

Boomers wearing posttreatment cold-pack masks are going to be as commonplace as sunglasses on poker players

5 LASERS

Aesthetic lasers resurface the skin and rejuvenate it. The process can help erase scars, wrinkles and age spots, as well as improve skin tone and tightness. Lasers also can remove facial and body hair.

HOW DO THEY WORK?

Beams of light are precisely directed at the skin, gently resurfacing its top layers and allowing fresher skin to emerge as skin heals.

Fraxel creates microscopic thermal wounds on the face and is also effective on hands, the neck and chest.

PROS/CONS Be wary of older, carbon dioxide-based systems. They can leave the skin raw for up to two weeks. With newer systems, recovery is shorter, and patients experience

Before: old-looking and spotted hands ...



After four treatments with Fraxel: no more spots



only a sunburn-like effect. Two to four treatments are recommended, but the nonpermanent results are long lasting. Doctors typically use multiple kinds of lasers on the same patient. "I treat the whole face as a canvas," says Washington dermatologist Tina Alster.

COST \$1,200, on average, per treatment

Buying Your New Face

THERE'S A HUGE CORPORATE BATTLE TO SELL YOU ONE. NEW TECHNOLOGIES AND PRODUCTS ARE MEETING BABY BOOMERS' INELASTIC DEMAND TO SMOOTH THEIR WRINKLES