



# About Face

The Smart  
Woman's Guide  
To Natural  
Good Looks  
By Dr Eric Dohner



New  
Updated  
3rd Edition

# About Face:

The Smart Woman's Guide to  
Natural Good Looks

Eric Dohner, MD

Looking Good Press  
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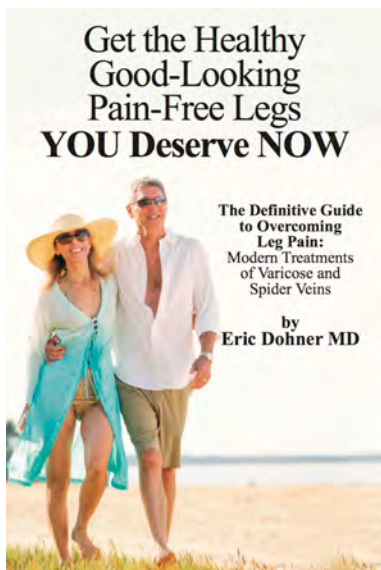
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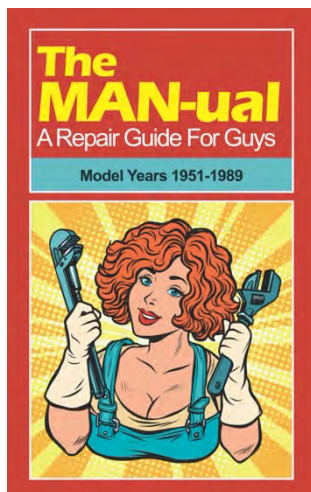
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# Dedication

*To my dear daughters,  
I wrote this book while thinking of all of you,  
Moriah, Eleanor, Hope, Claire, and Ilsa.  
You are all gorgeous and radiant and intelligent.  
By the time that you could ever need anything  
to make you even more lovely,  
all of the things I write about in this book will be obsolete.  
I shall ever be your affectionate Father,*

*Eric Dohner*





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## Foreword

In my almost 20 years of helping people to achieve natural good looks, my view of this discipline has changed tremendously. Back when I started, all we had was Botox™, Zyplast (beef collagen filler), chemical peels, and a couple of lasers, which didn't do all that much. Now we have over 15 FDA approved fillers, 4 wrinkle relaxers, thread lifts, and hundreds of lasers and radio frequency devices to help you look as young as you feel. This gives you many treatment choices, which can be very confusing. Fortunately, with my years of experience and study and because all of these services are now getting reviews on sites like RealSelf.com, we can now provide objective, as well as subjective, information about what you can expect from these treatments. I hope that you find this book useful and that it allows you to become a more informed consumer.

Eric Dohner, MD





## Introduction

Dr. Dohner is the medical director for the New York Skin & Vein Center, the premier skin and vein institute in Upstate New York. Established as Oneonta Laser Derm in 2001 by Dr. Eric Dohner, the New York Skin & Vein Center is the region's only comprehensive skin and vein care center with every non-surgical cosmetic and vein treatment at your disposal.

In addition Dr. D is the area's only board-certified vein specialist by the American Board of Venous and Lymphatic Medicine (ABVLM). His extensive experience and outstanding expertise have enabled him to help thousands of women and men and return confidently to their active, healthy lives.

Dr. Dohner and his professional team uses the most advanced treatments and technology, so they can offer you a variety of options for overcoming your concerns, and they can ensure you that if you choose to undergo a treatment you will receive the highest level of care in a relaxed, cheerful, and pain-free environment. The Center has over 15 lasers and radiofrequency devices, which are dedicated to the treatment of your cosmetic concerns.

Eric Dohner MD received his medical degree at Temple University School of Medicine, PA, in 1989 before completing a residency at Strong Memorial and Highland Hospital at the University of Rochester, NY. He formerly served as the Chief of Medicine for Delaware Valley Hospital in Walton, NY.

Elected a member of Alpha Omega Alpha Medical Honor Society in 1998 while in medical school, Dr. Dohner is board certified by the American Board of Venous and Lymphatic Medicine (ABVLM). He is also certified as a Registered Phlebology Sonographer (RPhS). and is a member of both the American Society of Lasers in Medicine and Surgery and the American Society of Venous and Lymphatic Medicine.



# Chapter 1: You've Been Lied To!

Why am I writing this book? Because you've been lied to! Taking care of your natural good looks isn't complicated at all. In fact, once you know the truth about skin care you'll have the best skin of your life. Yes, I know there's a lot of confusing information out there from cosmetic companies, the Internet, your BFF, even doctors - but how do you know what's real and what's merely hype? In this book I'm going to tell you.

In the beginning there was the milk bath and although bathing in milk might make you feel like a queen it probably made women smell like a milk maid afterwards! Then there was urine (let's not go there!) and a whole bunch of other “woo woo” treatments, as I like to call them. Right up to the “glop” your grandmother wore (remember the smell of Ponds Cold Cream, Noxzema and Witch Hazel), some of these actually

One of the most exciting women in the world...**NEW YORK**  
Fern Tailor Gimbel



**SHE'S BUSY...  
YET SHE'S BEAUTIFUL  
SHE USES POND'S**

**FERN TAILOR GIMBEL**, a tall, striking flame-haired beauty, is a dedicated actress, hard-working fashion model and the mother of two young children. She wears elaborate beauty ritual...  
“I haven't the patience or the time.” In-studio, night and morning she uses POND'S Cold Cream to deep-cleanse—and to moisturize and beautify. “My skin is never dry—it stays soft and smooth!”



Pond's Cold Cream replaces the inner moisture modern living drains away hour after hour. No other cream or liquid does for your skin just what POND'S does. Use POND'S Cold Cream to deep-cleanse at night—to moisturize and beautify under make-up all day. WITH THIS ONE CREAM YOU NEED NEVER BE TOO BUSY TO BE BEAUTIFUL!

Fern Tailor Gimbel

had some benefit but mostly they were useless.

I subscribe to all of the women's magazines and dermatology and plastic surgery journals, so I know there's a lot of useless or self-serving information out there. How do you know if it is accurate or not? Unfortunately, most of these so-called experts and companies simply want to sell you their “glop” (It's an

endearing term but it's still "glop.")

Everything I am going to tell you in this book is based on actual science, logic and real experience. I have been helping women just like you obtain natural good looks for over 19 years; I know what works and I know what doesn't. But I didn't always know which products and procedures were worth the time and financial investment. Just like you over the years I have wasted my time and hundreds of thousands of dollars on laser and skin care companies that promote products that didn't work. And in this book, I'm going to share with you the knowledge I gained from all of my very expensive mistakes!

## Chapter 2: What You Can Expect to Achieve without Going Under the Knife

This book is not going to tell you how to look like a supermodel. The women I treat have no interest in looking as though they belong in The Kardashians. Instead, our goal is to create natural good looks which are attractive, youthful, and healthy. We want you to have a smooth and clear complexion. In fact, our goal is that you can go out without makeup. There's no super-secret to looking younger than your real age and I'm here to help you achieve natural rejuvenation over time, using safe technology and proven products.

In this book, I share the secrets to maintaining youth that I offer my patients based on my years of experience and real science. We do not promise instant gratification. Remember, even a surgical facelift will only last for a few years and natural good looks isn't "one stop shopping." As you begin your exploration towards a healthy, clear, more youthful appearance, it is important to remember that regular maintenance is required in order to maintain your results. Looking good requires upkeep - multiple treatments over your lifetime. As we age the treatments we require change - even a facelift can't cure age spots or restore the volume in your face.

You should know that there is no single technology that offers the ultimate magic wand. You need to work on all 3 parts to the aging process in order to look as young as you feel. Also, you deserve more than a one size fits all solution. Every patient who comes through my door gets a custom plan because no two faces are alike. What we are striving for are natural good looks and every woman's face is unique.

The anti-aging treatments I discuss in my book will not make you look like a totally different person. They are designed to correct signs of aging gradually and gently so that you can maintain your natural good looks and remain appropriately gorgeous and healthy for your real age. Don't make the mistake of trying to look unrealistically younger. Appreciate your uniqueness and do everything you can to protect what you already have. Instead of seeking the quick surgical fix, focus on age prevention and reversal.





## Chapter 3: The Three Parts to the Aging Face

If you've attended one of my informational dinner parties you've probably heard me talking about The Three Parts of Aging and the various ways our faces and bodies let us down as we "chronologically progress". If you have not heard me speak on the subject, here's a quick overview of the way your skin changes with time:

1. **Complexion Changes.** This is the most important of all three. Studies have shown that working on your complexion gives you the biggest bang for your buck in looking youthful. Having a clear smooth clean complexion makes you look glowing, healthy and rested. Age related complexion changes include age and brown spots, broken capillaries, sun damage, large pores, blemishes and acne scars, textural changes and uneven skin tones.
2. **Wrinkles.** The second sign of aging in the skin is wrinkles and there are 3 kinds of them!
  - a. Lines from **overactive muscles** when you frown, smile or lift your eyes.
  - b. **Volume Loss:** we lose collagen and fat as we age and the muscles and skin get thinner. We also lose bone and (God forbid) teeth! This loss of volume makes us look gaunt, hollow, and unhealthy. Women can also look more masculine with loss of volume. So, when you start to lose volume it is important to replace it.
  - c. The third kind of wrinkle are **etched in lines and crepey skin**. This includes those fine lines on the sides of your face, and upper and lower lips, and around your eyes.
3. **Gravity or sagging.** Everything falls down: brows, eyelids, cheeks, jowls, even your neck. In the past this was the only issue that was focused on in the cosmetic world because there was only one thing to help and that was a face lift. We now know that facelifts don't do nearly enough to give you back your youth. Keep reading for more information.



## Chapter 4: Why Your Complexion Is Important

It amazes me how many of my patients are conscious about their blood pressure, diet, weight and cholesterol, yet do nothing to take care of their largest and most important organ, their skin. Unfortunately, skin damage is particularly bad among we (yes, I am one of them) baby boomers. Much of the photo-aging I see in my patients started when they were children caused by too much time in the sun and being ignored by their parents at the pool. Now they are paying the price. Thankfully, they have modern medicine to the rescue!



**This Woman Improved Her Complexion  
See How Much Better and Younger She Looks?**

Let's talk about your "complexion." **Complexion means everything on the surface.** So, beautiful skin means clear, smooth, even color, blemish free skin that reflects the light back to the person looking at you. This includes your admirers, your boyfriend/husband, girlfriends - even that person in human resources who will decide if you get that job or important promotion! Having clear skin is not a matter of vanity; doctors now believe that a healthy complexion actually helps prevent skin cancer and wrinkles.

**What other benefits are there to improving your complexion?** Because working on it gives you healthy skin. Healthy skin is smooth, firm and tight, even in color, hydrated, tolerant, free of disease

and has an even contour. Look at pictures of yourself when you were a baby. You can see how clear, colorless and smooth your skin used to be. You didn't have large pores, you didn't have broken capillaries, and you didn't have freckles or brown spots. You had a clear complexion which reflected light back, especially on your forehead, cheeks and chin. You had nothing to distract the other person's view of you. Nothing to get in the way. Look at the pictures of my daughters on the dedication page; you can see how clear and colorless their skin is. This is true natural beauty.

Unfortunately, as we age, complexion changes begin to occur including: brown spots, broken capillaries, sun damage, large pores, blemishes and acne scars, textural changes and uneven skin tones. Fortunately, we can now reverse these signs of aging easily. Keep reading because I am going to tell you how you can regain a more youthful complexion.

**So based on all of what I just wrote, whenever I see someone who wants to look better or younger the first thing I focus on is their complexion.** Why is this important? Because studies have shown that working on your complexion gives you the “greatest bang for your buck” in terms of looking healthier and more youthful. When you have dense sun damaged, blemished skin another person's eye cannot focus on you and, therefore, are distracted by those imperfections. So just by working on your complexion, you can look youthful in just a short time. Go back and look again at the photograph of my daughters. See the lines around their mouths? Even as young as they are they still have the lines around the mouth but because their skin is otherwise flawless your eye glosses over those beginning lines.

### **Working on Your Complexion**

Sixty percent or more of complexion problems can be improved or even solved just by what you use at home. Getting on the right skin care regimen can clear up acne, blemishes and brown spots. The right skin care can tighten pores, resolve oily skin, improve sun damage, etc. Of course, as I mentioned earlier there are a million different lines of skin care out there so how do you know which one actually works? Unfortunately, most of the over-the-counter products (and some offered by physician offices and medispas) rely mostly on voodoo and

someone's "opinion" and cheap ingredients. There are very few authorities who rely on the correct information to recommend the right kind of skin care. I only recommend **ZO Skin Health** by renowned LA dermatologist Dr. Zein Obagi (not to be confused with the Obagi line). My patients have seen incredible results with ZO because it is scientific, logical, and gives predictable results.

Now, if you're hoping for skin care that immediately gives you beautiful, glorious skin without a little bit of pink, peely, dry, and itchiness at first, then you're probably out of luck. Why? Well the more severe the aging process and sun damage that you have, the more we have to stimulate the dermis. This is the layer of skin under the surface to produce new skin. I am not talking about a peel, but rather stimulating the skin with the proper creams to produce new skin. And as your skin is stimulated, it turns over and gets rid of the top layer that has all the damage, resulting in the



**This Improvement in Her Complexion is Solely the Result  
of the Use of the Correct Skin Care!**

symptoms I described. It usually takes approximately 2 to 6 weeks to see an improvement in your skin and 2 weeks to see a decrease in the pink, peely, tight, itchiness. Why is this? Because it takes 6 weeks for a skin cell to be born deep in the dermis, rise to the surface and to be exfoliated. This is called a skin cell cycle.



As I wrote before, 60 percent of complexion improvement can be done at home, however, the other 40 percent (especially if your complexion really needs help) will require professional help. This can include lasers specifically for blood vessels, i.e. vascular lasers like the Excel V laser – the best vascular laser in the world for instance. Recalcitrant brown spots, uneven skin color, and melasma frequently need laser work or chemical peels. Enlarged pores and acne scars can sometimes need peels or microneedling, etc.

We will touch on this later in this book.

## Chapter 5: Your Biggest Complexion Enemies

**Enemy # 1 The Sun.** That big yellow ball in the sky causes brown spots, dryness, roughness, sensitivity, redness, a leathery texture, uneven skin tones and faster aging. Yes, we need the sun for vitamin D, but only about 15 minutes a day.



**Notice the Sun Damage  
on the Left Side of This  
Truck Driver's Face  
Due to Facing the Window**

**Enemy # 2 Aging.** Unfortunately, aging causes dryness and discoloration and wrinkles. Not much you can do about getting older, but you can reverse some aging effects and slow it down too.

**Enemy # 3 Sebum or Oil.** Your skin naturally produces oil to protect it, however, overproduction causes acne, clogged and large pores including whiteheads and blackheads and textural problems.

**Enemy # 4 Smoking.** Smoking, besides the 16 different types of cancer it causes, heart disease, stroke, clogged vessels and COPD, also causes skin changes. It dries you out, it is very inflammatory, it causes roughness and dryness, leathery texture and wrinkles. Stop smoking while you can.

**Enemy # 5 Moisturizers.** Yes, moisturizers! They are a huge problem. Even though we've been told for a hundred years that you need to moisturize daily, this is not based on any science or logic at all! The reality is that moisturizers cause sensitivity, dryness, fragile skin, roughness, accelerated aging, hyperpigmentation, acne and flares up your rosacea. If you are suffering from acne or whiteheads

and blackheads, why would you be putting something on your skin that clogs your pores and leads to even more of those? I believe that it's so imperative that you stop using moisturizers that I'm going to devote an entire chapter to explaining why.

## Chapter 6: Is Your Skin Oily, Dry or Combination?

I know that the saleswoman at the cosmetic counter might convince you that you have “dry cheeks with an oily T Zone” (and she might actually believe that nonsense) but I am here to tell you, as a medical professional, that this simply is not true. Here are a few statistics which might surprise you:

**100% of men have oily skin** (due to testosterone) and a whopping **85% of women.** Yes you read that correctly! How can you tell if you are a member of the 85%? Well if you have blackheads, whiteheads, blemishes, any brown spots on your skin, melasma or rosacea - you have oily skin by definition - and it must be treated as such. You should be using a cleanser for oily skin, you should be exfoliating, and you should stop using the moisturizers. Also don't fall prey to the false idea of the “T-Zone” meaning oily in your central face and dry everywhere else. There is no science to support this.



Sebum (also called oil) is inflammatory. It increases your pore size, causes acne, worsens pigmentation problems including melasma and brown spots. And it also causes sebaceous hyperplasia (oil gland enlargement) and milia (white head like structures) around your eyes.

There are some women who do have genetically dry and sensitive skin and they do need to be treated with skin care specifically for dry skin. Also some women as they age get truly dry skin and they need the same skin care. In the depths of winter when the temperature is minus 20 and the wind is blowing like crazy, many women need hydration.

However generally speaking most women have oily skin and need to stop these creams that are wrecking their skin. And you'll learn in the next chapter, why moisturizers are the worst products that you can use on your face.

## Chapter 7: Moisturizers Are the Worst Thing You Can Use on Your Face!

Everyone and their mother have been using moisturizers for a century now. Grandma never went to bed without great globs of cold cream on her face (poor Grandpa!) The truth is that this is another fact that you've been lied to about. Lotions and potions have been widely advertised in women's magazines since the 1920's with images of smooth faced beauties rubbing goop onto their faces with headlines of "replace the moisture the day takes away" If only it were true! But the reality is, that just like another enemy of your skin - smoking - we become addicted to moisturizers which are destroying our skin.

**Why am I so against moisturizers?** Because moisturizers **cause dryness!** **How?** By shutting down your own natural skin hydration system. Moisturizers hold on to dead skin cells on the surface, causing your skin to become dry and rough to the touch. By preventing you



**YOUR DRY SKIN'S GREAT NEED**

...a constant supply of moisture

**Wrong!**

In just 10 minutes Pond's Dry Skin Cream—with Stimulin and Moisturized Lanolin—gently floats away dry, flaky cells... then lets your skin take in its fill of moisture

Without moisture even a child's skin would look old. And whether you are 17 or 70, sun, wind, steam heat, air conditioning, even bathing, dries your skin, robs it of the moisture it needs to keep it soft and smooth.

Pond's Dry Skin Cream, now with Stimulin, a substance doctors have long used in treating damaged tissue, goes to the heart of the dry skin problem in 2 ways.

First this cream gently disperses the lifeless cells that accumulate on the surface of dry skin, so the fresh young skin beneath is ready to receive the moisture it needs to retain its vital bloom... and its youthful look.

Then Pond's Moisturized Lanolin sinks deep... leaving only a gentle mantle of protection on the surface while it works to repair dried-out cells in the skin's *subsurface*. Overnight, dry lines begin to melt away!

Each night pamper your dry skin with Pond's Dry Skin Cream. Let it help your skin maintain the reservoir of moisture that is essential to the glowing look of youth.

**Pond's Dry Skin Cream... now with Stimulin and Moisturized Lanolin**

from naturally exfoliating you will develop brown spots and uneven skin color. AND moisturizers give you sensitive skin. Who has sensitive skin? Do men or children? NO. **WOMEN DO** because they use most of the moisturizers sold in this country. (FYI: "Sensitive skin" is not actually a medical diagnosis; but merely a term someone came up with in the past.)

So using moisturizers sets up a cycle of use leading to dry skin



therefore requiring more moisturizer that leads to women who are addicted

to a product that is only making them look older. This means that they buy more and more expensive creams which promise to replace the moisture they had as a child. What they don't tell you is that it leads to sensitive skin! And it's not just women who are told to moisturize - I've even heard doctors encouraging men to moisturize. Why would men need to moisturize when their skin is always oily from all that testosterone!

You can get rid of your moisturizer addiction. It takes approximately 6 weeks for your skin to get over this addiction caused by false advertising. The first few days will be a little rough but very soon your skin will soon feel and look better than it has in years. The products that help with this are Vitamin C and DNA repair creams. I recommend ZO products called Daily Power of Defense and C-Bright, both of which can help improve barrier function and sensitive skin in only a few weeks.

## Chapter 8: Complexion Solutions

The place to start to restore and rejuvenate your complexion is with the proper home skin care plan. This is so important that I'll cover the correct way to care for your skin in the next chapter. Unfortunately, proper skin care usually cannot reverse years of aging, sun damage, smoking, stress and lack of sleep. So this is where modern treatments and technologies will help you.

**Chemical Peels** have been around for hundreds of years and were once the only way to improve your complexion. Peels are still used today based on their safety, usefulness and doctor's experience with using



them. There are many different kinds of peels but all of them use acid, in one form or another, to remove the top layer of skin. This removal allows newer, more youthful skin to emerge. The main difference in the types of peels is not the chemical used but rather the depth of penetration. The deeper the peel, the more skin layers taken off and the better the results. However, this comes with a downside; the deeper the peel the more healing time required and greater risk of complications. The main factor in getting a good result from these

treatments is the doctor's experience in providing peels. Like anything else, the more you do, the better you are at it.

Peels are extremely useful for treating acne and acne scarring, fine lines and wrinkles, uneven skin tones, melasma, large pores, oily skin, and rough textured skin. Your doctor can help you choose the right peel for you if you suffer from any of these conditions.

**Laser Treatments** have emerged as the most common method currently used to recondition the skin. This is because of the versatility of the treatment, the ability to treat small areas, and the predictability

of the outcome. Lasers can treat brown spots, broken capillaries, rosacea, uneven skin tones, large pores, and raised spots (skin tags, warts, sebaceous hyperplasia, seborrheic keratosis).

Laser Skin Rejuvenation is a treatment that works on the surface of the epidermis and does not cut into the skin like other lasers do. The downtime and improvement you can expect depends on the severity of your complexion problem but can range from looking like a mild pink sunburn to a weekend of swelling and redness. Brown spots look darker at first and then flake off in a week. Blood vessels seal shut and disappear. Uneven skin tones blend nicely. The final improvement is seen at one month at which point the treatment can be repeated if your skin problems are severe.

There are many different lasers available to provide this improvement in the skin. The ones I rely on are made by a company who has been in the business for a long time, Cutera. The names of the lasers are the **Excel V**, **Enlighten** and **Excel HR**. These all have different wavelengths and deliver the energy in different speeds which work on different depths and colors of imperfections in the skin.

A few specific laser treatments that you should know about include:

**1) Laser Genesis** uses the Excel V or HR laser. This is the most popular laser treatment in the world because it has NO downtime. It improves the tone, color, and pores of the skin and can be done the day before a wedding and you'll look glorious the next day. It also stimulates collagen and remodels traumatic and acne scars. It requires a series of treatments depending on the extent of your problems. It feels like a mild rubber band snap and is very well tolerated.



**Before and After a Series of Laser Genesis Treatments**

2) **Laser Skin Rejuvenation** is a 3-step process that has more “downtime” than Laser Genesis but gives a faster improvement. The laser beam first vaporizes and crisps up the brown spots, so they flake off in a week. Secondly the laser seals shut the bigger broken capillaries, so they can’t carry blood, so they are not visible.



### **Before and After Laser Skin Rejuvenation & ZO Skin Care**

Thirdly the Laser Genesis treatment is administered to improve the tone, color, and pores of the skin while stimulating collagen. You will look like a mild sunburn afterwards for a few days which can be covered with makeup.

3) **Global Rejuvenation** is the name given to the most intense of the noninvasive laser treatments. It is a “Skin Rejuvenation” on steroids. It uses higher energy for people with greater problems who want improved complexion faster and can take a weekend off for the swelling and redness that will occur. However, the amazing improvement is worth it for most women

4) **Pico Genesis** is the most popular laser treatment in Asia because it is safe for all skin shades. This is a no downtime laser treatment (using

The Enlighten laser) to break up excess pigment. It is one of the few lasers treatments in the world that is safe for melasma. Pico Genesis requires a series of treatments to see the best results.



**Before and After Photos of Melasma  
Treated with Pico Genesis**

**5) Laser Resurfacing** is a deeper treatment that actually removes the top layer of skin, allowing newer, healthier skin to grow. There are many different lasers which can provide this result but the wavelength that is best is carbon dioxide (CO2) due to the depth of penetration, versatility, and the final improvement in the skin. I prefer the **Deka SmartXide DOT CO2 laser**. We use this every day to tighten skin and smooth wrinkles.



**Before and After  
CO2 Resurfacing  
(with Blue Peel  
as well)**

**6) PhotoDynamic Therapy (PDT)** is a very specific treatment for precancerous spots on the skin called actinic keratosis (AK). These are lesions which can be little pink spots of dry skin that don't improve. The problem is that 1% of AK's turn into skin cancer and for every 1 spot on the surface, there are 10 waiting to appear. The usual treatment for AKs is liquid nitrogen or creams but these have their own problems including scarring, pigment changes, and not treating the whole area of skin affected.

PhotoDynamic Therapy involves applying a medication on the skin which attaches to the AKs. This is followed by a light treatment that activates the medication to do its work. The benefit of PDT is that it treats the whole face rather than one spot AND it even works on the AKs that have not emerged yet. It is covered by all insurances and has a slight cosmetic benefit too.



**Before and After Treatment of Actinic Keratoses  
with Photodynamic Therapy**

**Raised spots** on the skin like moles, seborrheic keratoses, sebaceous hyperplasia, and warts can be very distracting, fortunately they can be removed by either lasers or radiofrequency ablation, leaving no scar.

You've probably heard about **Intense Pulse Light (IPL)**. I consider this "the poor man's laser" because it is a cheaper version of true lasers and has limited use because of its underpowered and outdated technology.

### **A Word of Caution!**

In skilled hands, lasers can be an effective treatment in your fight against the signs of aging. But in order to get the best laser treatment for your needs I urge you to forego “price comparison shopping.” I understand that those “low low prices” can be tempting but when it comes to your face you don’t want to get burned! In the wrong hands, lasers can lead to severe damage and scarring. Qualified professionals understand these risks and know the right questions to ask of the patient to obtain safe and satisfying results. Your skin is too precious to be entrusted to less than expert hands. Remember that laser treatments are an investment in yourself and your appearance. Like many things in life, if it’s too good to be true - it probably is! So if you take nothing else away from this chapter remember this: **Lasers can be very dangerous in untrained hands.**



## Chapter 9: Your Home Skin Care Plan

When I began my career taking care of skin, I was just as confused as the next person as to which skin care products were actually required. But 20 years of experience and training have now led me to the following thoughts about skin care and what is essential for a gorgeous complexion. It is never too early to use the right skin care, in fact the earlier the better to maintain a clear smooth blemish free complexion.

**The 3 Essential Steps in caring for your skin are Get Skin Ready, Prevent & Correct, and Sun Protection.** (Please don't be tempted to skip any of these steps because each one is essential to getting the skin you deserve.)

**The First Step is GSR (Getting Skin Ready)** This means **cleansing, exfoliating and toning** your skin. You must use the right kind of cleanser for your skin (NOT soap or cold cream). When you use soap on your skin, you're stripping it of essential oils and clogging your pores. Soap also disrupts the pH balance of your skin, which is very important to maintain to give you a gorgeous complexion.



**This is a great place to start  
with your skin care:**

**ZO Skin Health**

**Exfoliation removes the top layer of skin to help give you clear smooth skin.** During your natural exfoliation cycle a skin cell is born in the deep layer of the dermis, rises to the top of the epidermis, and is then shed. As teenagers this cycle occurs every 6 weeks but in mid-life cell turnover slows down to every 2 to 3 months; this is due to aging, the sun, smoking, poor health, poor nutrition or moisturizers.



Unfortunately, this results in rough, dry skin. Removing dead cells and debris from your top layer of skin allows for better circulation and stimulates new cell growth below the surface. Exfoliating 3 to 7 times a week (the oilier your skin the more you should be exfoliating) will speed up cell turnover and help with all of the problems above. I recommend exfoliating in the shower just to make your life easier.

**Toning your skin** means giving you the correct pH balance and removing excess oil - especially at the end of the day.

**The Second Step is “Prevent and Correct”.** This very important step helps with acne, aging skin, rosacea, and pigmentation problems and primarily uses the anti-aging ingredients **Vitamin C** and **Vitamin A** as well as **Antioxidants** and **Fading Agents to blend skin colors as needed**. These are the key components in helping stimulate skin cell turnover and growth. They work in different ways to improve your complexion, so all should be used if possible. Note that you cannot take a pill in order to deliver these vitamins to the skin; you need much higher concentrations via creams applied directly to the area than you could ever achieve through oral medications.

**Vitamin A** – I’m sure you know about Retin A, a prescription strength formula (also called tretinoin) used to treat acne in teenagers. Retin A works to prevent acne by shrinking the oil glands and preventing the small whiteheads and blackheads which lead to pimples. You also know that it has anti-aging effects in women and it’s been a key ingredient in anti-aging products for decades. It’s been proven to allow the skin to improve its overall integrity, stimulate new collagen, and smooth fine wrinkles. The problem with Retin A is that it causes dryness and irritation while using it. Thus, I do not recommend Retin A for long-term use. However, it is useful when someone has very bad skin and wishes to improve their complexion rapidly.

So what is the alternative to Retin A - **Retinols**! Developed to give your skin all the benefits of Retin A without the side effects, Retinols are released into the dermis a different way than Retin A, so they don’t create long-term irritation. Consistent use of retinols improves skin color, tone, clarity, and events out pigment. You will have some dryness and irritation when first starting to use a retinol and will go away after a few weeks. There are different strengths and

concentrations of retinols, so you can start out with a very mild one and build up as your skin gets healthier. You can also use the retinol just once a week and build up to nightly use. Use retinol on your neck, chest and your hands and you will prevent the signs of aging in those areas too. Retinols and Retin A must be applied at nighttime because they are affected by light and also make your skin sensitive to light at first.

**Vitamin C** - brightens and redefines your skin, promoting a more even skin tone and minimizing the appearance of fine lines and wrinkles. It is a powerful antioxidant to help defend your skin against the environment. It also helps minimize the appearance of fine lines and wrinkles, exfoliates skin surface pigmentation for a more even tone and brighter complexion, prevents new pigment formation and provides multiple antioxidant protection

When purchasing Vitamin A and Vitamin C products it is important to know that if they are not packaged properly (in a pump or tube form) to protect them from light and air, they will degrade rapidly. This is partly why these products are more expensive to produce. Most of the over the counter formulas are not properly stored and thus are practically worthless. Although you might experience “sticker shock” when you first purchase quality skincare products, it is well worth the investment you are making in your skin and you will find over time that higher quality products are actually cost effective because you need “less to do more.”

**Antioxidants** - Antioxidants act like scavengers eating and neutralizing the damaging molecules that are in the air we breathe every day. Not only do antioxidants help provide a weapon against the sun damage, they protect against free radicals, which cause a harmful chemical reaction on the skin cells. Oxidation is the body’s reaction to oxygen. So why is that bad? While oxygen provides life, it has a corrosive quality causing metal to rust and has a similar effect inside our bodies and on top of our skin.

**The Third Step is Sun Protection** using the SPF of your choice. Make sure your SPF has broad-spectrum protection against UVA, and UVB rays. It should also protect from aging effects of high-energy visible (HEV) light and should help shield the skin from harmful infrared (IR-A) rays.

## **THE FOLLOWING IS A TYPICAL SKIN CARE PROGRAM:**

### **Morning:**

Cleanse and exfoliate in the shower.

Dry off your face.

Apply toner as needed, then rub in antioxidant and Vit C cream.

Apply your SPF and you're done!

### **Evening:**

Cleanse your skin again.

Use a toning/anti-oil pad.

Apply an antioxidant and Vit A (retinol) cream

You're done for the day!

**When beginning your recommended skin care program, you need to be patient.** Unlike over-the-counter products - which promise the world and deliver nothing, effective topical products are not inexpensive, and you must have realistic expectations of what they can do. So do yourself a favor and give them a chance to work. It takes 2 - 6 weeks to see a noticeable difference. Your skin damage didn't occur overnight, and the improvement won't either. Be consistent about the use. Follow the directions tailored to your particular problems and keep going. You'll be glad you did and you'll never want to use those cheap products again!

## **What Skin Care Products Do I Recommend?**

I prefer the **ZO Skin Health** line by Dr. Zein Obagi a world-renowned skincare expert based in Beverly Hills. Not to be confused with his earlier skin care line called "Obagi", ZO Skin Health is an entirely new and improved line released in 2009 and it is the only skin care line we carry because the formulations used are based on actual science and not some "voodoo" outrageous claims. It is continually updated and improved to give you the best results. I find that ZO Skin Health Care is effective for all skin types and colors. I use it myself on a daily basis.

## Chapter 10: The 3 Types of Wrinkles

The second part of the aging face is the formation of wrinkles. We all know what a wrinkle looks like (it's that awful line in the skin that is not supposed to be there) but did you know that there are 3 kinds of wrinkles?

**The first kind** are the lines from overactive muscles when you frown, smile or lift your eyes. This is where the wrinkle relaxers like Botox™, Dysport, Xeomin and Jeuveau work.



**The second kind** of wrinkle is from volume loss (remember we lose collagen and fat as we age) and the muscles and skin get thinner. We also lose bone and (God forbid) teeth. When you lose volume, you look gaunt, hollow and unhealthy. Replacing the lost volume will make you more youthful (think of how full the faces of children and teenager's look). What do we replace it with? Well, there are several different kinds of volume or wrinkle fillers available which we will review soon.



**The third kind** of wrinkle is the etched-in lines and crepey skin that is seen in the fine lines at the sides of your face or lips which you get from aging, sun damage, smoking, and repeated creasing of the skin from muscle motion.



We will now explore each kind of wrinkle in detail.

## Chapter 11: Muscle Motion Wrinkles and Wrinkle Relaxers

As we reviewed in the previous chapter, the first type of wrinkle is caused by muscle motion in the upper face, such as frowning or squinting, lifting your eyes, or smiling. When you were younger and made these facial expressions, your skin was resilient and stretched back instantly after the movement. Unfortunately, as we get older the skin loses collagen and elastin and the lines can appear deeper and even start to remain after the muscles relax. These lines smooth out with wrinkle relaxers (Botox™, Dysport, Xeomin or Jeuveau). These are medications that work by putting the muscles to sleep which create lines - so that you look relaxed, youthful and rested.



In 1997, Botox™ was approved by the FDA for cosmetic use and since then millions of treatments have been given. Botox was joined by Dysport, Xeomin and now Jeuveau, and all of them are excellent for maintaining a youthful appearance. All of these prevent wrinkles as well as treat those you already have. If you can't fold the skin, it can't crease and develop an etched-in line. So by decreasing facial expression and minimizing muscle movement around the upper face

that is most prone to wrinkles, you are giving yourself a better chance at keeping your skin looking smooth for decades to come. Wrinkle relaxers should not be your only treatment to improve your skin, but they are very powerful.

The 3 most common areas where the wrinkle relaxers are used are the region between the eyebrows, forehead and crow's feet. Eighty percent of all wrinkle relaxers are used in the lines between the eyes (the so called "elevens"). Because frowning can cause deep vertical grooves between your eyebrows that may you look angry, when we smooth those out the "elevens" the effect is dramatic.

As well as helping with those distracting lines between the eyes, which make you look angry or annoyed, wrinkle relaxers can also be used to give a lift to the brow (which tends to sag, as we get older). This creates a more open eyed and feminine appearance and is called the **"Botox BrowLift."**

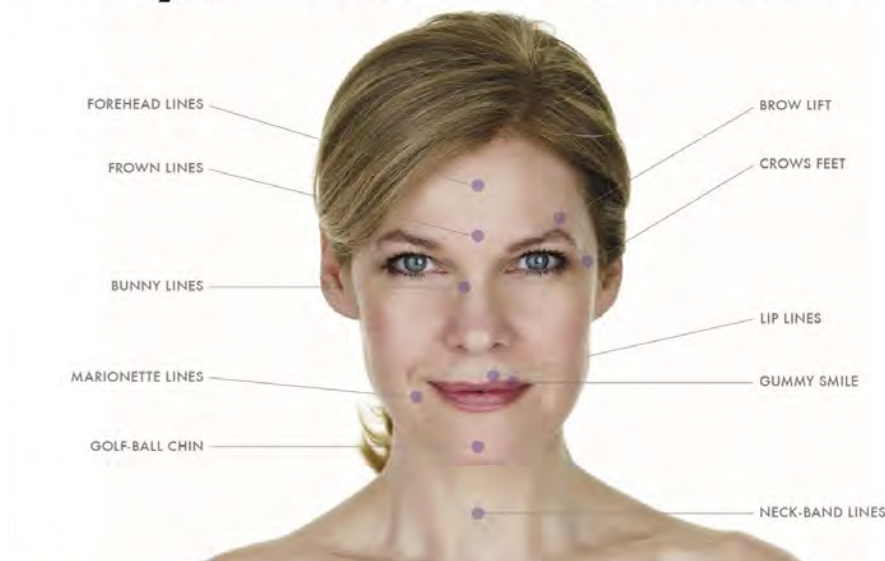
Wrinkle relaxers can also be used in **forehead lines** in women but if used there can drop the brow, so we have to be very careful in our technique. The deep male horizontal lines on the forehead is where the wrinkle relaxers work best in men. Referred to as **'BroTox' in men**, we can smooth out the "Cro-Magnon caveman" look.

**Crow's feet** or the lines next to the eyes can also be smoothed out nicely with the wrinkle relaxers, in women especially. Smile lines that are caused by your cheeks lifting cannot be smoothed out.



Most people don't know that the wrinkle relaxers have many other uses on the face and the neck as this chart shows:

## Did you know Botox® can treat...



**The secret to giving you a refreshed natural look** with wrinkle relaxers (and not like a plastic statue) is to inject the right amount and not too much. You want enough to smooth the lines (by putting the muscles to sleep) but still want to be able to show emotion in your face while slowing the breakdown of skin. We've all seen women with so much Botox that they end up having no expression at all. We don't want you to look like a statue - just refreshed, smooth and relaxed. Over time Botox can have an accumulative effect. This means continued improvement giving you a subtle, refreshed appearance on the forehead and around the eyes.

**The differences between the wrinkle relaxers** (Botox™, Dysport, Xeomin and Jeuveau) are minimal and your doctor can choose the right one for you. All wrinkle relaxers last about 3-4 months so you will need touch ups at the end of that time period. The wrinkle relaxers are administered as an injection with a tiny needle that is painless. The injection site looks like a mosquito bite for 30 minutes then fades so



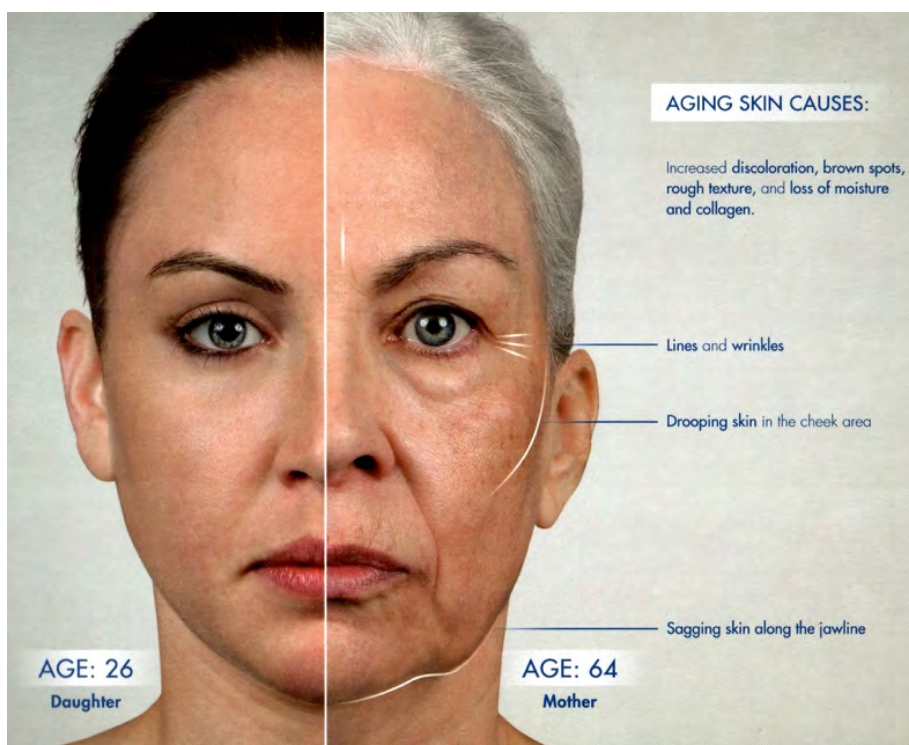
that no one can tell that you've had anything done. You can return to normal activities immediately and can touch the area without problems. There is some evidence that moving the muscles right after your treatment can make the wrinkle relaxer treatment work faster and even perhaps last longer.

The word **neurotoxin** (which is what the wrinkle relaxers truly are) scares a lot of people away but they have been used in millions of people over the past 25 years so there is no need to fear. Of course, if you are pregnant, nursing or have a neuromuscular disorder you should not use a neurotoxin, but the FDA has deemed them safe for the rest of us. Side effects include rare bruising, eyelid droop, headache, and tenderness around the injection site. None of these complications are serious and they all are temporary.

## Chapter 12: Wrinkles from Volume Loss

As we reviewed before **the second kind of wrinkle is caused by volume loss**. As we get older we lose collagen and fat in the face, and the muscles and skin get thinner. We also lose bone and (God forbid) teeth. This loss of volume can create a wrinkled, gaunt, tired, and hollow look and in a woman's case, a more masculine appearance.

The feminine face is typically oval, heart or triangular shaped with the cheeks being the two upper triangle points and the chin being the lower point. A classic masculine face is box shaped with a strong jawline.

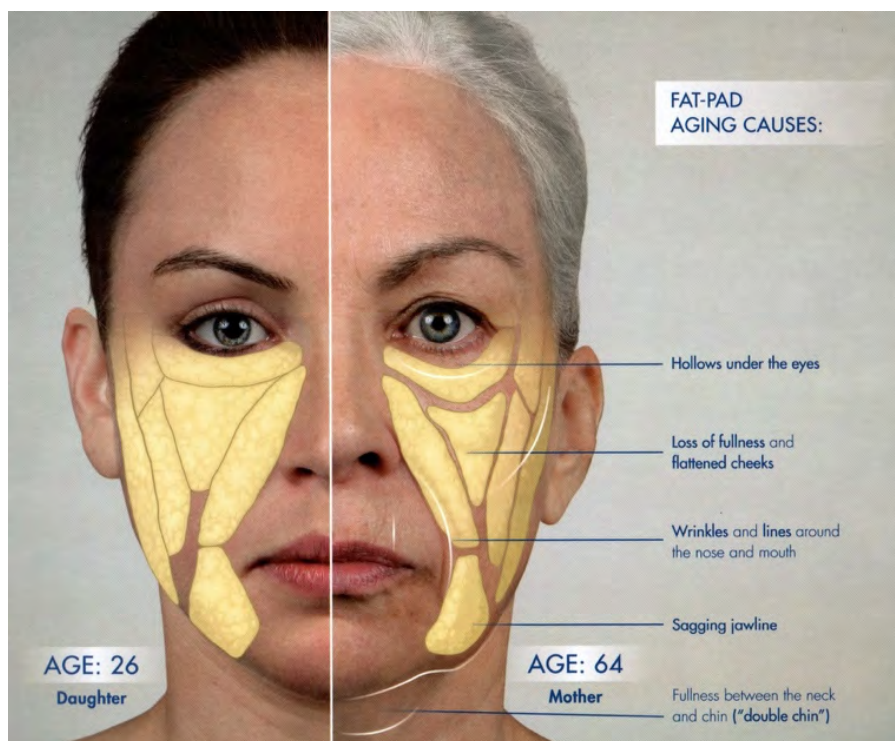


Unfortunately, as a woman's face begins to age, it loses volume from the cheeks become hollow and sagging, giving the appearance of “boxiness.”

As a doctor, I see and examine your face differently than you do. I read the 3-dimensional view which takes into account looking at your face from all sides. Unfortunately, this is impossible for you to see when

you look at yourself in the mirror because mirrors only show you a 2-dimensional image. Therefore, you mostly see the lines around the mouth (the nasal labial folds) and the marionette or puppet lines at the lower corners of the mouth. These lines (which get deeper as we age) are the result of sagging and volume loss. Twenty years ago, when cosmetic medicine was in its infancy, we almost exclusively filled in the lines around the mouth. We used to fill wrinkles in because women that's what women saw AND we didn't really know the anatomy of what a beautiful youthful face was supposed to look like. But we now understand that even young women have this feature to their face just like my daughters.

Now a new concept has emerged called **Volumetric Structural Rejuvenation**, which was developed by Neil Saddick MD. Dr Saddick showed us that by restoring and supporting the “fat pads” in the face



with smaller injections of filler, this maintains the feminine face in its natural oval, heart, or triangular shape.

The 3 main fat pads are the temples, cheeks, and lower marionettes so it is in these areas that we begin the art of restoring your natural good looks. In order of importance are: the cheeks, then the marionettes, and finally the temples.

So instead of just “filling lines and wrinkles” it is essential that we also restore and maintain a woman’s natural facial shape. This gives a better, longer lasting, more feminine look. After we restore the shape of your face, we can go onto other areas that might need attention such as: the hollows under the eyes, nasal labial folds and lips.



**Notice that by Restoring her Cheeks, We’ve  
Lifted and Smoothed the Lines Around her Mouth.**

So what fillers do we use and how do we use them?

We’ll cover that in the next chapter.



## Chapter 13: One Size Doesn't Fit All with Wrinkle Fillers

If you lose volume in your face creating wrinkles, then we can replace it. But what are we replacing it with? We currently have 5 options - depending on the individual patient's needs. The first 4 stimulate your body's natural collagen so that even when the filler is metabolized, your tissues are fuller and healthier than before the filler was injected.

**The first facial filler is Hyaluronic Acid.** HA's are clear colorless all-natural substances found naturally in your body which are replicated by growing in a test tube then usually mixed with Lidocaine. HA's can be placed anywhere on the face: in the temples, in the furrow between the eyes, crow's feet, under the eyes (tear troughs or hollows), around the mouth, nasolabial folds, marionette lines, lips, the jowls and the jawline.



There are many different HA's now available and there are more coming out every month. They are very safe and can last anywhere between 6 and 24 months depending on which product is used and where on the face they are injected into.

The 2 major brands are **Restylane** and **Juvederm** with many different kinds in each brand. The individual HA chosen depends on where on the face we will place it and the depth of the wrinkle.



**The second filler is Radiesse** which is calcium hydroxyapatite. This is a safe filler that has been used for over a decade. It is a thicker calcium gel filler used for deeper areas such as deep lines around the mouth and in the cheekbones, temples, and jawline. It cannot be used under the eyes or in the lips because the skin there is too thin and soft. Radiesse can last 12-18 months. It gives a large amount of volume in areas that need it such as the cheeks and temples.



**The third kind of filler is Sculptra.** Sculptra is actually a kind of suture which has been used in the USA for decades. The suture was found to be highly stimulatory to tissue and is broken up microscopically and then mixed with sterile water. After injecting it into tissue it stimulates your own natural collagen to work.



Sculptra works slowly and naturally over time so that no one need know what you're doing. It is popular among movie stars and TV personalities because you can have the treatment on a Friday and by Monday no one can tell you've had "work done." It can be used anywhere in the face except under the eyes or in the lips because of the risk of lumps. It is perfect for the woman who is thinner and needs a lot of volume. Most women will need 2 to 4 sessions of Sculptra injections, but it can last 3 years or more. Most women opt to have a touchup of Sculptra once a year to maintain the benefit.

**The fourth filler is Bellafill.** Bellafill is sterile beef collagen mixed with polymethylmethacrylate (PMMA) microspheres (miniature beads). These microspheres have been used in medical applications for more than 60 years. Beef collagen was the only substance we had 20 years ago for filling but now PMMA beads have been added. You get an immediate improvement in the wrinkles from the collagen and then an improvement for the next several years from the microscopic beads that stimulate your own natural collagen.



It is perfect for the woman in her 40's and 50's who wants to see a longer lasting improvement and is tired of needing injections of filler every year. It also cannot be used under the eyes or in the lips because of the risk of lumps.

**The last filler is fat.** Using your own natural fat can provide several years of improvement but the problem with fat is that the results are unpredictable. Fat is removed through a tiny tube from your thighs or abdomen and then processed and injected into the face. Usually you will be quite swollen afterwards because only half of the fat survives so much more fat is injected than what you ultimately need. It is most useful in the tear troughs and in the mid face. It is not really for use in the lips or around the mouth. Unfortunately, if too much fat is injected and all of it survives, then you can get an overcorrection. Look at the pictures of Kim Novak from the Oscars a few years ago: her cheeks looked like huge apples sticking out of her face. This was from overzealous fat injections.

All of the fillers can be inserted into wrinkles with needles or cannulas. Needles mean just as they sound: a tiny needle is placed where the wrinkle is and the filler is injected into the area. Needles are best used under the eyes and lips and tiny wrinkles needing extreme precision of placement. Cannulas are hollow blunt tiny tubes to insert filler that are



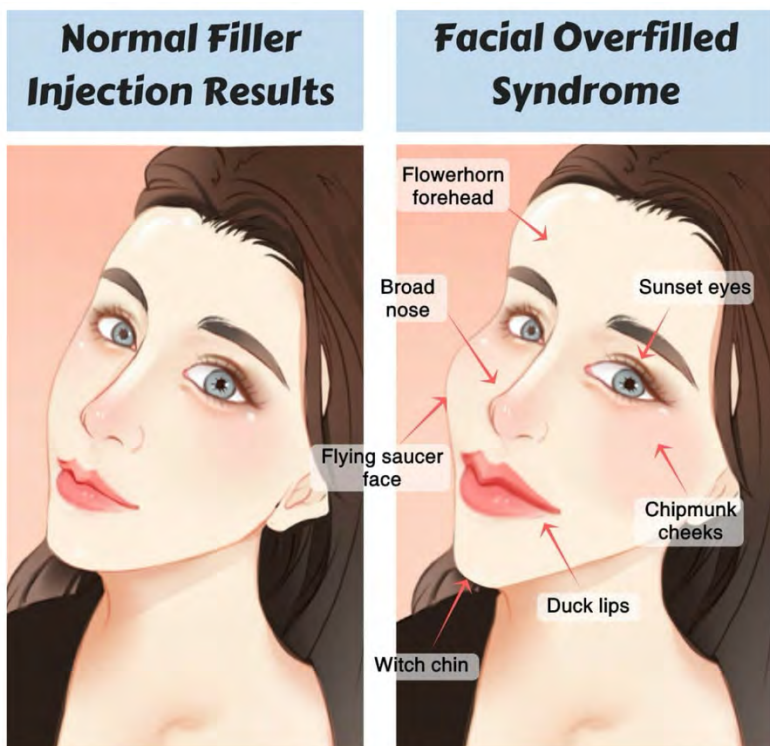
useful for larger areas like the cheeks. Cannulas are sometimes less uncomfortable and have less bruising than needles.

Do fillers hurt? Most women say that filler injections feel like a pinch and a burn for a second before the Lidocaine numbing agent starts to work. To reduce the discomfort of filler injections we have an assortment of topical numbing agents, cold air, ice packs, nitrous oxide (“laughing gas”), and dental blocks to make them very comfortable.

## Chapter 14: Don't Overdo the Fillers

You've seen them in "The Real Housewives of ..."- those women with bloated cheeks and distorted lips. They look like ducks or beach balls. Its hideous and is the opposite of natural good looks! How and why did this happen? Several reasons:

- Distorted body image
- This is how the rest of their peers look
- "If a little is good, then a lot must be better" attitude
- The "Selfie" epidemic
- Physicians and injection nurses who can't say "NO!"
- Inexperienced injectors
- Greed: Their physician gets paid by how much he injects, so there is a motive to inject more



So how much is too much? Doctors and patients have lost sight of what's natural when it comes to the esthetics of age reversal and good

looks. Actresses are distorting their looks with fillers to create cheeks and lips that look like apples and sausages. The results are sadly cartoon-ish. It simply doesn't look natural (or attractive).

Your eyes, lips, nose and cheeks are the features that can easily throw off the proportions of the rest of your face. Lips are the area most commonly overfilled. Instead of looking rested and refreshed, the patient ends up looking puffy, lumpy and comical.



The next most over injected area are the cheeks (remember Kim Novak's overfilled cheeks?) You don't want to look like a chipmunk!



The third most commonly over injected area is the nasal labial folds (the folds between the sides of your nose and the corners of the mouth). Overfilling this area makes you look flat faced like a Persian cat!

The good news is that if you've been the victim of "too much filler" we can usually dissolve the excess with a medication. As a

general rule, when it comes to your face, less is more! What we want to achieve is restoring your own natural good looks, so that you still look like YOU - but younger!

## Chapter 15: Crepey Skin and Etched-in Wrinkles

As I wrote in Chapter 10, the third kind of wrinkle is the **etched-in lines and crepey skin** that is seen in the fine lines at the sides of your cheeks, around your eyes or upper lips. Crepey skin looks like dry and wrinkly crepe paper. To doctors it represents the thinning of the dermis and epidermis. Crepey skin is not the same as a regular wrinkle or laugh line; it develops differently and has different underlying causes.



**Etched-in wrinkles** are caused by repetitive motions such as squinting and pursed lips. Crepey skin is caused primarily by a thinning of the skin. Crepey skin can show up on the cheeks, eyelids, neck, chest, elbows, the inside of your arm, and on the back of your hands. You're more likely to develop it if you are fair skinned.

Crepey skin tends to show up first on the décolletage and under the eyes where the skin is naturally thinner. It often shows up in your 40's but can make an appearance much earlier due to genetics and sun exposure.

### What Causes Crepey Skin and Etched-in Lines?

- Sun damage plays a very large part. The sun's rays break down the elastin in the skin (which is what gives skin its firmness and elastic quality).
- Loss of moisture in aging skin also plays a role as does rapid weight loss, especially in older people, because aging skin doesn't bounce back as readily as younger skin.

- Another reason why crepey skin is more noticeable in older women is due to hormonal changes.
- Smoking also causes crepey skin, as the chemicals in cigarettes damage collagen and elastin. Smokers often have crepey skin around the mouth as well as back of the hands and eyes.
- We all know that sugar is bad for your health, but did you know that it is also bad for your skin due to a process called glycation. This occurs when a protein or fat molecule bonds with a sugar molecule. These form “advanced glycation end products” which cause protein fibers to stiffen and this can contribute to wrinkles and crepey skin.

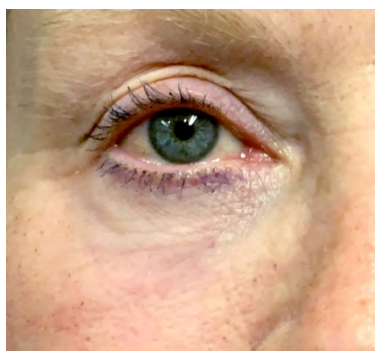
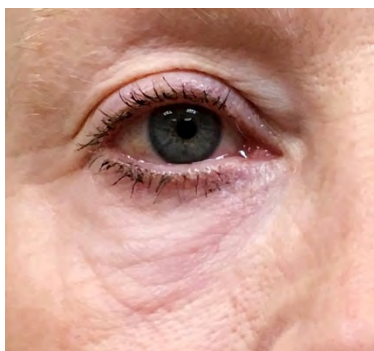
**The single most important thing you can do to prevent crepey skin is to wear a sunscreen with an SPF of at least 30 every day.** Protect your face, neck and chest area, as well as the back of your hands and remember to reapply sunscreen throughout the day.

### **You Don’t Have to Live with Crepey Skin**

Thankfully, there are quite a few options for smoothing crepey skin and etched-in lines. Starting with your **skin care regimen**, products to use include collagen-boosting retinols, Vitamin C creams, and antioxidants. Retinols boost collagen production and encourage cell turnover to reveal smoother looking skin and improves skin elasticity. Vitamin C also stimulates collagen production and leaves skin looking fresher and brighter, and antioxidants fight free radicals that attack elastin and collagen.

### **Radiofrequency Microneedling: Pixel 8**

The newest and least invasive way to rapidly improve the look of crepey skin and etched-in lines is with radiofrequency microneedling. It also tightens pores, evens out your skin color, and smoothes scars. Microneedling by itself is 20 years old but has become more popular due to the addition of radiofrequency energy to the treatment. Microneedling creates microscopic punctures in the skin with tiny needles to stimulate collagen and rejuvenate the skin. The needle treatment is combined with radiofrequency to further stimulate collagen. The procedure is very comfortable with the use of topical numbing creams and cold air.



### **Before and After 1 Pixel Radiofrequency Microneedling**

The technology we have chosen is called Pixel8 to provide this service which we have found to have advantages over other devices on the market. Your face will look “fuller”, pink and more luminous because the treatment plumps up your skin making it appear more radiant. It continues to improve your skin over time. We perform three treatments monthly to get the best effects. Pixel8 is also used on your neck, arms, abdomen and knees to tighten the skin.

### **Radiesse Hyperdilute Skin Toning**

Radiesse is a collagen stimulating filler which not only replaces lost volume, but also improves skin texture and elasticity. It is usually injected to restore cheeks and jawlines however it can be diluted to make it work as just a skin rejuvenator. When it is injected superficially under aging skin, it acts as a bio-stimulating agent to increase collagen and elastin production. This results in long term skin tightening with progressive natural dermal thickening. This means that fine lines, crepiness, and skin laxity are reduced. The tone, elasticity and pliability of skin is markedly improved.

Three treatments monthly are needed in the first year to achieve the best effects with maintenance of one treatment every year. Other areas that can be treated include: Neck, Upper inner arms, Buttocks with cellulite, Décolletage, Abdomen, and Knees.





**Before & After One Radiesse Hyperdilute Skin Toning Treatment**

### **Blue Peel/Controlled Depth Peel**

The best single treatment to erase crepey skin and etched-in lines is with the Blue Peel also called the Controlled Depth Peel. It tightens pores, removes precancerous actinic keratoses, removes brown spots and evens out the color of your skin. This is a medium depth chemical peel that uses trichloroacetic acid (TCA) mixed with a special blue mixture to safely remove the old sun damaged top layer of skin. It is usually combined with CO2 Fractional Laser for deeper wrinkles. The Blue Peel is also referred to as **“The Vacation Peel”** because although you will need to take a week off work after this procedure, you will return looking up to 10 years younger.



**Before and After Blue Peel with CO2 Fractional Laser Resurfacing**

## Chapter 16: Sagging & Gravity: Everything Falls Down

The third part of the aging face is gravity and sagging skin. This shows up in the face as deep folds around the mouth (nasal labial folds and marionette lines) and jowls that you never had before. This loose skin can occur from aging, weight loss, genetics, smoking and more. In the past the only solution for sagging was a facelift. But facelifts are a big step with the potential for infections, scars, nerve damage, and weeks of downtime making it seem like an excessive solution. Also some facelifts end up too tight giving the unfortunate recipient a ‘windblown’ appearance. Thankfully there are now alternative solutions that don't involve cutting, stitches, and weeks for hiding to heal.

If you start soon enough in the aging process, **Radiofrequency (RF)** treatments can work wonders for you. Radio frequency penetrates much deeper into the skin than do lasers and produce a tightening and smoothing effect that is the next best thing to a lunchtime facelift.



**Before and After Exilis Ultra RF Treatment**

I have used many different devices in the past to achieve a “non-surgical facelift” but nothing works as well or is as well tolerated as the **Exilis Ultra™**. Patients report that Exilis feels “like a hot stone massage” on your face. With just 6 weekly treatments (and an annual maintenance session) you’ll see subtle, long lasting results for a fraction of the cost of surgery - with none of the associated pain, downtime, or risks.



If you are starting a little later in life and have more significant sagging, then a threadlift might be right for you. The **Silhouette Instalift™** is a new treatment designed to lift and fill sagging cheeks and jowls and with it we can redefine your mid-face contours for a naturally younger looking appearance. This FDA-approved procedure uses suspension sutures that your body absorbs over time. This creates instant, yet long-lasting results with minimal pain, side effects, or downtime.



**Before and After the Silhouette Instalift™**

InstaLift™ procedures are done right in the office and take only 45-minutes to complete. Once your face is cleaned, a local anesthetic is administered to keep you comfortable throughout the process. We then strategically place the sutures at precise depths in your skin for the perfect outcome. After the treatment, you'll notice an immediate lift.

Silhouette InstaLift™ sutures are used to address skin laxity of only your cheeks, mid-face, and jowls. So if you've begun to notice jowling or would like to address fallen cheeks, InstaLift™ might be right for you.

The great thing about InstaLift™ is that not only will you see immediately results, the tiny sutures also stimulate the body's natural collagen-building process to give you more fullness in your midface. A typical treatment generally lasts up to 2 years, depending on the severity of your condition, the number of sutures used, and your body's response to treatment.

InstaLift™ is a minimally invasive procedure with little to no downtime compared to surgical alternatives. You can expect some minor soreness, swelling, and bruising which should subside within a few days post-treatment. Most patients return to work and normal activities just a few days after treatment. Book an appointment for Thursday and you could be looking younger by that Monday morning meeting.

You may have heard of the old **Contour Threadlift** from more than a decade ago. This was a barbed nylon sutures that had to be tied to the underlying tissues and unfortunately caused discomfort and eroded through the skin so that most of the threads had to be removed. The Silhouette Instalift™ is nothing like this with none of those downsides.



## Chapter 17: I Hate My Neck!

Although most of my patients initially consult me about their faces, their necks usually need attention too starting in their thirties. There are many names for neck issues: turkey neck, double chin, or the latest: TechNeck. Often women believe that the only way to correct neck problems is with a neck lift but this is not true. Surgery is now the last thing that most people want and thankfully there are several safe nonsurgical options to smooth out your neck and décolletage - without the trauma of surgery. Treatment options include:

**Kybella** is the only FDA-approved treatment that dissolves fat cells under the chin to improve your profile.



When injected into the fat beneath the chin, KYBELLA® ruptures your fat cells, resulting in a noticeable reduction in fullness under the chin. Once destroyed, the area shrinks and the fat cells don't grow back. Kybella is a painless injection that only takes 5 minutes. After the treatment the area will be swollen for a few days and slightly sore. It usually takes 2 to 3 sessions to get to your final goal of smoothing your double chin. It is best for younger people who have taut skin but a fat layer they want to melt away.

**Exilis Ultra™** is a dual-wavelength treatment that uses both radiofrequency and ultrasound energy. Exilis combines fat melting and skin tightening in a simple non-invasive procedure. This works well anywhere in milder sagging or loose skin and fat, working on the face and the neck. It is completely pain free and uses no needles or anesthesia. Most women say it feels like a hot stone massage. Exilis

does take 6 weekly treatments and requires a once a year ‘touchup’ to maintain the improvement.

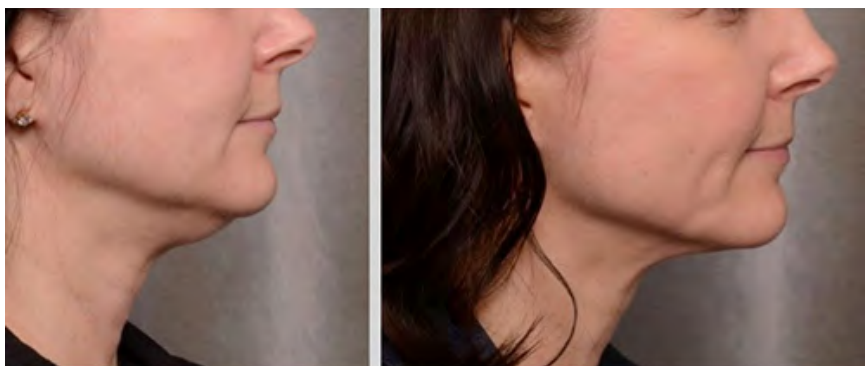
The **Nefertiti lift** is a non-invasive solution that can restore your youthful contour to the jawline and upper neck at the same time. This procedure is named for the ancient Egyptian queen who was famous for her long and graceful neckline. The procedure uses a wrinkle relaxer like Botox™ which is injected into the platysma muscles. These are the muscles on either side of the neck that create prominent vertical bands in the neck that stick out. These muscles also pull down the corners of the jaw line each time they contract.



### **Nefertiti lift Before and After Treatment**

When the wrinkle relaxer begins working, the muscles under the jaw and in the neck will relax. This allows the neck to smooth out and the upward-pulling facial muscles to lift up the cheeks. This effect reduces the skin drooping in the jawline and smoothes the appearance of the upper neck, giving you a more youthful, contoured jawline. The Nefertiti Lift can be combined with wrinkle fillers injected above the jaw bone to give an even more defined jawline.

**ThermiTight®** is a minimally invasive procedure that uses an advanced radiofrequency (RF) probe to heat up and stimulate the skin below the surface.



**Before and 6 months After ThermiTight**

The procedure stimulates collagen and elastin production which tightens the skin leaving it smooth and firm. ThermiTight works well for mild to moderate loose sagging necks and can be combined with neck liposuction to remove excess fat too. It only takes 60 minutes and is performed under local anesthesia in the office. This is a one-time treatment which gives continuous improvement over several months till you reach your final results. The results last for years too.

**Excel V & Enlighten Lasers** - If your neck or décolletage is discolored by sun damage or broken capillaries, these lasers can remove the spots or uneven skin colors and make it clear and glowing



**Before and 6 months After Excel V Treatment to Neck**

**“TechNeck”** is a condition that is now affecting young women due to looking down at your phone for hours every day. It creates horizontal indentations in the skin that make your neck look much older than you are. Fortunately, TechNeck can be reversed but it requires a combination approach in order to smooth out the lines and fill in the indentations. Reversal consists of three treatments: 1) Exilis Ultra to stimulate collagen and create long term smoothing, 2) the Nefertiti lift to smooth out the lines short term, and 3) a wrinkle filler like Restylane to also fill in the indentations and stimulate collagen. The treatment program takes approximately one month to complete and will improve “TechNeck” lines by at least 50 to 80%.

If crepey skin on your neck bothers you, then see chapter 15 for details about **Pixel8 Radiofrequency Microneedling** and **Radiesse Hyperdilute Skin Toning**.

**A Word about Ultherapy and Thermage Treatments!** These are focused ultrasound and stamping radiofrequency treatments, respectively, that are indicated by the FDA for neck skin tightening. Unfortunately, my patients who have had them report that they are so painful that most people cannot tolerate them or even complete a treatment. In fact, I used to own a Thermage machine but no longer use it because of the pain it caused my patients.

## Chapter 18: My Eyes are Drooping and My Lips are Thin

It is unfortunate that the most expressive parts of our face - our eyes and our lips - are among the first to show signs of “wear and tear.” From laughter to sipping through straws and kissing, our every life moment is etched into our faces. Thankfully there’s a lot we can do to keep from looking old!

### Beautiful Eyes

If there is one feature that my patients are most unhappy with, it’s their eyes. Our eyes are very vulnerable to stress and repetitive muscle motion. And because this is where the skin is thinnest it doesn’t have the same protection as the rest of the face. So squinting, smiling, and scowling causes the area around our eyes to start to unravel as early as our 20’s.

Some women develop deep hollows or bags under their eyes, while for others, the upper eyelids can start to droop - sometimes down to the lash line! There are also accumulation of pigment and blood vessels which cause dark circles under the eyes and the crow’s feet which start to deepen. Fortunately there are treatments which can help.

The surgical procedure for droopy eyelids or bags under the eyes is called Blepharoplasty; this involves cutting the skin of the upper lid and removing fat under the lower lid. Unfortunately, this can result in an undesirable “skeletonized” hollow look. The big problem with eyelid surgery is that once you start cutting there is no going back. And a single surgery doesn’t last a lifetime so 10 years later you may find that you require more skin cut away on your upper and lower lids and sadly the results are not always good.

There are less invasive treatments which can offer some impressive results which don’t require that you go “under the knife”. These treatments can include: The **Madonna Eye Lift**, **ThermiSmooth**, **Botox and Restylane Filler** all of which are much less invasive than surgery with a more natural looking result.



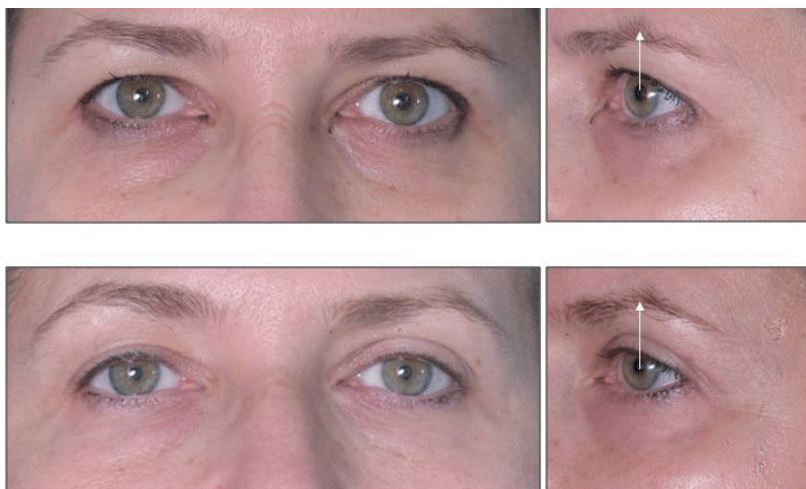
If you have an event coming up and would like an immediate boost, then the **Botox and Restylane Brow Lift** is a real “eye opener.” This “de-aging” treatment uses a combination of a wrinkle relaxer (such as Botox™) to smooth the “11’s” and crow’s feet. It also uses Restylane to lift and define your brow. The result is an instant “va-va-voom” for your eyes. The wrinkle relaxer lasts 3 months while the Restylane will lift for a year or more.

**ThermiSmooth Eye Lift** is a noninvasive radiofrequency skin tightening treatment for the upper and lower eyelids. It feels like a warm stone massage on your face using eye shields to protect the eyes. It tightens fine lines and stimulates tear production too.



It requires 3 to 4 sessions to see the final results. There is no downtime and works well with Botox and Restylane Eyelift.

**Madonna Eye Lift** is a more intensive laser treatment than ThermiSmooth with more dramatic results. It uses the Deka DOT CO2 laser to create tiny treatment zones on the upper and lower eyelids. This tightens and smooths fine and deeper lines. There are a few days of redness and swelling and requires a series of 3 monthly treatments. If you'd like even more lift and smoothing, then more treatments can be performed.



### **Before and After Madonna Eye Lift – Note the Lift in the Lids**

If you hate those dark circles and hollows under your eyes, then **Tear Trough Filler** will give you an instant improvement to make you look like you got a good night's sleep. Restylane Classic™ filler is injected into the bottom of the hollow to lift up and smooth the deep circle.



**Before**

**After**

It lasts 18 to 24 months and takes only 10 minutes to perform. This is a very delicate treatment and should only be performed by physicians who are highly experienced in the technique.

## **Luscious Lips**

Another classic marker of aging is loss of volume in your lips. Over time lips lose their “umph” becoming thinner, less defined, and develop lipstick lines. Unfortunately, in the past doctors tended to only correct the upper lip, leaving you looking like a duck OR only injected the vertical lines, making the upper lip to bulge out like a monkey. Yes some women like Angelina Jolie have very full sensuous lips, but she was born with those and they are in perfect proportion to her face; most women need a less dramatic look.

Every lip treatment we recommend is designed to restore, compliment and maintain your natural good looks, not stand out or look freakish. One point that is important to know is that your bottom lip should be about 1/3 bigger than your upper lip to maintain the proper proportions. And the center part of the lips should be much fuller and taper down to the sides, not be the same fullness right to the edges: that looks like a dinner plate.

### **Lips respond to 4 different treatments:**

#### **Lip Filler**

This involves the replacement of lost volume and reestablishing the borders and contours of the lips. Restoring them does not mean making them look overfilled. Filler smoothes out lipstick or smoker’s lines on the upper and lower lips. If your doctor only places filler in the vertical lines of the upper lip, then it will protrude out and look like monkey lips. The only fillers that we can use for lips are the Hyaluronic Acids, like Restylane™ which feel and look natural.



Permanent or semi-permanent fillers cannot be used in the lips due to the risk of lumps, bumps, and distortions. An experienced injector will use the proper technique to make sure that you don't end up looking like a duck, bumpy, out of proportion, or have dinner plates for lips! A lip filler treatment only takes 5 minutes and lasts 9 to 12 months. You're kept comfortable using numbing cream and ice packs and even nerve blocks like a dentist uses if needed. You may have slight bruising and swelling afterwards for a few days. Your lips will feel big but not look big.

### **Botox™ Lip Smoothing**



If you have deeper accordion folds when you purse your lips, a tiny amount of wrinkle relaxer injected into the lip, like Botox™, will smooth and even prevent lipstick lines. This works well with fillers, making the filler last longer too. Wrinkle relaxers also help if you have a “**gummy smile.**” Two drops of Botox just below the nose will prevent excess upper gum line showing when you smile.

### **ThermiSmooth RF**

More shallow lines can respond to ThermiSmooth radiofrequency treatments just like crows feet around the eyes. RF penetrates deeply into the skin to stimulate collagen and smooth fine lines. Just like the eye treatment, it takes a few sessions to see results.

### **CO2 Resurfacing for Lips**

If the lipstick lines are deep and etched-in then CO2 laser resurfacing with the DOT laser by Deka erases the deep and shallow wrinkles. This is a more advanced treatment which lasts years but must be planned out because it requires a week of healing. One thing to know is that enough though we can erase the lines, you must continue with your maintenance treatments of skin care and lip fillers.



**Before and After CO2 Resurfacing and a Blue Peel**



## Chapter 19: Rosacea: Do You Look like Rudolph The Red Nosed Reindeer and Still Have Pimples?

Do you experience adult acne, large pores, blushing, flushing, or look pink when you've only spent a short period of time in the sun? Then you probably have **rosacea**, a skin condition that affects millions of Americans. It occurs mostly in people of German, Irish and English



descent. There is no definite cause of rosacea, but it is probably genetic. Rosacea is considered to be a malfunction of the oil and sebaceous glands of the face. Triggers include stress, sun, alcohol, caffeine, extreme temperatures and spicy foods. Rosacea is very common as we reach adulthood so if you still get

acne, even without redness, you could very well have rosacea. It can be worsened with moisturizers and people with rosacea also typically have “sensitive skin.” Sensitive skin also tends to only occur in women.



The flushing and blushing associated with rosacea is more than just embarrassing. Every time you blush with rosacea, the blood vessels dilate more. change the texture of and thicken the skin while making bigger pores. Have you seen pictures of the 1930's actor and comedian, **W.C. Fields**? He had an extreme form of rosacea, a condition known as **Rhinophyma** which results in

swelling of the blood vessels and sebaceous glands leading to the red bulbous nose.

### Here are some rosacea treatments to consider:

- For all cases you must use a cleanser for oily skin, an exfoliant, DNA repair creams and avoid moisturizers.

- In the earlier stages: low dose antibiotics, sulfa topical creams and other creams which reduces redness and pimples. A mild retinol can improve the condition over time .
- In more severe forms, your best option is a **vascular laser like the Excel V** designed to treat the blood vessels, sealing them shut so your redness is improved. This will also help reduce the flushing too. This is not a permanent solution, and you will develop more broken capillaries in the future.



You should not ignore rosacea because it can get worse and cause permanent changes to the texture and color of your skin. What starts out as a slight blush on your cheeks will turn into red, itchy bumps that cover your face and your chest. You can develop blood shot eyes, spider veins, pimples and a swollen red nose. Untreated it will develop into a permanent condition that affects the blood vessels to the point where they become more visible. You need to think of these treatments as maintenance not a cure because rosacea is genetic, and the symptoms will recur if you do not continue to take care of it. You will need to use daily creams and a laser treatment every year to maintain the improvement in your skin, but the results are worth it.

## Chapter 20: Brown Spots and Melasma

**Brown spots** on the skin can be one of several benign lesions including lentigos, freckles, warts, and seborrheic keratoses. Unfortunately, moles and skin cancer like melanoma can also look benign to the untrained eye, so if you have a spot that is new or is changing, get it examined by your doctor. Most of these spots are simply localized areas of extra pigment which can usually easily be taken care of with a treatment using the Excel V or Enlighten lasers by Cutera. What the laser does is heat up and vaporize the pigment so the spot flakes off.



You are then left with pinkish new skin that blends in over time. This can be performed anywhere on the body, including the face, chest and hands. This laser treatment also works on the red dots found on some people called **angiomas**. These are blood vessels that bulge out into a small circle. Usually one treatment will erase the angiomas.

**Melasma** on the other hand is a common skin condition which affects only women. It shows up as confluent brown patches on the face. Most women get it on their cheeks, bridge of their nose, forehead, chin, and on their upper lip. Melasma gets worse with sun exposure, pregnancy (thus the name: Mask of Pregnancy), estrogen replacement, and birth control pills. Melasma is the result of pigment cells which have gotten out of control. This is a lifelong problem that can be controlled but not cured.

The primary treatment of Melasma is **sun avoidance**. Everytime you get a tan or sun exposure this stimulates the pigment to get darker. This is why Melasma usually gets worse in the summer or on vacations to Florida.



The second important treatment of Melasma is your home skin care plan. You must be on a cleanser for oily skin, an exfoliant, and Vitamin A in the form of Retin A or retinols to turn over the skin cells. The prescription fading agent **Hydroquinone (HQ)** is a standard in treatment too. HQ must be used with care and under a doctor's supervision because it can cause side effects and rebound pigmentation if used incorrectly or for too long. There are other NonHQ fading agents that can be very helpful too, like **Kojic Acid**. Thankfully most women can take care of their Melasma just with their home skin care program.



The third and last treatment for Melasma include **chemical peels and/or the Enlighten Laser**. These treatments “unload” or lift up the excess pigment to help lighten and blend the skin. The Enlighten Laser is called “Pico” because the energy is delivered in a trillionth of a second, breaking up rather than heating up the pigment. Heat makes melasma worse. When treating melasma, our aim is not to bleach the skin but give you back your natural background color and even out the color overall.

**Warning!** If a physician or medspa tells you that they can treat your melasma with IPL (Intense Pulsed Light), run away! It will only make your condition worse.

## Chapter 21: Acne and Scars

**Acne** is a skin disease which affects more than 85% of teenagers. It tends to decrease with age, however, we see many women who have



adult acne that has continued from their teens or has developed for the first time later in life. Acne can be treated by a number of topical skin care products including Salicylic acid or Benzoyl Peroxide. For more severe cases, you may need topical antibiotics, oral antibiotics, oral contraceptives for women, spironolactone, and topical retinoids, Accutane, or light treatments. All of these treatments can help but the **foundation of treatment** is a good cleanser for oily skin, exfoliant, oil pads, and NO moisturizers. We can speed up the process of healing by shrinking the

sebaceous glands with light-based therapy such as **Blu-U** or **Laser Genesis**. Be sure you don't pick at your acne: this increases the risk of scarring. Consistency is the key to a lifetime of clear blemish free skin.

**Scars** from acne, trauma or surgery can be challenging to improve depending on their length, depth and location. As a result, every scar should be considered unique and requires a customized approach. The fresher and younger the scar, the easier it is to improve it. The hardest scars to treat are old and thickened but that does not mean they cannot be improved. Patience is key to seeing the results you want.

**Here are some of the treatments that we use for scars:**

**Topical Skin Care Products:** The most useful of all products to smooth out scars is Tretinoin, commonly known as Retin A. This is a vitamin A derivative that stimulates and turns over the skin to help reshape and smooth scars. Daily applications of tretinoin for 4 to 6 weeks, especially right after the scar occurs can take care of it without

any other interventions. Tretinoin will make the area red, peely and irritated which indicates that the medication is working. Other topical treatments include silicone sheeting.

**Injections of Steroids and Fluorouracil (5FU)** can soften and smooth out scars. This approach is the first line for older scars that are raised, hard, or thickened. The injections are well tolerated and usually show results after the first treatment session. It can take several injection sessions to see the final results though.

**Subcision of Acne Scars** is an oldie but goodie treatment for depressed saucer-like acne scars. These scars are called “saucers” due to their depressed appearance and will flatten out when you stretch them. Subcision is a technique of breaking up the scar tissue that is pulling the scar down to allow it to flatten and smooth out. This is a simple procedure using local anesthesia and a special tool that only takes about 15 minutes. Usually 3 to 4 sessions will be needed to see the final results of subcision for acne saucer scars.

**Excel V Laser and Laser Genesis** treat scars by decreasing redness, decreasing scar volume, and improving scar texture. Vascular lasers work best when used early in the treatment of scars. Scars that are red or purple will respond to Excel V or Laser Genesis. The treatment is fast and painless and usually needs to be repeated several times to see the best results.

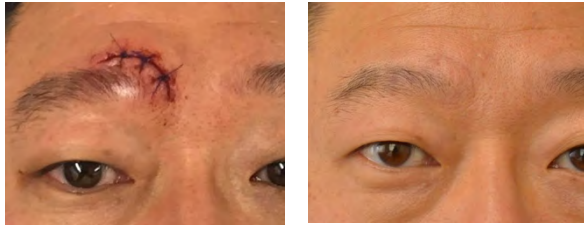
**Fractional CO2 Laser Treatment** is an ablative laser treatment which vaporizes small amounts of tissue creating microscopic holes in the skin. This jump starts the healing process and improves scar texture and smoothness. It is useful for acne scars that are so called “box cars” as well as for burn scars. Ablative fractional lasers are better in treating scars than so called non-ablative fractional lasers.



**Forehead Scar Before and After Retin A and CO2 Resurfacing**

**Chemical peels** can smooth acne scars, especially large pores and textural changes. The type and number of peels required is dependent on the severity of the problem.

**Radiofrequency Microneedling: Pixel 8** The newest and least invasive way to rapidly improve scars is with radiofrequency microneedling. Microneedling creates microscopic punctures in the skin with tiny needles to stimulate collagen and rejuvenate the skin. The needle treatment is combined with radiofrequency to further stimulate collagen.



**Forehead Scar Before and After Pixel 8 Treatment**

**Bellafill long term filler** is FDA approved to smooth out saucer acne scars by filling them in to lift the depressed part of the scar. Bellafill is composed of collagen and PMMA microscopic beads to continually stimulate collagen. This gives it a long-term improvement for several years. Other hyaluronic acid fillers can be used as well, however do not have the long-term improvement that Bellafill does.





## Chapter 22: Not Just a Pretty Face!

Many women who want to retain their natural good looks for their face also want their body to look good. We have discussed crepey skin, loss of volume, excess fat and sun damage to your face and neck but eventually we all begin to see **these same issues** on other parts of our body including: chest, upper arms, hands, belly, thighs and knees - yikes! The good news is that most of the procedures you have read about in this book are beneficial for your body too! Here are some of the most common issues that women ask me about:

### Crepey Skin on Your Chest, Upper Arms, Belly and Knees

**1. Pixel 8 Radiofrequency Microneedling:** The newest and least invasive way to rapidly tighten and smooth crepey skin and etched-in lines is with radiofrequency microneedling. It also evens out your skin color, and smoothes scars. Microneedling creates microscopic punctures in the skin with tiny needles to stimulate collagen and rejuvenate the skin. The needle treatment is combined with radiofrequency to further stimulate collagen. The procedure is very comfortable with the use of topical numbing creams and cold air. The technology we have chosen is called Pixel8 because it has advantages over other devices on the market. Our protocol is to perform three treatments monthly to get the best effects. Pixel8 will tighten the skin on your neck, arms, abdomen and knees.

**2. Radiesse Hyperdilute Skin Toning:** Radiesse is a collagen stimulating filler which not only replaces lost volume, but also improves skin texture and elasticity. It is usually injected to restore cheeks and jawlines however it can be diluted to make it work as a skin rejuvenator. It is injected superficially under aging skin and acts as a bio-stimulating agent to increase collagen and elastin production. This results in long term skin tightening and smoothing with progressive natural dermal thickening. This means that fine lines, crepiness, and skin laxity are reduced. The tone, elasticity and pliability of skin is markedly improved. Three treatments monthly are needed in the first year to achieve the best effects with maintenance of one treatment every year. The areas that are treated include: neck, chest, upper inner arms, buttocks with cellulite, abdomen, and knees.

**3. ThermiTight for Abdomen and Knees:** As you read in the neck chapter, ThermiTight is great for firming the jawline and neck but did you know that it is also an excellent choice for treating the lax skin on other parts of your body (caused by weight loss, pregnancy and aging) including “wrinkly knees” and skin folds on your tummy? You’ll only require a single treatment to see the smoothing and tightening. Your results will continue to improve in the months following the procedure as the skin continues to tighten and smooth. And best of all - the results will last for years!

**Stubborn Fat Deposits:** Sometimes, no matter what we do, we just can’t lose pockets of excess fat from our bodies. If this is your concern there are several proven treatments to help you regain your toned shape

**1. Vanquish ME Fat Melting:** If diet and exercise just aren’t cutting it, it might be time to talk about Vanquishing ME Fat Melting! This is a non-invasive treatment that uses radiofrequency energy to melt away fat cells. It is extremely quick and produces exceptional results. Vanquish works well on muffin tops, arm fat, love handles, saddlebags and thighs. Treatments take about an hour and are safe for all skin colors. You’ll see results after just a few contouring treatments however, the best results occur after a series of 6 treatments.



**Before and After Vanquish Treatment**



**2. LipoTightRx:** Still struggling to look slimmer even though you eat right and exercise regularly? We know how frustrating it can be when your jelly belly or muffin top won't go away no matter what you do! But if you're not ready to "go under the knife" to attain that "tighter tum", consider LipoTightRx. Liposuction is an excellent and safe way to target pockets of fat from your stomach, hips, thighs, arms and of course your neck. Liposuction is one of our most sought after procedures. Performed right in the office using local anesthetic, Liposuction gives you a more contoured, thinner appearance in these areas. This is combined with ThermiTight to smooth and tighten skin also. LipoTightRx is safe and far less invasive than a tummy tuck. Results are impressive and downtime is minimal.



**Before and After LipoTight RX to Abdomen and Love Handles**

**Cellulite:** Dimples might be cute on babies but there's nothing delightful about them when you're all grown up. Cellulite is so common that it is estimated that at some point, 90% of women will have it. So what do supermodels and actresses know about this condition that you don't? There are several treatments to smooth out the dimples with little or no downtime:

1. **Exilis** uses a combination of ultrasound and radio-frequency

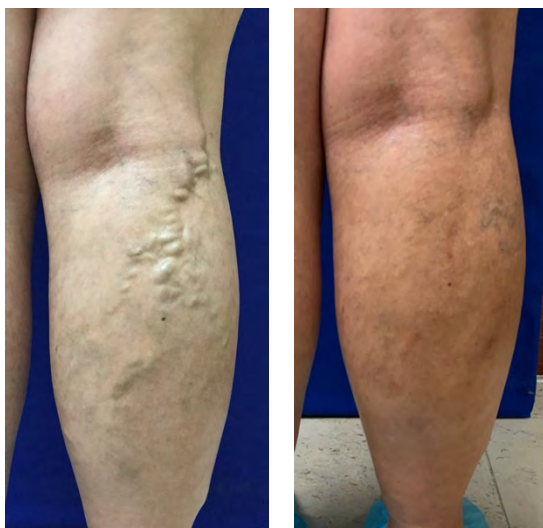


technology to smooth out cellulite and melt small fat deposits. It requires a series of treatments and maintenance sessions also.

**2. Radiesse Hyperdilute Skin Toning** is perfect for smoothing out dimples and creating a rounder, firmer tush. There is minimal down time and the treatment is relatively painless. After injection, the Radiesse stimulates the creation of new collagen which fills up the dimples.

**3. ZWave** uses high energy radial shockwaves which have been scientifically proven to impact collagen and break up the tethers that create the dimples. It creates more elasticity of the skin and improves blood circulation. It feels like a painless intense tap on the skin. Results are visible after only a few treatments showing improving skin firmness, skin elasticity and collagen regeneration.

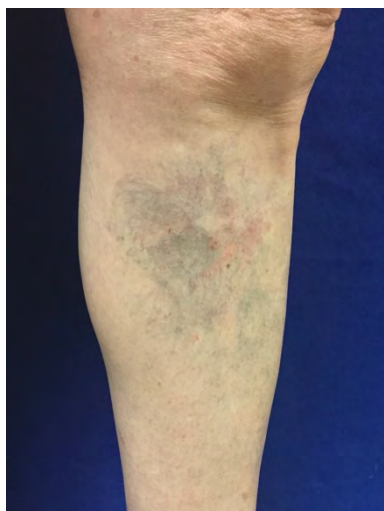
**Varicose Veins:** Not just unattractive and making it hard to wear skirts and dresses, varicose veins will cause aching, throbbing, itching, burning, cramping, restless legs, swelling, rashes, ulcers and blood clots. The modern treatments for varicose veins are performed in the office under local anesthetic. All treatments are covered by your health insurance including Medicare and Empire. They are safe and downtime is minimal.



*“I put off having treatment for years because I was afraid it would be painful but it was nothing really - a quick “pinch” then a few seconds of “burn” to finally get rid of my ugly veins. It was absolutely worth it for the way my legs look now. I can’t believe I waited so long to do this!”*  
Anne G. Vestal, NY.

**Before and After Varicose Vein Treatment**

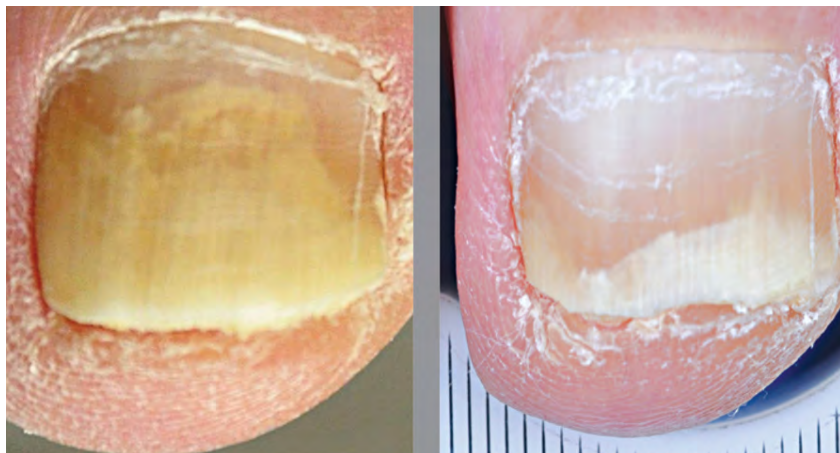
**Spider Veins:** If spider veins are stopping you from wearing shorts or a dress, it's time to take care of them! Sclerotherapy injections are the best way to make them vanish. Treatment is quick, and (other than a quick pinch) painless. After treatment you'll have some minor bruising but that doesn't last long and you'll have lovely legs again within weeks. So if you're ready to "show a little leg" in time for your next trip, call for your appointment today.



**Before and After Sclerotherapy for Spider Veins**

**Spots:** Have you started to notice brown or red spots on your body? Then it's time for **Excel V Skin Rejuvenation** - the most advanced laser available. It's ideal for treating blood vessels, brown spots, sun spots, and other discolorations. The laser heats up brown spots which vaporize and flake off in a week. It also seals shut blood vessels too. **Seborrheic Keratosis (SK)** is a common, ugly but noncancerous skin condition that involves the formation of brown, black, or tan growths that get bigger over time. SKs appear on the chest, shoulders, arms, and back and have a raised scaly appearance. The **Enlighten laser** (the same laser we use to remove brown spots, freckles and unwanted tattoos can quickly and painlessly remove these ugly growths.

**Fungal Toenails:** Let's face it, toenail fungus isn't pretty! Thick, yellow nails and pain isn't appealing to anyone. Without treatment your fungal toenails are not going to get better and it's likely they'll get worse. If you want to get rid of those ugly nails quickly and safely without medication, I strongly recommend treating it with the Excel V 1064 laser. You will require 3 to 5 treatments to knock out the fungal infection to see a considerable improvement in the nail appearance.



### **Before and Three Months After Laser Fungal Toenail Treatment**

**Aging Hands:** Although your hands suffer the same sun damage and aging effects as your face, they are often ignored by most women. But your hands will give away your true age if you don't pay attention to them! So, if you've started to notice that your hands don't match the youthfulness of the rest of you, here are three things you must do to make them look youthful again.

1. **Hand Veins.** Many women tell me that they find themselves hiding their hands or that they have stopped wearing their rings because of how "veiny" their hands look. Prominent hand veins are fairly common and can show up for a variety of reasons; the most common being age but also loss of fat, thinning skin, and genetics. But you don't have to live with veiny, ugly hands. A simple in-office procedure to remove the veins combined with sclerotherapy (also used for treating spider veins) is the easiest, most effective treatments for bulging hand veins available. There's very little downtime to this procedure though you

might experience mild bruising and swelling for several days. Most patients see the difference immediately following their procedure, with continued noticeable improvements in the weeks following, giving you smoother, lovelier hands. Call for your hand consultation to discuss the best treatment options for your hands.



**Before and After Hand Vein Removal**

**2. Age Spots**, despite their name, are a result of sun exposure – not getting older. These brownish spots are sometimes referred to as liver spots. They can be found anywhere on the face or body. Age spots caused by hyperpigmentation or overactive pigment cells. Although they are most common on people with lighter skin, they can appear on anyone over the age of 50 or people who have spent time in the sun. The **Enlighten Pico Laser** is the best single treatment option for people who have developed age spots on their hands because of the way the laser beam energy is delivered to the skin. There is minimal downtime with this laser and the spots will look darker for a week until they fade completely.



**Before and After Laser Spot Removal**

**3. Hollow Hands or Lost Volume:** There's no doubt that “deflated” hands can make you look older than you are. Just like your face, the back of your hands can lose their youthful “plumpness” over time, making bones, tendons and veins look more prominent. Dermal fillers such as **Radiesse and Lyft** can help restore that lost volume, smoothing out your hands to create a more youthful and lovely appearance in a single, no downtime treatment.



**Before and After Radiesse Injection to Hands**



## Chapter 23: Hair: Too Much or Not Enough?

### Too Much Hair

Women (and their men) love smooth stubble-free skin. This is why there are so many products, razors and devices to remove hair. No matter what your age, the desire for no facial or body hair is universal for almost all women. But as women get older, they can often develop hair in unwanted places: the upper lip, chin, and even the occasional stray chest hair (ugh!).

Shaving, plucking, waxing, and hair removal creams can all result in painful shave bumps called **Pseudofolliculitis barbae**. If you have curly hair, chances are you're probably suffering from them but do you know why they form? When you shave you're cutting the hair before the skin surface (razor burn anyone?). A few days later, that hair tries to grow back through the skin but can curl back on itself creating bumps and abscesses which can be a real pain. This is especially common on the chin, underarms, and in the bikini area. So stop waxing and shaving because there is a more successful and permanent way to "defuzz" and banish stubble forever.

**Laser hair removal** will permanently destroy the hair follicle, prevent regrowth and those end those annoyingly painful bumps and razor rash. **Excel HR by Cutera** is the newest and best hair removal laser available. It's safe for all skin types and colors. This high powered dual laser uses **755 Alexandrite** and **1064 Nd:YAG** wavelength laser. This gives you a fast and comfortable treatment allowing you to lose the hair you don't want.



**Before and After Laser Hair Removal**

The most important fact to know is that any laser hair removal can only kill the hair follicle while it is actively growing. Only 10 to 15% of hair is in this phase at any one time. So while you'll start to see an improvement in stubble after only one treatment, it takes 6 to 8 treatments to completely get rid of the hair. You may also need a touchup treatment occasionally to keep any new hair follicles at bay.

### **A Word of Caution!**

Recently we have seen an increase in storefront spas offering low-cost laser hair removal. These shops typically have inferior machines and are operated by non-medical personnel. Having treated several patients who have undergone "laser hair removal" in such places, I urge you - **don't get burnt by inferior lasers**. You might think you're saving a few bucks but as a wise man once said, "Sometimes buying cheap is expensive!" Medical grade lasers are the most efficient hair removal system available and very safe when in the hands of a properly trained medical professional. So, invest wisely in yourself.



**Don't' be Like This Woman and Get Burned with Cheap Laser Hair Removal**

## Not Enough Hair

The only thing worse than having hair growing in all the wrong places is that moment when you begin to see all that lost hair in the shower drain! Yes, it happens to women too! There are several conditions that can cause temporary and permanent hair loss in women including:

- **Hormonal changes** due to pregnancy, childbirth, menopause, or birth control
- **Thyroid problems**
- **Genetics** - “Androgenic Alopecia”
- **Medications** to treat cancer, arthritis, depression, heart problems, gout and high blood pressure
- **Stress hair loss** - “Telogen Effluvium”
- **Hairstyles** with overly tight ponytails and cornrows
- **Hair Pulling Disorder** - “Trichotillomania”

It is important to have a complete medical evaluation if you have unexplained hair loss. But the vast majority of hair loss in women is due to **Androgenic Alopecia**, a genetic condition that strikes women in their forties. Rogaine (minoxidil) either topically or orally can help sometimes but has its own potential side effects and problems.

You don't have to live with thinning hair or bald spots. We have a clinically proven, effective treatment that can help you halt hair loss - and jump start hair follicles and hair growth - quickly and naturally!

## PRP (Platelet Rich Plasma) Hair Restoration

This is a completely natural solution for hair loss in which your own blood is used. Your blood sample is taken, spun down and then we draw off the growth factors, stem cells and rejuvenating platelets. These are reinserted into the thinning areas on your scalp. The procedure is effective, painless and affordable. No need to prep for surgery and you can go back to work immediately. Best of all, your coworkers won't know that you've had the procedure. Unlike hair plugs, you'll just start naturally regrowing (and retaining) your own hair.

PRP is performed in the office on an outpatient basis and doesn't require IV anesthesia or incisions. There's no scarring to worry about and because we use your own blood you can be sure that this procedure



is 100% safe. And with PRP we can treat multiple areas at the same time!

PRP works best for women (and men) who are just beginning to experience some hair loss. But even if you're fighting extensive hair loss, you could still be a good candidate for this treatment. However, you may require a greater number of treatment sessions.



PRP also works on **thinning eyebrows** but you may want to try **Latisse** (bimatoprost) first, a topical medication used for thinning eyelashes. **Permanent makeup** is also a good option for thinning eyebrows.

## Chapter 24: Isn't All This Stuff Just Vanity?

Occasionally I get asked, “Isn’t this all just vanity. Why not just grow old gracefully?” The simple answer is this is NOT vanity. Is it vain to get a haircut or have teeth cleanings twice a year? Is it vain to wear sunscreen or condition your hair? This is maintenance for your skin and appearance. Maintaining your skin is so much more than “vanity,” it’s preventative care.

Yes, you’re spending money on yourself but why is that a negative? When you take care of your appearance you are telling the world that you take yourself (and them) seriously. Being well-kempt is important in both your personal and professional life. No one asks a man if he is being vain when he purchases a Brooks Brothers suit (after all, it’s required for his job) He could buy a cheaper suit but he knows that in the long term “buying cheap is expensive.”

When you take care of your skin - when you present the best version of YOU to the world - you are saying to them that you matter, that you are important enough to see and be seen. Maintaining your appearance is so much more than “just being vain”. When you take care of yourself you are making an investment in YOU! And you deserve nothing less.



## Chapter 25: Choosing the Right Doctor

Now that you've done your homework (and read this book), the next step is a consultation with an experienced physician who has been in the cosmetic field for several years. At the consultation you should expect to meet with your provider for at least 30 minutes to explore all your concerns, to allow a thorough review of your medical history and a full examination of your face.

The physician should have all the complexion treatments, wrinkle relaxers, wrinkle fillers, laser and resurfacing solutions at his disposal in order to offer the right plan for you. The problem with med spas that have only one laser or filler is that they will try to fit your round peg problem into their square hole solution. A qualified doctor will help you develop a plan which includes improving all of your skin issues and not just give you "a little bit of Botox" because your face is as complex as you are. No one treatment is going to be the answer to all your problems.

Never feel pressured to do anything right then and there because "the office has the time to do it and can offer you a discount if you take advantage of this offer now." Remember this is a long-term process and relationship that you will enjoy for the rest of your life. It is maintenance not some "Extreme Makeover" that's once and done. Your face is the first thing people see about you so please be cautious about bargain hunting. Lasers and injectables can cause so much damage in the wrong hands and many med spas don't even have a doctor on the premises let alone a nurse who has been properly trained. In this regard, you truly do get what you pay for. So don't get burned (literally) by cut price offers from the store front spa.

Also beware of the hype about what brand new technologies claim to do. There are several technologies that have been billed as the latest and greatest, but all too often, doctors who bought the technology (and eventually their patients) end up complaining that they're not doing what they're supposed to. But the doctor still has to push the treatment in order to pay for that expensive machine they bought. Be especially concerned when a physician in a clinic is pushing one particular procedure too hard. If they don't have a full complement of equipment,

then every problem you consult with them for will be “treated by our latest and greatest technology”. When you only have a hammer, every problem looks like a nail...

### **Important Questions to Ask Your Doctor**

Before you go to your initial consultation be sure to jot down the questions you need answered. At the very least you should be asking the following:

- How many procedures like mine have you performed?
- Do you own your equipment or just rent it?
- Will you perform the procedure or one of your nurses? How much training has your nurses had?
- What are the risks involved with this procedure?
- What are the alternative treatments available?
- What should I do before the procedure to get a better result and faster recovery?
- What will my recovery be like?
- How soon will it be before I see results?
- When can I start wearing makeup?
- How long should I avoid the sun?
- How long will the results last?

If you don't like the answers you receive don't be afraid to ask for clarification - or to walk away. Your health is too important to be left to chance (and under trained staff). At New York Skin & Vein Center we take the time to fully educate our patients about every procedure and product we offer because we understand that knowledge is important for your health, comfort and confidence.

My highly trained staff have all personally undergone the treatments offered at our centers and so have a unique understanding of your questions, concerns and expectations. No question is too basic. No explanation too complicated. Together, the New York Skin & Vein Center team can help you achieve your exciting, attainable goal of natural good looks.

## Chapter 26: What Others are Saying

**Lisa B** I've lived with the ugliest legs for years, had horrible varicose veins, waited years for this kind of procedure, very little pain, no down time, I'm just in awe! Everyone goes far and beyond being nice and making you feel comfortable! I have ankles again! Thank you Dr Dohner and the entire staff!

**Mike P** The receptionist was extremely friendly and flexible with making appointments and Dr. Anderson was great as always.

**Val B** Wonderfully friendly and professional staff. Very thorough explanation of my skin condition by Dr. Dohner

**Rev Robert P** I have found a staff that is friendly, kind, encouraging, knowledgeable, and helpful when it comes to my skin care. ...

**Michele M** Elizabeth is extremely professional and very kind. I give all of the staff 5 stars.

**Terry S** I was very nervous about my procedures but was very pleased with the staff and there was no need for me to worry, because the procedures went smoothly and were not painful. Everyone in the office is very nice, you don't have to wait months for an appointment and this is the most positive experience I've had with a doctor's office in this area.

**Enaam A** Highly professional staff. I love dr. Dohner he is very clever and he knows what he is doing, he fixed the veins under local anesthesia

**Constance B** I went in to get my lips enhanced and some fillers. Though it wasn't the most pleasant procedure I've ever gone through. Erin and Dr. Dohner kept my mind busy with their witty and funny banter. My lips look great! Dr. Dohner and his staff are professional, compassionate, and they make sure you are comfortable and ready for your procedures. They will definitely be seeing more of me.

**Robyn M** Love all the office girls. Everyone is so nice! Erin and dr. Dohner are the best

**Christine S** I absolutely love the staff here, I feel like I know them all personally....ZO skin care products are great

**Lizz** Very easy to schedule with, awesome welcoming gifts, the staff was super nice and helpful. I will definitely come back for treatments and services in the future.

**Teresa J** I have been getting a tattoo removed and the staff are so friendly, accommodating, and a pleasant to visit.

**Debra R** All the people in the office are very friendly and helpful. Dr Dohner did a great job with the surgery on both my legs. Had a year follow up and everything was great...until next year.

**Jeanette H** I just recently had vein surgery and it went much better than I expected. I was nervous about being awake during the 90 minute procedure but it was really painless. There were a few moments that were a little uncomfortable and one time I told Dr. Dohner that I could feel some discomfort and he immediately made it better. The staff are incredibly friendly and caring. I loved that his nurse Katie who helped during the procedure called to check in on me. Katie went over everything during the pre-op appt and I was very prepared. The recovery has been a breeze and I am using the recommended Dermaka cream and also Arnica pellets and the bruising is getting lighter every day. I am getting the other leg done tomorrow and have no anxiety about it because I completely trust Dr. Dohner's ability to treat the vein issues I had.

**David L** Well run office. Have been there twice. Dr. Dohner is very efficient, knows what he is doing, and has a good bedside manner.

**Linda W** Everyone is always so pleasant. Not only are they professional but they make you feel comfortable and are always willing to answer your questions.

**Angel A** I had a wonderful experience with Elizabeth. She was professional, helpful and answered all of my questions. The procedure she performed was so much more tolerable because she explained

everything every step of the way so it took the worrying out of it! Very happy with the results so far!

**Jacquie S** Have had several different cosmetic procedures done and have been so happy with the results! The entire staff, including the Dr., is fantastic and have always taken the time to answer my numerous questions. The ZO skin care line is wonderful, and I just joined the Diamond VIP club to get future discounts.

**Carla P** Have had 2 facials there. Will have more. They have the best, most fun dinner parties.

**Binghamton Fire** Awesome Thank You I had an emergency and was treated (surgery within a week) right away Thank you to the entire staff

**Harry S** I shouldn't have waited for so long! After almost 40 years, I discovered the reason my leg has been aching in less than an hour. I can hardly wait for the treatment.

**Zorrbabe S** I am a frequent flyer here and Stanley Anderson is my doctor and he is awesome. He genuinely cares about his patients and does a great job and I've had to had a lot of freezing done and it really hurt and he's always been as gentle as possible. The atmosphere is great there is so many cosmetic procedures you can get done by doctor Donner who is also super awesome

**Sherry R** I have seen Dr. Dohner for wrinkles around my eyes, Elizabeth for tattoo removal and Stan Anderson for dermatology issues. I absolutely love all of them, even the nurses and the receptionists up front. They are ALL wonderful at what they do and making you feel comfortable there. I feel like family, the parties they have are great too, gives you a chance to meet everyone, ask questions and see some demonstrations first hand all while enjoying some yummy snacks. I love this place.

**Janet D** Dr. Dohner makes me feel at ease, I trust him. He and his staff give exceptional customer service. They make you feel welcome with their friendliness. They exhibit patience and are very professional. I highly recommend!



**Margaret R** Vein surgery went smoothly. It was great to walk out after the surgeries and resume a daily routine. Please call them if you are having problems with your legs. You will be very pleased with their work and results!

**Ken C** Really helped me with the skin rash in March.

**Patricia O** always a great experience

**Antoine L** Very friendly and knowledgeable staff. Having had multiple procedures at facilities in Syracuse, Vestal, and even out of the country, I can honestly say the recent procedure at the NY Skin and Vein Center was practically pain less. Staff takes the time to work with you and determine the best options for your personal goals and budget. Well worth the time to talk with them and learn more. Highly recommend their services.

**Deby S** I just saw Dr. Dohner at his binghamton location on thursday....I am thrilled with my results of botox and fillers...I know you can't stop the aging process but you can definitely help it become less noticeable! Thank you Dr.Dohner and all your staff for being wonderful!

**Cynthia D** Great service! concern for my needs ,and safe, clean and friendly environment . Highly recommend!

**Laura C** I have had several different procedures and did very well each time. The Dr. always follows up to see if it needs any other touch ups. Great Doc!

**Carol W** I could not be happier with my experience. I was treated with professionalism and in a most caring manner. I will be back!

**Denise M** I absolutely love the New York Skin and Vein Center. I've been going for years. The staff is wonderful. They are professional and always strive to accommodate. Dr. Dohner is the BEST.

**Terry B** They are good people. I trust them. I love Dr. Dohner. He's awesome....

**Cynthia M** Have had multiple visits to NY Skin & Vein Center. Staff is wonderful - professional, caring, and very helpful. I have referred several family members as well as friends to check out Dr. D's office. Have heard no complaints from any of those who have gone there.

**Kathleen G** Another successful visit with my friends and professionals at the New York Skin and Vein Center. I look forward to my treatments and feel that I am in the caring skillful hands of my friends. Thanks for caring about the things that I care about!

**Leslie W** It is always an absolute pleasure to visit Skin and Vein center! Kathy, Stanley and Michael make each appointment very satisfying. Thanks again, Kathy!!



## Chapter 27: Final Thoughts

Imagine what it would be like to not have to spend all that time on your makeup each and every day; trying to hide disfiguring acne scarring, brown spots or those little red veins on your cheeks.

Imagine the feeling you'd get to see the younger you in the mirror every morning, the way you remember yourself. Imagine how it would feel to be able to forgo makeup altogether if you felt like it.

Imagine how much more confident you would feel when someone takes a picture of you for Instagram or Facebook.

Ok now stop imagining because those dreams can become your reality. Make an appointment today for your evaluation.

We can't wait to meet you!



## Glossary of Terms

**532 KTP Laser** - pulsed laser which is highly effective in the treatment of facial telangiectasias (spider veins) and redness.

**1064 Nd Yag Laser** - used in laser hair removal, collagen stimulation, and the treatment of spider veins on the face and legs.

**755 Alexandrite Laser** - effective for treating various skin disorders including: spider veins, age spots and unwanted facial hair.

**Actinic Keratosis** - crusty, scaly growths caused by damage from exposure to ultraviolet light.

**Bellafill** - a cosmetic dermal filler which is used to improve the appearance of wrinkles and correct facial contours for a more youthful appearance. Also used to treat certain types of moderate to severe acne scarring. Results last five years or more.

**Blue Peel/Controlled Depth Peel** - a medium depth facial chemical peel procedure that uses trichloroacetic acid (TCA) mixed with a special Obagi **blue** base to monitor and slow penetration removing. Useful in removing many damaged layers of skin safely and without surgery. Also referred to as “**The Vacation Peel**” because although you will need to take a week off work after this procedure, you will return looking up to 10 years younger.

**Botox** - a chemical called onabotulinumtoxin which temporarily prevents relaxes muscles. Can also be used to treat excessive sweating and chronic migraines.

**CO2 Laser** - a type of laser which uses carbon dioxide to treat wrinkles, scars, warts and other conditions.

**Chemical Peels** - a technique used to improve the appearance of the skin on the face, neck or hands. A chemical solution is applied to the skin that causes it to exfoliate and eventually peel off revealing regenerated, smoother and less wrinkled skin.

**Dysport** - similar to Botox containing abobotulinumtoxinA to temporarily relax muscles.

**Exilis Ultra Radiofrequency** - contouring and skin tightening procedure that uses heat and radiofrequency energy to liquefy fat and stimulate collagen for smoother, firmer skin.

**Hyaluronic Acid** - a substance that is naturally present in the human body. It is found in the highest concentrations in fluids in the eyes and joints. It is used to help replace natural volume.

**IPL** - stands for intense pulsed light. It's a type of light therapy used to treat wrinkles, spots, and unwanted hair. Should not be used to treat melasma or darker skin.

**Jeuveau** - the fourth form of neurotoxin in the US with generic name of prabotulinumtoxinA. Used for muscle motion wrinkles.

**Juvederm** - a family of hyaluronic acid dermal fillers used to provide 9 months to one year of correction for moderate to severe facial wrinkles and folds, such as nasolabial folds (lines from the nose to the corners of the mouth).

**Lentigo** - benign lesions that occur on the sun-exposed areas of the body also known as liver spots.

**Microneedling** - a dermatological procedure that generates new collagen and skin tissue for smoother, firmer, more toned skin can help with issues such as acne scarring, wrinkles, and stretch marks.

**Radiesse** - a calcium gel filler used to smooth moderate-to-severe facial wrinkles and folds, such as nasolabial folds (the creases that extend from the corner of your nose to the corner of your mouth) as well as midface. RADIESSE is also used to correct volume loss in the back of the hands.

**Radiofrequency** - energy that penetrates deeply into the skin and used for the treatment of loose and sagging skin and melting fat.

**Resurfacing** - laser resurfacing is a procedure that uses a laser to improve the appearance of skin or treat facial flaws by removing layers of skin.

**Restylane** - works like your body's own hyaluronic acid to help restore volume to facial features and the back of your hands for long-lasting results.

**Sculptra** - is an FDA-approved injectable that helps to gradually stimulate and restore lost collagen.

**Silhouette InstaLift Sutures** - a minimally invasive procedure that puts dissolvable sutures with tiny cones under the skin in order to reposition and physically lift areas of the face creating a non-surgical facelift which last 12 to 24 months.

**ThermiTight** - a minimally invasive, skin-tightening treatment with little downtime which uses heat to melt fat and tighten saggy skin anywhere on the body.

**Skin Rejuvenation** - a non-surgical cosmetic treatment which aims to restore a youthful appearance. This is achieved by various methods which will be determined by your medical professional during examination.

**Sebaceous Hyperplasia** - a common, benign (but unsightly) condition of sebaceous glands in adults of middle age and older. Lesions can be single or multiple and manifest as yellowish, soft growths on the face (particularly nose, cheeks, and forehead).

**Seborrheic Keratosis** - a non-cancerous lesion which usually appears as a brown, black or light tan growth on the face, chest, shoulders or back. The growth has a waxy, scaly, slightly elevated appearance and is thought to be hereditary.

**Telangiectasia** - a condition in which widened venules (tiny blood vessels) cause threadlike red lines or patterns on the skin commonly known as spider veins.



**VERSA by Revanesse** - is the latest FDA approved dermal filler in the hyaluronic acid family.

**Xeomin** - the third form of neurotoxin in the US with generic name of incobotulinumtoxinA. Used for muscle motion wrinkles.

## **The Smart Woman's *About Face Consult***

### **Ready to Look Better Than Ever?**

I am offering a consultation to the readers of my book to guide you in your journey to looking younger, healthier and hotter than ever before! Learn how together we can repair and restore your natural good looks. Based on my decades of experience, I'll give you the insider lowdown on what works and what doesn't! I'll be honest with the results you can expect - I'll even tell you if you're not a good candidate for a particular procedure.

### **You'll Receive:**

1. Comprehensive 30 Minute Consultation
2. ZO Skin Health No-Downtime Glow Peel
3. ZO Skin Health "Get Skin Ready" System
4. Special Gift Just for Coming In
5. \$100 Off Your First Treatment

**All This for **Only \$99...** (Value \$350)**

**Call 607/431-2525 OR  
Open this QR code on Your Phone  
to Request Your Appointment**



(New Clients Only. Consult fee is Nonrefundable. Only one consult special per person. While supplies last. Cannot be combined with any other offer, coupons, specials, discounts, or prior purchases.)



# About Face:

## The Smart Woman's Guide to Natural Good Looks!



From wrinkles to “reds”, frowns to “browns”, your face reveals all your daily habits (good and bad). The laughter, the stress, the sleepless nights and too many days spent in the sun, not to mention weight gain or loss, smoking and just the passage of time. It's all there in the lines. But what if you could turn back time? What if you could erase some of those concerns and rise again, renewed and refreshed, looking more youthful than you could have ever hoped?

In his 4th book, *“About Face: The Smart Woman's Guide To Natural Good Looks”*, Dr Eric Dohner, discusses how our faces age the way they do and more importantly what we can do about it (with minimal effort, cost and downtime).

**Just a few of the facts you'll learn in this easy to read, easy to understand book include:**

- The 3 Stages of the Aging Face and Why Each Problem Needs a Different Solution
- Why Moisturizers are the Worst Products You Can Use on Your Face
- Most Women Have Oily Skin Not Dry Despite What Magazines Tell You
- Why Less is More if You Want to Achieve Natural Results
- What are the Real Differences Between Botox and Fillers
- Is There Really a Face Lift in a Syringe?
- Why it Isn't Vain to Take Care of Yourself
- What the Newest Lasers Can Do For You
- How to Smooth Acne and Acne Scars
- It's Never Too Early or Too Late To Take Care of Yourself

### About The Author:

Dr Eric Dohner studied medicine at Temple University in Philadelphia and completed his residency at Highland and Strong Memorial Hospitals in Rochester NY. He is widely regarded as an expert in anti-aging therapies and procedures and is the Medical Director of the New York Skin and Vein Center. Dr Dohner is the author of several books including:

*“The New Solution to Female Incontinence, Dropped Bladder, Vaginal Dryness and Pelvic Looseness”*, *“Get The Healthy Good-Looking Legs You Deserve Now! The Definitive Guide To Overcoming Leg Pain: Modern Treatment For Varicose Veins”* (now in its third printing) and *“The ED Book: Is It Possible To Regain Your Confidence Without Pills, Injections or Surgery?”*

He is the father of seven children and lives in Binghamton and Oneonta, NY.

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