prestigious Leon Goldman, M.D. award, named after the founder of laser medicine and surgery, and has been designated "One of the Top 10 Laser Surgeons in the U.S." by Self Magazine. The Skin Laser & Surgery Specialists of New York & New Jersey, directed by Dr. Goldberg, has conducted pioneering FDA research on the newest lasers. Dr. Goldberg is past president of the American Society for Laser Medicine & Surgery, is Director of both Laser Research and MOHS Surgery at Mt. Sinai School of Medicine. He is also on faculty at Fordham University School of Law.