

SPECIAL ADVERTISING SECTION



COSMETIC PROCEDURES GUIDE

With the growing emphasis placed on youth and beauty in our society today, it's no surprise that we continue to search for a way to turn back the hands of time. Since there's no magic potion or pill we can take to reduce the effects of time and gravity, many of us consider achieving a youthful appearance by undergoing a cosmetic procedure or surgery.



According to the American Society of Plastic Surgeons, there were nearly 16 million surgical and minimally invasive cosmetic procedures performed in the United States last year. While breast augmentation tops the surgical list and Botox injections lead the nonsurgical options, Americans are choosing a much wider variety of cosmetic treatments than ever before due to the increase in new procedures and advances in technology.

For many on the road to a younger, more vital appearance, the first stop is a minimally invasive procedure, such as getting an injection or filler to eliminate lines and wrinkles on the face.

Louis Silberman, owner of the National Laser Institute Medical Spa, says one of the center's newest and best-selling treatments is Voluma, the first FDA approved dermal filler to give the midface a more youthful and radiant appearance. Once injected into the face, the aesthetician can mold and contour the Voluma for customized results. "It works amazingly well and lasts up to two years. Most fillers only last six months," Silberman says.

Another popular treatment at the National Laser Institute Medical Spa is eMatrix, a procedure that uses radiofrequency pulses of electrical energy to target areas on the face, signaling collagen to regenerate. The result is improved skin texture, toning and tightening.

"People seek minimally invasive procedures because they don't want to undergo surgery," Silberman says. "These technologies and injections have gotten so advanced, there's no down time, the cost is nominal and there's no surgery."

Sumer Daiza, a double board-certified plastic surgeon and founder of Plastic Surgery Center of Scottsdale, says it's important to evaluate what a patient hopes to achieve through treatment before embarking on a course of action. Sometimes a patient can attain the desired result through cosmetic injections, including Restylane, Juvederm, Voluma, Botox and Flash Dysport, which Daiza administers herself.

One of Daiza's most popular surgical requests is for the "mommy makeover," which is a combination of procedures women seek post-pregnancy. The makeover often includes a tummy tuck, breast lift or augmentation with saline or silicone implants and in some cases, fat removal through liposuction.

"A lot of the changes that occur with pregnancies - weight gain and loss, general aging and gravity - are not reversible with just exercise and diet," Daiza says. "Women are truly frustrated. They're doing everything right, but are unable to change the parts of the body that have been affected by pregnancy and surgery is the only way they can do it."

As people stay in the workforce longer, many are competing with younger colleagues in the workplace. Patients tell Daiza that in order to keep up with their 30-year-old co-workers, they need to look as good as they feel, so they seek cosmetic procedures and surgeries. "It's popular and accepted now and people don't hide it," Daiza says.

Another way to accomplish more youthful skin is through cosmetic facial rejuvenation and microneedling procedures, says Constance Wulkan, a board-certified cosmetic and facial rejuvenation acupuncture practitioner and founder of EAST Integrative Medicine.

During the procedure, Wulkan inserts thin and shallow disposable needles at specific points on the face and body to improve circulation and invigorate the facial area. Benefits include eliminating fine lines and softening deep lines in the face, tightened pores, younger looking skin and improved muscle tone.

"Based on the principles of traditional Chinese medicine, which has been around for more than 4,000 years, facial rejuvenation acupuncture can help reduce the signs of aging," Wulkan said.

For the deeper "marionette" lines that surround the nose and mouth, Wulkan suggests cosmetic facial acupuncture that involves the placement of needles in the scalp, following the musculature lines. "This helps tone the muscles," Wulkan said.

Microneedling therapy, also known as collagen induction therapy, is another nonsurgical treatment that revitalizes aging skin. After applying a numbing cream to the face, Wulkan uses a pen-like device with 12 very fine needles to puncture the top layer of the dermis, setting off a trauma or healing response. This causes the body to send increased blood flow to the area, which produces more collagen and elastin. "It's a very good modality that treats age spots as well as stretch marks, pore size and sagging skin."

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MEDICAL SPA

I just turned 50 and hardly recognize the person looking back at me in the mirror. I want to reclaim my beauty so I can look and feel great again. How do I choose the right med spa?

We know how you feel. Many women remember when beauty greeted them in the mirror like a friend, but they feel like they have lost their beauty somewhere along the way. But here's the good news. Beauty is never gone forever. You can find it again! We invite you to experience your beauty awakening at the National Laser Institute Med Spa with the experts who teach plastic surgeons, physicians, nurses, and laser techs from around the world the Gold Standard in medical aesthetics.

The National Laser Institute has been the premier anti-aging academy in North America for more than a decade. Since 2004, we have trained attendees from around the planet in revolutionary medical aesthetic technologies including laser, IPL, and cosmetic injectable treatments. At the National Laser Institute Med Spa, you can get your treatments from the experts that train doctors, nurses, and laser techs who fly in from across the globe including Dubai, Beverly Hills, Paris, New York and London.

"At the National Laser Institute Med Spa, we do so much more than provide laser treatments and injectables," says Louis Silberman, CEO, National Laser Institute Med Spa. "What we do is create a life-changing experience. Medical aesthetics is simply the vehicle we use."

We've got the insider secret on how you can rediscover your beauty for less and achieve a lasting return on your investment. We invite you to experience our customized luxury treatments without paying luxury prices. You can visit our training institute for deeply discounted rates on treatments, or receive private treatments in our med spa by the experts that teach doctors, nurses, and laser techs how to perform laser and injectable treatments.

While medical aesthetics is our passion, client care is our reason for being. We are dedicated to helping you rediscover the younger, healthier and more beautiful you – from the inside out.



LOUIS SILBERMAN, CEO

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