

# NEW BEAUTY

## POWERFUL LASER BREAKTHROUGHS RESTORE YOUR SKIN

### SKIN REJUVENATION

#### FRACTIONAL RESURFACING

These technologies break up the laser energy into beams that only treat a portion of the skin's surface.

### SKIN REJUVENATION

#### LIGHT-EMITTING DIODE

Although not technically a laser, a light-emitting diode (LED) produces visible light when an electrical current passes through it. LED is used to treat skin problems such as acne.

### SKIN TIGHTENING

#### RADIOFREQUENCY

This technology uses electromagnetic energy similar to that found in microwave ovens.

> THE LASER INDUSTRY SEEMS TO CHANGE FASTER THAN OTHER SEGMENTS OF THE BEAUTY WORLD, AND EVERY TIME WE TURN AROUND THERE'S A NEW NAME OR TECHNOLOGY.

MORE SO THAN OTHER BEAUTY TREATMENTS AND PROCEDURES, THE LASER WORLD IS EXTREMELY TREND DRIVEN. "Today the pendulum is swinging toward devices that involve shorter recovery times," says Washington, D.C., dermatologist Tina Alster, MD. In contrast to the ablative lasers of yesteryear that offered more dramatic improvement with significant downtime, today's patients are willing to sacrifice some results for more reliability and less recovery. Montclair, NJ, plastic surgeon Barry DiBernardo, MD, agrees: "A majority of the new technologies require little or no downtime, while being able to treat more signs of aging and damage than ever before."

### SKIN REJUVENATION

#### INTENSE PULSED LIGHT (IPL)

IPL employs a broad spectrum of light, as opposed to a single wavelength emitted by lasers. IPL has little downtime and is effective for redness, rosacea and excess melanin (pigment) caused by sun damage.

### SKIN TIGHTENING

#### INFRARED

This invisible wavelength of light penetrates deep into the skin for a heating effect that

## energies EXPLAINED

Often used incorrectly, the term "laser" is actually an acronym for Light Amplification by the Stimulated Emission of Radiation. But today's energy-based offerings go beyond light-based technology. Here's a list of those most commonly used by dermatologists and plastic surgeons.