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SPECIAL ADVERTISING FEATURE

"Many of the changes we're seeing as we get older are related to sun damage or reduction in the skin's laxity," says Dr. Miller. "Both of these conditions would be corrected with skin treatments, not surgery."

One such treatment is Roll-Cit, a new procedure where tiny needles are utilized to create micro channels or small pores (holes) through the top layer of skin.

"The superficial layer of skin tends to be a barrier," says Dr. Miller. "The micro channels allow active chemicals such as vitamin A and vitamin E to go deep into the dermis where the collagen sits, allowing it to be stimulated and to grow. At the same time, it doesn't destroy the superficial layer."

Another relatively quick and non-invasive procedure is Intense Pulse Light therapy, (IPL), a treatment where the surgeon passes an activated laser over the skin to reverse sun damage, age spots, and some types of wrinkles. More lasting results may be achieved with lasers specifically designed for a certain problem. For instance, laser therapy (of a more intense and targeted variety than IPL) is extremely effective for eliminating facial spider veins.

Lasers are also sometimes used on spider and varicose veins on the legs. But the more common, effective, and much less expensive method is sclerotherapy, a procedure performed by a dermatologic surgeon



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devoted entirely to the topic of cosmetic enhancement. By now, we've all seen "Extreme Makeover," a TV program largely showcasing cosmetic procedures.

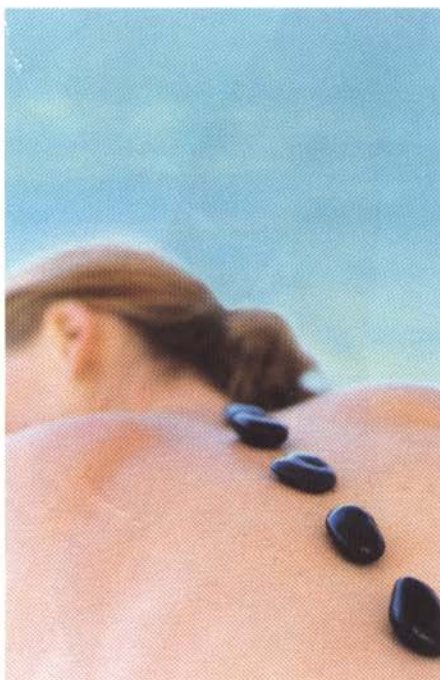
But there may be other factors at play. Doctors are becoming more and more experienced with procedures such as liposuction, so people are more likely to feel safe having it done. Plus, society is becoming more accepting of cosmetic surgery in general – it's no longer taboo.

But if we look more closely at the figures above, it is important to note the word, "non-surgical," in the mix. Blame it on BOTOX®. Minimally invasive procedures, such as injectable wrinkle fighters and surface and below-the-surface treatments, which allow patients to postpone surgery or forego it altogether, are all the rage.

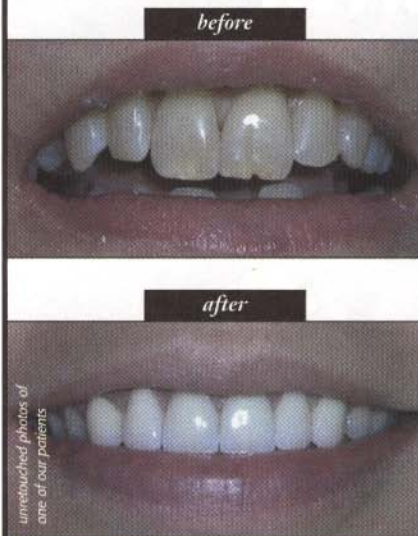
So, does this mean the biggest trend in cosmetic surgery may be no surgery at all? The answer, according to Philip Miller, MD, a New York City plastic surgeon, is yes – but only partly so.

"The future of rejuvenation treatments is the merging of periodic, non-invasive procedures with infrequent but necessary, more invasive, procedures," Dr. Miller says.

In other words, sometimes surgery is still the only way to achieve desired results. But these days, it may be wise to consider less invasive and possibly more appropriate options first.



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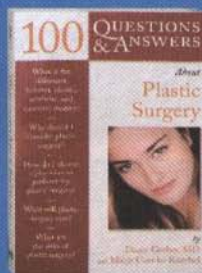
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