



Health

A lift shift

No knives: new face of beauty treatment

By COLETTE BOUCHEZ

WHEN you see all the bruised patients who turn up on "Extreme Makeover," it's clear there are major sacrifices to be made for plastic surgery.

But what if you could get some of the same results, without the bandages?

High-tech laser, light and radio-frequency dermatology have come so far in the past few years that there's a now a treatment for just about every beauty woe.

"Until four or five years ago, the only way to tighten skin was with surgery, but a number of companies have come out with technologies that actually do it non-surgically," says Dr. David Goldberg, director of Skin Laser and Surgery Specialists of New York and New Jersey.

Some of these therapies also rejuvenate aging skin and treat acne without the risks of common drugs. They'll even remove hair where you don't want it and help it grow where you do.

And just ahead into the future is a light source that promises to banish cellulite forever.

"It's in testing right now, and probably about a year away from being available, but the results are very, very promising," says Dr. Roy Geronemus, professor of dermatology at NYU Medical Center and president of the American Society for Laser Medicine and Surgery.

Whether you're looking to lift and tuck, smooth and refinish, or regrow and renew, there's a process that'll keep you looking pretty.

The costs vary widely — from as little as \$100 to several thousand dollars — but some are covered by insurance, so consult your policy.

Also, before scheduling treatment, check the credentials and license of your specialist. Ask to see before and after photos, and get the number of patients he or she has personally performed the treatment on. Finally, make certain an MD will



In a new wrinkle in face-lifts, a patient undergoes laser treatment.

be performing your procedure.

With the help of doctors Geronemus and Goldberg, here's a quick look at what the latest laser devices offer.

NO-KNIFE FACE-LIFT

Method: Thermal activity — radio frequencies generate heat that tightens deep skin tissue while cooling the outer layers.

Time: About 20 minutes

Upside: Immediate firming of the jaw, chin and cheeks, without incisions

Downside: Generates lots of uncomfortable heat, requiring topical anesthetic

Cost: \$2,500 to 4,500 per treatment; 1 or 2 needed

THE TITANIC TUMMY TUCK

Method: The Titan light source — multiple rays of infrared light gently heat deep tissue bands between pockets of fat, giving a firmer appearance.

Time: From 15 minutes to one hour

Upside: Tuck, tighten and slim chosen body parts with no downtime and virtually no pain; perfect for post-pregnancy, or after weight loss

Downside: Won't fix loose skin after major weight loss

Cost: \$1,000 to \$1,500 per treatment; up to 3 needed

BRIGHT-IDEA ACNE CONTROL

Method: One light device heats and shrinks oil glands, another targets bacteria, all without side effects.

Time: To fight bacteria, you'll need five to six treatments over a year; to reduce oil glands, you'll need re-treatment once every six to 12 months.

Upside: Whether used separately or together, these light sources can painlessly control acne breakouts indefinitely.

Downside: Oil gland treatment can cause some discomfort.

Cost: \$500 per treatment; up to 5 needed

ELECTRONIC AIRBRUSHING

Method: Fraxel — a skin resurfacing light source without the downtime or telltale redness of traditional laser therapy.

Time: 20 minutes, but requires three to five treatments for best results

Upside: Microscopic "airbrushed" effect that diminishes fine lines and wrinkles, wipes out pigmented areas and age spots, re-texturizes skin for a younger look. Also great for acne scars.

Downside: It can cause some discomfort — and requires topical anesthesia about 45 minutes prior to treatment.

Cost: \$1,000 to \$1,700 per treatment; 3 to 5 needed

PICTURING NEW HAIR

Method: Photo modulation — a low-energy light source stimulates three key factors thought to be responsible for hair regrowth.

Time: Just one minute — but up to 36 treatments may be necessary.

Upside: Study results range from reduction in hair loss to complete regrowth. Totally painless.

Downside: Results are not yet guaranteed; medication may be necessary.

Cost: \$100 per treatment; up to 36 needed

RAPID-FIRE HAIR REMOVAL

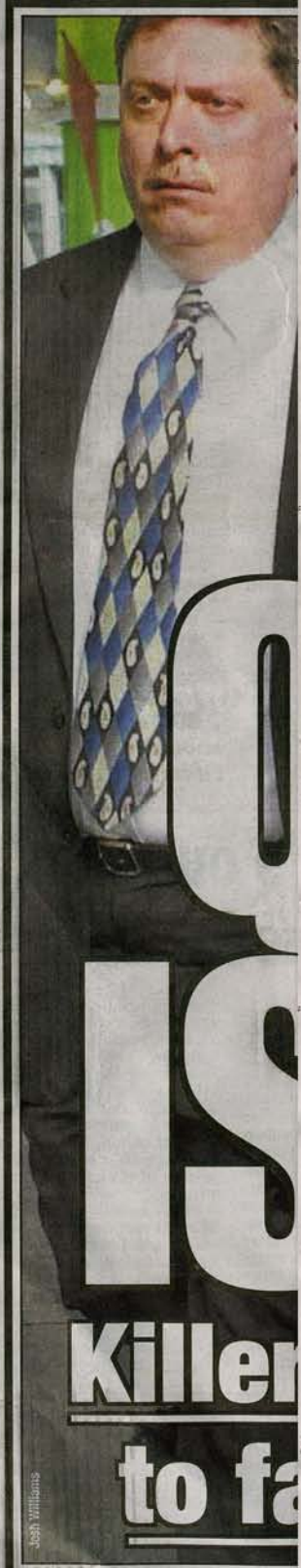
Method: Traditional laser technology delivered at a new, rapid-fire pace removes hair without pain.

Upside: Permanent hair removal wherever you want it! A combination of laser and radio frequency, the treatment also works on all skin tones and hair colors.

Time: About 20 minutes per leg, with five to eight treatments spaced out over a month or more.

Downside: It's a commitment that takes a while to achieve results.

Cost: \$250 to \$1,000 per treatment (depending on size of area); up to 7 needed.



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