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## WOUND-LESS “LUNCH TIME” LASER SURGERY ERASES WRINKLES WITHOUT ANY DOWN-TIME FROM WORK

### New Minimalist Procedures Are Quick, Discreet and More Affordable

**New York, NY-** The latest high tech medical breakthroughs in the war against wrinkles and skin imperfections are quick procedures (thirty-minute or less!) that don't even require aspirin.

These methods, coined “lunch time” laser surgery, are so gentle that you can take a treatment on your lunch break and return to work without the telltale redness, oozing and bleeding left by standard methods. There are no hospital fees, anesthesia or internist pre-testing, so patients save thousands of dollars. Until recently, laser techniques required anesthesia, took an hour or more to perform, and put patients into a week's seclusion plus two to six months of applying heavy make-up to hide burn-induced redness.

“The direction in laser surgery today is minimalist. The newest procedures are faster and create the least trauma to the skin while bringing similar results as the older methods,” said David J. Goldberg, M.D., director of the Skin Laser & Surgery Specialists of New York & New Jersey. Dr. Goldberg first documented the efficacy of Cool Touch™ lasers in a study on collagen rejuvenation published in the September 1999 issue of the Journal of Cutaneous Laser Therapy. This April, Dr. Goldberg shared his findings before the American Society for Laser Medicine and Surgery in Reno, Nevada, the top annual meeting of laser surgeons in the world.

“We took tissue samples before treatment, one month after the fourth treatment and six months following the fourth treatment and found that collagen renewal was virtually the same as seen using the older methods. We found significant restoration of skin quality-in tone, texture, and elasticity,” said Dr. Goldberg. “Since the surface of the skin remains unaffected, the chance of infection or other complications like uneven skin tone or scarring is negligible.”

- Cool Touch™, a laser developed by Laser Aesthetics, Inc., couples a spurt of cryogen for analgesia and epidermal protection with a pulse of laser energy to selectively treat subsurface layers of skin without causing a burn. It is administered in a series of three to six treatments separated by two to four weeks and is used to erase wrinkles and also to treat acne scars. It can be used to treat the whole face or specific areas that require attention, like the eye or lip regions.

- Photorejuvenation is another wound-free lunch time procedure that uses Intense Pulsed Light (IPL™) to treat vascular redness, pigmented brown spots, collagen structure and sun damage all at once. It can be used on other anatomic areas such as the neck, chest and hands. Manufactured by ESC Sharplan, IPL™ is a new light-based technology (similar to laser) that employs short and long wavelength filters to selectively penetrate to different tissue depths. Typically, a program of Photorejuvenation comprises a series of five treatments administered three weeks apart.

The popularity of laser skin resurfacing grew to more than 150,000 procedures in 1998. Interest is expected to sky-rocket in the next few years among twenty-somethings as well as aging baby boomers. No pain, no wound, and low cost make the idea of erasing imperfections more agreeable than ever. For more information, please contact Lisa DeMitchell 515-472-5363.

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