



SKIN SECRETS

Volume 1, Summer 2013

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News & Announcements:

We're excited to announce New York Cosmetic, Skin & Laser Surgery Center has moved its Manhattan location from 260 East 66th Street to **328 East 75th Street Suite A, New York, NY 10021.**

Please be advised that our phone number & services remain the same.

The FDA Changes the Rules For Sunscreen: *What To Look Out For:*

The Food and Drug Administration (FDA) has announced the new labeling guidelines that places new shelving and sales requirements for sunscreen products.

If a sunscreen bottle claims it provides, "broad spectrum protection" it means the sunscreen has been tested and confirmed to protect against UVA and UVB rays.

Any sunscreen product that is SPF 15 or weaker is required to add a warning label that informs consumers it will not protect against skin cancer.

In addition, all sunscreen products must note the sunscreen needs to be reapplied because it becomes ineffective after 40 to 80 minutes due to wear.

And lastly, products cannot claim they are "waterproof" instead they can, label themselves as "water-resistant." The FDA is contemplating removing SPF 50 from the shelves all together because there is no evidential proof that anything above SPF 50 works any better, especially when taken into consideration how infrequently most people reapply sunscreen after the suggested 80 minutes.

Make sure you and your family are protected from harmful UV rays this summer and shop smart!



Dr. Rokhsar on The Today Show!

Dr. Rokhsar was recently on the Today Show to discuss skin cancer and the importance of early detection through the story of a couple whose biopsies showed cancerous cells.

Dr. Rokhsar is a fellowship-trained dermatologist who specializes in Mohs micrographic surgery, the most effective procedure to remove skin cancer.

www.youtube.com/watch?v=_EjVhWQIKUk

Dr. Cameron Rokhsar Embarks On A Four-Country Tour To Teach The Latest Laser Techniques

Dr. Rokhsar will be speaking on the topic of skin resurfacing at the 9th Asian Dermatological Congress held in Hong Kong in July. He will then be touring Korea, Japan, and Taiwan to share his knowledge and expertise on the most innovative advancements in recent research and studies on lasers.

As an expert in the field of skin resurfacing with the use of laser, light and ultrasound technology, he will present the most up-to-date research and techniques for laser skin resurfacing and the effective clinical applications of Fraxel Dual and Liposonix.

Dr. Rokhsar was involved in the development of the Fraxel laser in 2003 and has designed many of the protocols for the treatment of wrinkles, scars, stretch marks, and pigmentation that are currently in place.

Dear Patients,

The summer is a time for the beach, barbecues, pool parties, and warm weather that encourages leg-revealing clothes. Show off your legs confidently this summer by removing spider veins, unwanted leg and bikini hair, cellulite, excess fat, and even sweaty feet.

New York City Dermatologist and Cosmetic Surgeon, **Dr. Cameron Rokhsar, M.D.**, can provide a variety of innovative and non surgical treatment options to address your needs. Also while you're having fun in the sun, don't forget that the sun is the number one cause of skin cancer. Please take the appropriate measures to protect yourself.

Sincerely,
New York Cosmetic, Skin & Laser Surgery Center

Achieve The Summer Legs You've Always Wanted & Remove Unwanted Hair, Leg Veins & Cellulite Without Surgery

Undesirable hair on the legs, bikini area, arms, underarms, back and neck can be the cause of a lot of embarrassment, especially during the summer. **Hair removal** methods such as shaving or waxing are sometimes painful, temporary and require onstant maintenance. Dr. Rokhsar utilizes the latest in laser hair removal technology, including the **GentleLase Laser**, which provides 85 to 90 percent hair reduction after just a few treatments.

Sclerotherapy is considered the most effective treatment option for getting rid of small varicose veins. It is administered into the veins in the form of an injection, which collapses and ultimately blocks further blood flow in the area of discoloration and erases the appearance of veins through the skin.

Before & After Sclerotherapy



The blood vessels are irritated and are going away after the first treatment with injections.

Both the long pulse **Nd:YAG** and **V-Beam** laser treatments are typically used for smaller spider veins, but can be used as alternatives for patients who wish to avoid needles.

If patients are seeking a non-surgical approach to reducing cellulite and fat, **VelaShape** has been proven as a successful option. The precision heating contours, shapes and slims the body by reducing the size of the actual fat cells and chambers. Patients can achieve a circumferential reduction in the thighs, as well as a reduction of cellulite in the hips and buttocks.

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AN INTERVIEW WITH DR. ROKHSAR on non-surgical fat reduction

Q Does non-surgical fat reduction really work?

A Non-surgical fat reduction is real and here to stay. Studies have shown a 20 percent fat reduction with CoolSculpting. A patient can lose up to one waist size just after one treatment with Liposonix. However, one has to remember that the non-surgical methods cannot provide as drastic of results as liposuction.

Q Are the results for non-surgical fat removal instantaneous?

A Results are instantaneous with liposuction. With the non-surgical method, results can be seen after one month of treatment. The body needs to naturally digest the fat cells that are expelled through treatment. It typically requires up to three months to first see results.

Q Who is the ideal candidate for non-surgical fat removal?

A The ideal candidate is someone with distinct problem areas and is not obese. Those looking for body contouring to get rid of exercise-resistant fat will achieve the best results. The upper and lower abdomen, inner and outer thighs, and arms are the most common places for treatment.

Excessive Sweating Doesn't Have To Be An Embarrassment This Summer. Stop the Sweating With Botox & miraDry

Excessive sweating can become an embarrassing problem year round, but especially during the summer when sandals are the popular footwear. Many people suffer from excessive sweating, also known as hyperhidrosis, which can occur anywhere on the body, even the feet. **Botox** is an injection more commonly known for the treatment of wrinkles by blocking the signal in the muscles to contract, but if used to block the sweat signals, can stop the embarrassing excess of sweat.

By providing a large assortment of treatment options to tighten, smooth, even-out skin tone on legs and even get rid of sweaty summer feet, patients can feel more confident in their summer shorts, skirts and dresses.

One in five adults in the United States is burdened by their underarm sweat. The scientific term for excessive sweating is hyperhidrosis, a medical condition known for causing uncontrollable sweating through sweat glands. Prescription antiperspirants, Botox and surgery have been the most widely used treatments for excessive sweating, but with the exception of surgery, no treatments have proven as long-lasting and effective as miraDry. **MiraDry** is a non-invasive microwave-based technology for the treatment of hyperhidrosis. The technology was developed by Miramar Labs in 2006 and has since been FDA-approved in 2011.

Dr. Rokhsar, the first physician to perform the miraDry procedure in the New York area, explains the benefits it can bring to someone suffering from hyperhidrosis based on his recent miraDry clinical study.

In a clinical study conducted by Dr. Cameron Rokhsar, medical director of New York Cosmetic Skin & Laser Surgery Center, the treatment of underarm sweating with miraDry decreased excessive sweating by over 50 percent after the first treatment, with over 60 percent decrease in odor. After the second treatment, patients reported over 95 percent decrease in the severity of their hyperhidrosis. The study entitled "A Retrospective Analysis of the Treatment of Axillary Hyperhidrosis with Novel Microwave Technology" will be presented at the American Society for Laser Medicine and Surgery annual meeting in Boston

Fat Reduction & Body Contouring is Made Possible Through Various Non-Surgical and Surgical Procedures, Depending On Cosmetic Goals

Diet and exercise-resistant fat doesn't have to be a summer burden all season long, especially when there are non-surgical options to effectively contour the body with no downtime. **CoolSculpting** is a reliable non-invasive procedure that destroys unwanted fat by freezing cells through a prolonged cooling process, during which the fat cells are turned from a soft to solid form.

Before & After CoolSculpting



The body then naturally metabolizes the frozen fat out of the body and because of this, results are gradual and begin to show in three weeks with progressive improvements up to four months. Laser liposuction is a hybrid procedure for those who want to undergo minimally invasive fat reduction, but want to eliminate isolated pockets of fat. Laser contouring involves making small incisions into the area and melting the fat with a laser, however for those that want a more dramatic reduction in fat, laser-assisted liposuction will suck the fat out of the incisions after the fat is melted.

Dr. Rokhsar spoke about the current non-invasive fat reduction procedures currently available at an international laser conference attended by hundreds of dermatologists, which was held in Moscow Russia in October 2012. Dr. Rokhsar presented the most up-to-date findings, as the first physician in the United States to have used the LipoSonix device, a leading non-invasive fat reduction option.

Incisions aren't necessary for those that undergo **LipoSonix**, which utilizes focused ultrasound technology to destroy targeted fat in the thighs, buttocks, and for other troublesome areas such as the abdomen, flanks, back and arms. Dr. Rokhsar is the first physician to use the LipoSonix procedure in the United States and will continue to provide his patients with unrivaled experience and innovative procedures.

For those that are looking for a more drastic fat reduction, **liposuction**, also known as lipoplasty works to slim and reshape specific areas of the body. Excess fat deposits can be removed in the abdomen, thighs, hips, buttocks, arms, neck, back, chest and other areas. Under general anesthesia, small incisions are made for small cannulas to loosen and surgically vacuum out the excess fat.

Before & After Liposuction of the Neck



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