



NEW YORK COSMETIC, SKIN
& LASER SURGERY CENTER

SKIN SECRETS

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News & Announcements:

One Of The First Practices To Provide **Voluma XC** For Non-Surgical Cheek Augmentations

Voluma XC: Before & After



Watch the results and interview with
Dr. Rokhsar on WPIX!

Juvederm Voluma XC has recently been FDA-approved for cheek enhancement, making it the only filler specifically designed to replace volume loss in the cheeks due to aging. It relies on a hyaluronic gel that is suspended in saline solution to create a natural-appearing cheek enhancement. Having well defined, full cheeks is considered more youthful and attractive than a thin and hollowed out appearance. Fullness to the mid-facial region lifts the lower region giving you a better balance to your overall appearance.

This non-surgical approach to cheek augmentations provides a way to sculpt cheeks without the downtime and discomfort that surgery demands. For those that are surgery averse or are unsure of their decision to permanently enhance their appearance with cosmetic treatments, Juvederm Voluma XC will prove to be a safe approach.

Aside from age, weight loss could be another reason to seek results from injectable enhancements. Even if you were born with poorly defined or flat cheekbones, you may want to achieve more refined and sculpted cheekbones.

Sculptra: Before & After



Other Options For A Non-Surgical Face Lift: **Radiesse & Sculptra**

Radiesse is a calcium-based filler that has served as a reliable cosmetic filler for not only cheek augmentations but also nasolabial folds, which are the lines that go from the nose to the corner of the lips. Non-surgical nose jobs have also been performed with Radiesse to achieve a smoother profile by reconstructing the nasal bridge.

Another filler injection used to corrects the hollowing is Sculptra, which is primarily composed of poly-L-lactic acid, a naturally occurring substance that works by restoring collagen into the deeper layers of skin. Overtime, Sculptra stimulates collagen production that creates a gradual and natural skin enhancement. Sculptra works to correct shallow and deep facial wrinkles, as well as folds that are caused by the loss of facial fat and collagen. Collagen is the protein found within that skin that gives it structure and fullness, but because it is naturally depleted overtime, replacement treatments such as fillers are highly effective.

Wrinkle-Free Eyes: Botox FDA Approval for Crow's Feet

Botox has been used for over a decade as a reliable anti-wrinkle treatment of the frown line, and now the Food and Drug Administration (FDA) has approved its use for the wrinkles that form next to the eyes, commonly known as crow's feet. The injected drug utilizes purified Botulinum toxin A, which blocks the connections between nerves and muscle to temporarily decrease muscle movement and make wrinkles less prominent.

Dermatologists and cosmetic surgeons have actually been using Botox to treat crow's feet since its release, but now the FDA has officially confirmed its effectiveness as a temporary treatment for crow's feet. It is the first drug that has been approved to treat wrinkles that form outside the edges of the eyes. It has been proven safe because the botulinum doesn't leave the injection site, a fear many patients have when they seek out a non-surgical wrinkle treatment.

In two clinical studies, almost 1,000 participants were treated with moderate to severe wrinkles next to the eyes and randomly given either Botox or a placebo. Researchers found that those treated with Botox have seen a greater improvement and safe, lasting results. Botox's ability to reduce muscle spasms was discovered by scientists in the 1950s, and by 1989 it was FDA-approved to treat blepharospasm (eyelid spasms). Even though Botox has been FDA-approved for cosmetic treatment since 2002, many physicians are now saying the studies and new treatment-area approval gives an added benefit of safety, which has led to the expansion of treatment areas.

For cosmetic purposes, Botox injections were first approved for the treatment of frown-line wrinkles that form between the eyebrows and have proven to be a successful treatment, especially considering its popularity. In 2012 alone, over 6.1 million Botox procedures were performed, which was an 8 percent increase from the previous year.

"Botulinum toxin injections are excellent options to treat crow's feet as well as to prevent crow's feet,"

says Dr. Cameron Rokhsar, a fellowship-trained cosmetic surgeon and assistant professor of dermatology at Mount Sinai School of Medicine.

The skin around the eyes is the most delicate, and requires special treatment and daily attention. Crow's feet begin to develop as early as your mid-twenties, depending on how well you treat and protect your skin. Unprotected tanning, smoking, excessive squinting, and poor moisturizing, are all factors that could excel premature aging. Because of Botox's preventative advantages, there has recently been a spike in use for early age groups, primarily women in their early twenties who want to avoid developing wrinkles in the first place.

Botox currently has two other competitors: Xeomin and Dysport. Each one has slightly different benefits, though both work in a similar fashion to Botox.

Botox has also been used for a number of other medical conditions, aside from cosmetic purposes. The FDA has approved Botox to be used for chronic migraines, excessive sweating known as hyperhidrosis, and blepharospasm known as eyelid spasms. Botox can also be used to reshape boxed face shapes, bulky calf muscles, temporomandibular joint disorder (TMJ) pain, and headaches.

What You Need To Know About: Aging & Volume Loss In The Face:

Facial aging is inevitable and as time passes by adjustments to these changes is common, and cosmetic procedures to treat signs of aging are increasing. In fact, in 2012 there were 14.6 million minimally invasive and surgical cosmetic procedures performed in the United States alone. When people age, both soft tissue and bone structure changes occur throughout their bodies and the face is no exception. Aging reflects the combined effects of gravity, progressive bone resorption (the bones' size and volume decrease due to the rate of bone breakdown exceeding the rate of replacement) that leads to osteoporosis, decreased tissue elasticity and the natural loss of facial fat.

The mid-face plays an important role in maintaining a balanced appearance because the perception of facial attractiveness relies on harmony between the eyes, nose, lips and cheekbones. In order to keep that balance, the restoration of fat loss, bone loss, skin elasticity and collagen should be priorities.

Volume loss, especially for those with thinner and longer faces, can really change the natural appearance of a person, which can make one feel frustrated. Many times patients believe erasing wrinkles with injections such as Botox will simply restore their youthfulness. In reality, often-times it just creates a smoother skin surface on a two-dimensional level without restoring the natural fat. There's a reason for the phrase "baby face" as plump, round cheeks indicate an agelessness associated with children and young adults. Instead of just smoothing out wrinkles, patients are turning to fillers such as Voluma XC, Radiesse and Sculptra to both soften wrinkles and restore volume.

AN INTERVIEW WITH DR. ROKHSAR

on laser hair removal

Q Are the results for laser hair removal permanent?

A Laser hair removal has many benefits and although it isn't 100% permanent, the results come pretty close. Patients schedule touch-ups from time-to-time, but the level of hair removal depends on hair and skin color.

Q Does laser hair removal hurt?

A Patients are generally comfortable with the use of numbing cream, cooling sprays and chilling tips that make the treatment process easier for both the patient and myself. Some patients have described it as a rubber band lightly snapping against the skin.

Q How long is the entire laser hair removal treatment?

A The typical candidate will undergo 6 sessions that they usually schedule once a month. Although, more sessions may be necessary if the patient has darker skin and/or lighter hair.

Q Who is the ideal candidate for laser hair removal?

A The ideal candidate is anyone with light skin and dark hair; however new technologies allow us to do all types of skin and hair. Because lasers target the pigment in hair follicles, white hair removal is not possible. Those looking to make their everyday routine easier with smoother results will find laser hair removal an effective solution.

Do You Have A Red Face? You May Have Rosacea

From redness, small bumps, pimple-like acne and coarse, thick skin: rosacea can be a very embarrassing, though a common skin condition that tends to affect those 30 years and older. In fact, it is estimated that 16 million Americans suffer from symptoms of rosacea. The exact cause of rosacea is unknown; however, history of the disease can often be traced within the same family line. This chronic inflammatory and vascular condition affects the face by causing redness and visible blood vessels in addition to blemishes, which appear on the forehead, nose and cheeks.

The most distinct symptoms are red faces that are sensitive to flushing and may burn or sting. Dry, red and irritated eyes have also been reported by patients, which is one of the reasons why it is often mistaken for allergies. Acne is another condition that is often confused with rosacea. That's why it's important to consult with your dermatologist, especially if rosacea goes untreated, it could lead to permanent effects such as an irreversibly thicker skin or a waxy, swollen appearance of the nose.

People experience flare-ups when an irritant triggers facial blood vessels that causes redness. Common irritants are exercise, sun and wind exposure, hot and cold weather, stress, spicy foods, alcohol and hot baths.

The FDA recently approved a topical treatment called Mirvaso (brimonidine) to target the most common and characteristic symptom of redness. Another medication is sodium sulfacetamide, a water-based lotion often prescribed to patients as a way to treat the acne-like symptoms and clear the bacteria that clog and irritate the skin. Patients who experience skin lesions caused by rosacea may be prescribed the topical treatment, metronidazole lotion. It may also help to decrease swelling and the number of pimples caused by rosacea.

When topical approaches fail, patients can rely on laser therapies, such as the VBeam pulsed dye laser. VBeam targets hemoglobin, the red protein in blood cells in the blood vessels, that make the face red. The laser then disintegrates the visible, tiny red blood vessels just underneath the skin by delivering pulses of treatment.

Another treatment option is the Intense Pulsed Light (IPL), except it uses a non-laser light source. The first IPL product received FDA approval in 1995 for treating fine dilated blood vessels on the face vessels of rosacea. It has been an effective treatment for rosacea's notable dilated blood vessels, persistent redness, flushing and acne-like breakouts.

Indoor Tanning: You Are Asking For Skin Cancer!

On any given day more than one million people damage their skin with indoor tanning. Tanning is really a protection mechanism. The skin is actively trying to protect itself from sun damage, but in this case, it is a result of the harmful ultraviolet rays that the indoor tanning light bulbs give off. Seventy-percent of those visiting the tanning salons are Caucasian girls and women between the ages of 16 to 29 years old. Light skin has less pigment, which means it has fewer cells protecting it from sun damage. This increases their susceptibility to skin cancers such as squamous cell carcinoma, basal cell carcinoma, and the most deadly of all, melanoma.

The indoor tanning industry brought in a revenue of \$2.6 billion in 2010, according to the American Academy of Dermatology (AAD). Tanning salons lure in customers by telling them that the tanning lamps provide a beneficially healthy amount of vitamin D, which outweighs the damage and that's simply untrue. They also claim that damage only occurs if the skin turns red and burns, which is also not true because there is no such thing as a safe tan, whether you turn bronze, brown or red.

Nearly 28 millions people tan indoors every year and \$2.3 million of those are teenagers. Because of the increase risk of skin damage and skin cancer to those who tan and sunburn at earlier ages, many states across the country have banned tanning for minors. There is a 75 percent increased risk of melanoma to those exposed to UV radiation from indoor tanning and the risk increases with each use.

In 2011 California was the first state to ban indoor tanning for those younger than 18 years old. The following year Vermont became the second state and since then Illinois, Nevada, Oregon and Texas have passed laws to prohibit minors younger than 18 from using indoor tanning. Last year, New Jersey even banned anyone 17 and younger from indoor tanning. Finally in May 2013, the FDA proposed to strengthen tanning salon regulations in order to protect young skin from early damage.

Skin Cancer: Are You At Risk? Spot The Differences

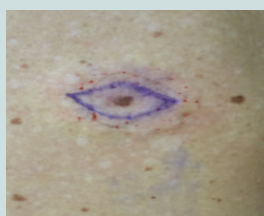
Skin cancer is the most common of all cancers, with 1 million people in the U.S. diagnosed each year with some type of the disease. There are three major common types of skin cancer: basal cell carcinoma and squamous cell carcinoma, which are sometimes called nonmelanoma skin cancer, and the deadliest type, melanoma.



Basal cell carcinoma (BCC) accounts for more than 90 percent of all skin cancers in the U.S. and is the most common of all cancers.



Squamous cell carcinoma (SCC) is the second most common form of skin cancer, but tends to grow and spread more than basal cell cancers.



Melanoma is the most serious type of skin cancer, and the 5th most common cancer in men and 7th most common in women. In the U.S., the rate of melanoma is rising more rapidly than any other potentially preventable cancer. Every hour in the United States another person dies of melanoma. It is important to check with a dermatologist at the first signs of a new growth, considering that early detection is key to treatment success.



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