

## I've Got You Under My Skin...

*---Mesotherapy of the Face is the Newest Anti-Aging Procedure---*

**NEW YORK - March 23, 2004** – Growing old gracefully is a thing of the past. The arsenal of procedures and products to fight the war on aging is growing by the minute. The most innovative anti-aging procedure, Mesotherapy of the face, once the best kept anti-aging secret in France, has now arrived in the states and is now being administered by **Dr. David J. Goldberg, an internationally renowned cosmetic dermatologist and Director of Laser Research and Mohs Surgery at Mount Sinai School of Medicine.** Dr. Goldberg is among the first doctors in the country to implement this novel and effective method of infusing the skin with potent vitamins and anti-oxidants.

Mesotherapy, pioneered in the 1950s by French physician Dr. Michel Pistor, is the painless injection of vitamins, minerals, medications and amino acids placed into the superficial layer of the skin. “Mesotherapy is a safe, noninvasive and valuable anti-aging tool to improve skin tone, texture and prevent wrinkles,” states Dr. Goldberg. Mesotherapy, when applied to the face, is used for wrinkle prevention by stimulating both collagen and elastin production.

Years of sun exposure and natural collagen loss, makes the skin lose its elasticity and plumpness. The collagen formation process involves an interaction between a variety of vitamins. Until now, the only way to get these vitamins into the body in order to support this process to maintain a youthful appearance has been to either take high dosages orally or to apply them topically via creams and serums. Neither of these applications produces a substantial result because in the matter of taking the vitamins orally, they are destroyed in the body before they can get to the skin and in some cases can be toxic when ingested in high doses. In the matter of applying them topically, they are kept out by the outer layer of skin, which does not deliberately keep them out, but always acts as a natural barrier to keep out pollution and other free radicals. Mesotherapy skin rejuvenation entails specific vitamins and medications being injected into the superficial layer of the skin.

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During the procedure, a numbing cream is applied and tiny injections are made on the face along the lines of the skin. The injections are not felt. The procedure

provides the building blocks for healthier skin by infusing the skin with a special formulation of A, C, E and all of the B vitamins combined with hyaluronic acid. Hyaluronic acid is, essentially, the scaffolding of the skin. The amount of material that is injected, the concentration that is prepared, and the treatment protocol is customized for each patient and depends on the patient's age and the level of damage. The following is a general treatment guide:

- **Age 30-40:** In this instance the skin is not as damaged and 2 treatments are administered 1 month apart followed by 1 treatment every other month for 6 months.
- **Age 40-55:** In this instance the skin is more damaged skin and treatments are administered in 2 sessions at 2 week intervals followed by one session every month continuously.
- **Over 55:** 4 sessions are required at 2 week intervals and every month following.

This painless procedure leaves the skin smooth, soft and glowing. Skin quality is vastly improved and the procedure is intended not to eliminate wrinkles, but to prevent them. Following treatment, patients can see that the he quality of skin has changed. It revitalizes tired weathered skin, and provides skin nutrition, aging prevention and an overall radiant hue. "This amazing procedure affords patients an option to improve their appearance and battle the signs of aging with yet another effective and non-invasive procedure for which there is virtually no down time. By itself, Mesotherapy can retard aging and when it used in adjunct with other non-invasive options such as laser treatments, botox and fillers, can reverse it," comments Goldberg.

#### **About Dr. David Goldberg**

David J. Goldberg, M.D. is a Board-Certified Dermatologist who has been in practice since 1985. The Skin Laser & Surgery Specialists of New York & New Jersey, directed by Dr. Goldberg, have been the site of exciting pioneering FDA research on laser hair removal, skin rejuvenation and newer wrinkle filler agents. Dr. Goldberg has been instrumental in bringing this technology to the public. He is a Clinical Professor, and Director of Laser Research and Mohs Surgery, in the Department of Dermatology at Mount Sinai School of Medicine. He is also a co-Vice-President of the Skin Cancer Foundation. The first recipient of the prestigious Leon Goldman award, Dr. Goldberg has published over 90 academic papers and has contributed to 9 academic textbooks. He is the author of *Light Years Younger: The Definitive Guide to Anti-Aging Skin Care* and was recently featured on *The Today Show*.

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