

THE BAD NEWS: PLASTIC SURGERY IS DANGEROUS

THE GOOD NEWS: YOU DONT NEED IT

---Cosmetic Dermatology Offers Youthful Beauty Without the Risk---

NEW YORK, March 1, 2004 – Two weeks ago, a 54-year-old woman and wife of a cardiac surgeon tragically died as a result of undergoing anesthesia for a cosmetic surgery procedure at Manhattan’s premier cosmetic surgery hospital, Manhattan Eye Ear & Throat. Her death immediately follows that of 54-year-old *First Wives’ Club* author Olivia Goldsmith, who also died suddenly during anesthesia for a cosmetic chin-tuck procedure only six weeks prior at the very same highly regarded hospital. It seems as if overnight America has become a nation obsessed with cosmetic surgery. Scores of plastic surgery stories chronicled in the format of primetime television programs such as ABC’s *Extreme Makeover* have brought the procedures once only reserved for ladies who lunch, into the living room and the psyche of millions of Americans week after week. Americans are now living in a society that regards plastic surgery as not only mainstream, but also routine.

The Bad News: In the wake of the unfortunate deaths of these two Manhattan women, it has become startlingly clear that perhaps plastic surgery is not to be regarded so flippantly and that it is, in fact, dangerous to undergo surgery with its associated general anesthesia. **The Good News:** Taking such a risk in the pursuit of the youthful appearance many have come to covet is becoming less and less necessary. In recent years, cosmetic dermatology has produced tremendous breakthroughs in non-ablative and non-invasive anti-aging procedures. The availability of new products and procedures coupled with the refinement of the existing has produced an arsenal of non-surgical options.

The doctor who has been on the forefront of bringing these anti-aging techniques to the public through research and development is internationally renowned New York cosmetic dermatologist, **Director of Laser Research and Mohs Surgery at Mount Sinai School of Medicine** and author of *Light Years Younger: The Definitive Guide to Anti-Aging Skin Care*, **Dr. David J. Goldberg**. “With the advent of new light-based treatments for reducing photo-aging, minimally invasive lasers, the non-surgical facelift technique Thermage, BOTOX® and progressive wrinkle filler substances such as the newly FDA approved Restylane®, patients can now realize significant appearance enhancement without the risks and downtime associated with traditional surgery,” says David Goldberg M.D.

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Alternatives to cutting and snipping come in many forms. The most effective are procedures such as BOTOX®, Fillers, Lasers and the Thermage radiofrequency non-surgical facelift. “These procedures can be tactically combined to produce remarkable results. Administered together or separately, they are all highly effective and non-surgical with no downtime and little discomfort,” says Goldberg.

Laser Skin Rejuvenation

Laser Skin Rejuvenation treatment is a revolutionary way to combat the signs of aging on your lunch hour. This non-invasive procedure stimulates smoother, healthier looking skin. Laser Skin Rejuvenation treatment uses either lasers (CoolTouch Nd:YAG, Smoothbeam Diode) or light sources (Photorejuvenation Intense Pulsed Light) to rejuvenate skin from the inside out. This highly effective treatment employs a revolutionary approach to skin rejuvenation combining a cooling cryogen spray and a laser to give optimal results with minimal inconvenience. The protective cooling spray is applied to the skin, allowing Laser Skin Rejuvenation light to pass harmlessly through the upper layers of the skin, stimulating the cells deep below the surface that produce natural collagen. The collagen and elastin fibers continue to multiply after your treatment, and patients continue to see improved results. Laser Skin Rejuvenation is an ideal complement to Microdermabrasion, BOTOX®, filler agents, laser skin resurfacing, and Thermage Non-Surgical Facelift for overall facial rejuvenation.

BOTOX®

Over the years, BOTOX® has become the chosen non-surgical treatment to reverse signs of aging. After treatment, a patient treated with BOTOX® can still frown and smile, but the expression wrinkles around the eyes and forehead are diminished when they do. The substance is a purified form of the botulinum toxin. It is injected in miniscule amounts into the appropriate muscle causing the muscle to relax and thus diminish or eliminate the dynamic line or furrow. Correction with BOTOX® is now very natural, and most patients treated feel that they have a more wide-eyed and rested look.

Cosmetic Filler Agents

Fillers agents such as collagen are placed into deeper lines and wrinkles and typically are used for those wrinkles that are too deep to be treated with lasers. Most commonly, filler agents are used for smile lines wrinkles, between the eyebrows, sagging cheekbones or to enhance the appearance of upper and lower lips. Among the newer filler agents are those containing non-animal stabilized hyaluronic acid. The sugar-like material Restylane® was recently approved by the FDA and lasts longer than it's predecessor collagen. Results typically last 3-8 months. Substances such as the filler Radiance® can last up to 2 years and treats deeper smile lines. Filler agents are ideally combined with BOTOX® injections that are used for wrinkles caused by too much muscle tone. Ideally anti-aging skin treatments will include not only filler agents and BOTOX®, but also skin collagen improvement lunchtime laser procedures and skin tightening Thermage Non-Surgical Facelift treatment.

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Thermage

Based on the pioneering research performed by Dr. David Goldberg and several other internationally recognized laser centers, it has become clear that the Thermage device can accomplish what has been unobtainable with prior laser devices. Those who wish to forestall a surgical facelift or surgical browlift can accomplish some tissue tightening through a series of lunchtime Thermage radiofrequency treatments. It is the ideal alternative for the younger person who is just beginning to see some jowls or drooping of their eyebrows. Thermage is a radiofrequency treatment where non-laser energy is applied to the skin for the purpose of skin tightening. The energy delivered with the Thermage ThermoCool TC® radiofrequency system tightens deeper skin tissue while cooling the outer layers of skin. This leads to cosmetic improvement without any obvious wound.

About Dr. David Goldberg

David J. Goldberg, M.D. has been a leading authority on anti-aging skin care over a decade. A board-certified dermatologist, he is particularly renowned, both nationally and internationally, for his work with skin lasers and wrinkle filling agents. He has performed numerous pioneering research studies on laser procedures and has taught doctors throughout the world in the use of this groundbreaking technology. Dr. Goldberg is Chief of Dermatologic 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 American Society for Laser Medicine & Surgery, American Academy of Dermatology, and the American Society for Dermatologic Surgery. He was also recently selected to be a member of the “Best Doctors in the US”.

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