

THE WORLD'S MOST UNIQUE BEAUTY MAGAZINE

newbeauty.com

# NEW BEAUTY

THE INNOVATIONS ISSUE!

## CONQUER AGING!

20 NEW BREAKTHROUGHS

the next generation of products and treatments that will change how you age forever...

melt fat in minutes! the newest way to eliminate extra pounds and tighten skin.

## PROVEN WRINKLE ERASERS

experts reveal what the celebrities are doing to look 10 years younger

# SEXY BODY

**HIGH-TECH SKINCARE**  
groundbreaking new products that mimic the technology and results of the top professional problem-solving treatments

miracle makeovers, insiders the tips, tricks and to define, change and enhance your features without for a dramatic look.

## COURTNEY COX REVEALS HER ANTI-AGING SECRETS

\$9.95 US A SANDOW MEDIA PUBLICATION  
FALL 2011  
DISPLAY UNTIL DECEMBER 26  
71486 03321

October Issue

Circulation: 500,000

TILSON PR



# TARGET THE BODY

THE LATEST FAT MELTERS THAT CONTOUR AND FIGHT CELLULITE

## REDUCE CELLULITE

### A COMBINATION OF LASER, VACUUM, MASSAGE AND/OR RADIO FREQUENCY

OTHER NAMES IT GOES BY: VELASHAPE, SMOOTHSHAPES, ENDERMOLOGIE, TRIACTIVE

**HOW THEY WORK** Despite the energy source used, almost all anti-cellulite lasers work to temporarily smooth out dimpled skin by sending energy to the tissue to break up the composition of fat cells. Some doctors choose to use cellulite-fighting lasers after liposuction to smooth out dimples and lumps. Even though you may see improvement, it's important to understand that the results are not permanent—you will need touch-up sessions each year to keep cellulite at bay.

**WHAT IT FEELS LIKE** Sort of like a deep-tissue massage but with more heat

### IDEAL AREAS FOR TREATMENT

The thighs and butt

**THE PROTOCOL** Each machine is a bit different and the number of treatments varies—some require as few as four sessions, others need upward of 10 sessions.



**DOWNTIME** None. There may be some redness and prolonged warmth.



**COST** Starting at approximately \$85 per session

## TIGHTEN UP LOOSE SKIN

### RADIO FREQUENCY AND ULTRASOUND LASERS

OTHER NAMES IT GOES BY: ACCENT YOUR BODY, THERMAGE, EXILIS, ULTHERAPY, PELLEVE (FOR THE FACE)

**HOW THEY WORK** Although their main intention is to firm up the skin, Montclair, NJ, dermatologist Jeanine Downie, MD, says that some skin tighteners, like Exilis, have the ability to melt small areas of fat too. Ultherapy, which makes use of ultrasound, stands apart in that it has a hand piece that allows your doctor to see the exact area being treated. These treatments can also be used post-surgery to help tighten up any sagginess. Dr. Mayoral says that when used properly, new collagen always forms. "The newly produced collagen will age, but it will be younger than the pre-existing collagen fibers so the skin will always have a younger look."

**WHAT IT FEELS LIKE** Each machine feels different—some get hotter than others—but overall, there's minimal discomfort and some warmth. Ulthera is said to be the most uncomfortable and usually requires pain medication or anesthesia.

**IDEAL AREAS FOR TREATMENT** Pretty much anywhere on the body and face.

**THE PROTOCOL** Expect anywhere from three to five treatments for radio frequency-based treatments; one, maybe two, for ultrasound.



**DOWNTIME** Virtually none. "Your skin may be red for an hour or so directly after but it quickly dissipates," says Dr. Downie, who always recommends drinking about 10 glasses of water for 72 hours after each session to help the body flush out the waste.



**COST** Starting at \$1,500, based on size of area treated

### LASER LIPOSUCTION GETS AN UPGRADE

Laser lipo has received a bit of flak over the past few years, mainly because of its unreliability. "The main concern is that if you're not good with operating these devices, the result will be substandard and the tissue can be burned," says Dr. Goldberg. The next generation of laser liposuction machines are said to include thermal sensors on the hand piece so that tissue temperature can be measured. "While the newer breeds, like the revamped version of Cynosure's Smartlipo, are still not idiot proof, doctors will be able to gauge how hot the tissue is getting so the skin can't be 'overcooked.'" We don't know if laser liposuction will be better accepted by the medical community but Dr. Goldberg feels the improved features have the potential to make it safer and the results more consistent.



## THE NEWEST WAY TO SCULPT A BETTER BODY

Anti-cellulite treatments have been around for a while and the newest one is Bella Contour. "It's a really exciting treatment that's just coming to the States," explains Dr. Goldberg.

"Unlike other body contouring treatments, this one changes the salt content of the fat cells so that the fat is leached out," Dr. Goldberg says.

Using a triple-threat of ultrasound, vacuum and electrical currents, the painless and downtime-free treatment (prepare to dedicate two hours to the initial treatment and one hour for each one thereafter) targets cellulite and stubborn fatty areas on the stomach, thighs, lower butt, knees and flanks (and male chest), by revving up your metabolism so fat is burned more efficiently.

"Because there's an immediate reduction in volume—about one to two inches after the first session—Bella Contour should not be used on areas like the breast and upper buttocks because it will cause a flattening effect—the exact opposite of what most women want." **\$300 to \$500 per treatment, about eight treatments are recommended**

### MELT FAT

#### CRYOLIPOLYSIS OR COLD-BASED LASERS

OTHER NAMES IT GOES BY:  
COOLSCULPTING BY ZELTIQ

**HOW THEY WORK** Treats fatty pockets by chilling the fat to eliminate it. "It uses a vacuum applicator to draw the targeted tissue into a receptacle, then extracts heat from the fat cells, thus cooling them to 4 degrees Celsius," says Dr. Mayoral. "Fat cells don't like cold temperatures—it causes them to die." Once the fat cells crystallize, they break down without any damage to collagen, elastic fibers or skin. Fat cells that are eliminated won't return and you shouldn't regain weight in the treated area as long as you follow a healthy diet and exercise plan. It is important to note that this is not a replacement for liposuction.

#### WHAT THEY FEEL LIKE

Some pressure with intense cold

#### IDEAL AREAS FOR TREATMENT

The tummy and love handles; an applicator for the thighs and arms is purportedly in the works.

#### THE PROTOCOL

Usually more than one treatment

**DOWNTIME** You may be sore, bruised and numb for up to two weeks. You'll see a slight reduction of fat in the treated areas after one session.

**COST** Starting at about \$700 per treatment, depending on area

#### DID YOU KNOW?

In addition to tightening up the skin, radio-frequency devices can also be used to fight acne.



To help create a more streamlined silhouette and tighten the skin, this patient had four treatments of Exilis. Procedure performed by Jeanine Downie, MD, Montclair, NJ.

MORE >

SKIN

THE NEW BREED OF SUPERCHARGED LASERS