

SOUNDING OFF ON A RADIO FREQUENCY INSTANT “FACELIFT” THAT’S SO THERMACOOL...

Every 8 seconds a member of the "baby boomer" generation turns 50. Eighty million Americans fall into this category. This group is redefining the concept of active, healthy adults. They are described as the "youth-oriented" generation, vigorously pursuing the preservation of a youthful appearance. Cosmetic procedures have moved into the mainstream for this segment of the population and are no longer the sole domain of the rich and famous. The ‘action generation’ cannot be held up by invasive surgical procedures in pursuit of a youthful appearance. **The ThermaCool TC® Non-Surgical Facelift may be just what the doctor ordered.**

Dr. David Goldberg is a board certified cosmetic dermatologist with offices in New York and New Jersey. He has been at the forefront of the newest technology to reverse the signs of aging using radio frequency to lift and tighten sagging skin. As he explains, “this radio frequency gently heats the deep surface of the skin causing it to contract and tighten. This lifts the face, brow and cheeks without surgery and without downtime. The procedure is safe and requires less than one hour. Only topical anesthesia is used and patients return to work or play immediately following a treatment.” The U.S. Food and Drug Administration (FDA) approved the ThermaCool TC® System for the non-invasive treatment of wrinkles around the eyes in November. The new cosmetic use clearance is based on clinical data showing that a single treatment can safely improve the appearance of facial fine lines and wrinkles.

The ThermaCool TC® System is the only non-invasive, non-ablative, non-laser radio frequency system that combines RF (radio frequency) heating with cryogen cooling and other advanced safety features to monitor skin temperature and regulate treatments. The radio frequency (RF) energy uniformly heats the dermis while cooling and protecting the epidermis. It is designed to cause immediate collagen contraction followed by new collagen production, occurring over a period of time.

What does a Thermage Procedure feel like?

As Dr. Goldberg explains, “each time treatment is delivered there is an immediate cool sensation, followed by a brief hot sensation, followed by a cool sensation. Fortunately, this heat sensation lasts only fractions of a second and is followed by a cool sensation, which also helps with discomfort. This is the result of the use of cryogen spray, which is delivered before, during and after the application of heat. An anesthetic cream applied one hour before the procedure numbs the surface of the skin to help make the treatment more comfortable.”

Where on the face is it applied?

Tightening skin in certain key areas can be advantageous for cosmetic improvement. For example: Treating the skin of the forehead can lift the eyebrows and enhance the appearance of the eyes, making the eyes look more open, less tired, more alert. Previously, this result could only be obtained with major surgery or Botox®. Other areas of the face such as the skin of the cheeks can also be treated to

reduce flaccidity, which produces deep folds with aging. “Other applications are currently being tested,” says Dr. Goldberg.

How long will the Thermage Procedure take?

Depending on the size of the area treated, the procedure itself may take anywhere from a few minutes to an hour. For many patients one treatment will suffice. Repeat treatments may be needed for others.

When can normal activity be resumed?

Dr. Goldberg explains that, “patients may return to regular activities immediately, as there is usually no down time. There is no special care needed afterwards unless one develops crusting, which can occur rarely. If crusting is seen, then Bacitracin or Polysporin should be applied twice daily.”

When will the results show?

Although in some patients the results are seen immediately, in most patients they will appear gradually over 4 to 6 months. Since the effects are so gradual, the patient may not be aware of the extent of the changes. Photographic comparison with pre-operative pictures usually will demonstrate the changes. Some patients may benefit from having a second treatment. However, because for many patients the results take months to completely manifest themselves, a second treatment should not be done for at least five months.

How long will the effects last?

The studies to date demonstrate that there may be a variable response.

How safe is it?

Dr. Goldberg stresses that, “It is extremely safe. Although this is a relatively new procedure and a new technology, great effort has been made to make it as safe as possible. The number of adverse effects is extraordinarily small.”

Does this mean that the traditional facelift and laser resurfacing will disappear?

The introduction of the ThermoCool TC® System does not mean that other types of surgeries like the NLite laser, CO2 laser, or traditional facelift have been rendered obsolete. “On the contrary,” says Dr. Goldberg, “these technologies are still appropriate to improve specific conditions.” Dr. Goldberg still recommends the NLite laser to treat large pores and fine lines and wrinkles, and CO2 and Erbium laser resurfacing is recommended to treat more deeply wrinkled, sun-damaged skin. Nor does the Thermage completely replace traditional facelift, which may be more appropriate for certain patients, especially those desiring treatment for skin laxity and bands in the neck. Of course, candidacy for any of these procedures is determined at the time of the consultation.

For More Information on Dr. Goldberg and to view before and after photos of ThermoCool TC®, please visit WWW.DrDavidGoldberg.com