

Social AFFAIRS™

April/May 2008

BEAUTY & HEALTH

Taking the Discomfort out of Beauty



By *Mark S. Nestor, Ph.D. and M.D.*



Many people who want to minimize fine lines and wrinkles choose a combination of Botox treatments and dermal fillers such as Perlane, Restylane and Juvederm. These are all administered by injections, and when used in combination, they can provide truly dramatic results. For others there are many noninvasive laser and light procedures to rejuvenate the skin such as Fraxel laser resurfacing, photorejuvenation and Thermage, to name a few.

Many times, patients view these procedures as a treat, a way to pamper themselves. But, while they may enjoy the ultimate outcome, some are nervous about possible discomfort. Fortunately, there have been some developments that will make them feel better—literally.

In an effort to make our patients as comfortable as possible, the Center for Cosmetic Enhancement® has begun utilizing several of the latest techniques to minimize discomfort—including the use of a Pliaglis, a new FDA-approved numbing cream that is stronger than its predecessors and works wonderfully for patients receiving injections as well as laser and light procedures, such as the facial rejuvenation and hair removal.

Pliaglis is the first FDA-approved topical anesthetic created specifically for use with skin surgery and cosmetic procedures. It incorporates two powerful anesthetics—lidocaine and tetracaine—in a unique gel that hardens to a soft peel. This new topical anesthetic has been shown to be significantly more effective

than other numbing creams that have been on the market, and its cream-to-peel formula allows for easy removal. Studies have shown that Pliaglis can be very effective for laser procedures, as well as for use with aesthetic injectables.

In addition, we've begun using a cooling device called Artex that provides a practical method of cooling the skin right before treatment, which reduces bruising and swelling after the procedure. It has long been known that cooling the skin makes injections hurt less, closes the blood vessels and reduces bruising. Until recently, there haven't been effective and sanitary methods in use for cosmetic treatments. Artex is a device with a wand that is placed on the skin to quickly cool it to 35 degrees. We use it immediately prior to treatment, and initial indications are that the use of its topical cooling can reduce both discomfort and bruising, and leads to a quicker full recovery.

These new techniques have made a significant difference to our patients' experience during many of the cosmetic treatments we provide. It is our goal to utilize the latest techniques to make them comfortable during their procedures and provide the best possible results. **SA**

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