

Non-surgical treatments that *Beautify* skin

By **DARLEEN BENNETT** | GANNETT PACIFIC PUBLICATIONS

These super facials, called “power peels” by those who administer them, represent a growing trend toward the non-surgical treatment of skin that is, shall we say, getting that weathered look.

“I have never seen anything so well received by the public,” says Dr. Harold Lancer, board-certified dermatologist in Beverly Hills, Calif. “My patients, both male and female, want to refresh their outer image. Younger ones want to look their best, and older ones don’t necessarily want to look younger, but want fresher, healthier skin with a smoother texture.”

And, although treatments like the power peels and alpha hydroxy acids first gained momentum in Beverly Hills with Tinseltown’s classics of television and the big screen, they are now spreading to clients in mainstream America who want better skin without the cost or recovery time of surgery.

All of the cutting-edge treatments mentioned here stimulate collagen growth, which keeps the skin firm and younger looking so you can keep your classic good looks a few years longer.

• **Retinoic acid (Retin-A) or tretinoin:** Derived from vitamin A, this salve causes rapid cell turnover. Retin-A has long been a popular treatment for acne because it can be extremely drying and inhibits oil production. Retin-A has also been proven to reduce fine wrinkles and exfoliate photo damaged pigmentation on older skin.

• **Alpha and beta hydroxy acids:** Alpha hydroxy acids include glycolic, lactic and citric acids, which are derived from grapes and apples. Beta hydroxy acid is salicylic

acid, a common ingredient in acne products. These products loosen cells of the epidermis, encouraging cell turnover and exfoliation.

• **Antioxidants (vitamins C and E):** These vitamins can do an important job for the skin. They protect skin from ultraviolet rays and encourage skin regeneration. They are called antioxidants because they fight free radicals, the molecules produced in the body that can damage skin or any other tissue. These vitamins are now commonly found in topical moisturizers, which also enhance the results after any exfoliation treatments.



Sandblasting, once reserved for the classic sculptures of Europe, is now being used to remove acne scars, fine wrinkles, even large pores from the chiseled features of dermatology patients who want more beautiful skin without going under the knife or the laser beam.

Most facial rejuvenating treatments are recommended once a month since skin cells naturally renew every 28 days. Monthly treatments produce healthier tissue, smoother texture and smaller pores because of this regular exfoliation. But effectiveness isn’t the only draw of these treatments, says Carolyn Melby, aesthetician at the Arizona Skin Clinic.

“My patients are able to get results faster and cheaper with these approaches than with the invasive procedures of chemical peels, laser surgery or dermabrasion, which require weeks of recovery and can be very costly.” Even the power peel is a one-hour treatment that requires no anesthesia and leaves the skin flushed for just a few hours.

“Our patients are very committed to our skin regime,” says Dr. Ronald Caniglia, board-certified plastic surgeon at the Caniglia Facial Plastic Surgery Center in Scottsdale, Ariz. “Looking good is very important in our society and in our world today. Facial rejuvenating treatments hyper-exfoliate the top layer of dull, lifeless skin and

clogged pores, and give the patient a fresh, renewed look. Skin care is not for the elite anymore. It is a way of life and your presentation to the world.” ♦

Just the stats...

Americans continue to welcome facial cosmetic procedures, according to a recent study released by the American Society for Aesthetic Plastic Surgery. The study revealed there were nearly 11.5 million surgical and non-surgical procedures performed in the United States in 2005 with surgical procedures accounting for nearly 19 percent of the total with non-surgical procedures making up 81 percent of the total.

The **TOP 5** non-surgical cosmetic procedures in 2005 were:

- 1 BOTOX INJECTIONS** at 3,294,782 procedures performed, up 16 percent from 2004
- 2 LASER HAIR** removal at 1,566,909, up 11 percent from 2004
- 3 HYALURONIC ACIDS** (Hylaform, Restylane) at 1,194,222, up 35 percent from 2004
- 4 MICRODERMABRASION** at 1,023,931, down 7 percent over last year
- 5 CHEMICAL PEELS** at 556,172, down 50 percent from 2004

The **TOP 5** surgical cosmetic procedures in 2005 were:

- 1 LIPOSUCTION** at 455,489 procedures, down 5 percent from 2005
- 2 BREAST AUGMENTATION** at 364,610, up 9 percent from 2004
- 3 COSMETIC EYELID SURGERY** at 231,467, down 20 percent from 2004
- 4 NOSE JOB** at 200,924, up 21 percent over 2004
- 5 TUMMY TUCK** at 169,314 procedures, up 12 percent from 2004

GENDER DISTRIBUTION

Men had 985,000 procedures, approximately 9 percent of the total. Women had nearly 10,500,000 of the total cosmetic procedures performed in 2005 accounting for 91.4 percent of the total. The top surgical procedure for both men and women was liposuction.

Americans spent approximately \$12.4 billion on cosmetic procedures last year.

For more information, visit the American Society for Aesthetic Plastic Surgery at www.surgery.org. ◀

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