

Who's Who

IN HAMPTON ROADS MEDICINE

# THE LOW COST, LESS PAINFUL WAY TO LOOK YOUNGER

Maybe it's an upcoming high school or college reunion, a child's wedding, interviews for a new job or a milestone birthday that suggests it's time for a more youthful look.

Many people want to look younger but are wary of a plastic surgeon's knife.

This is when a call to a dermatologist may be in order. Instead of surgery, these skin gurus can give simple injections to help erase years (with results lasting six to nine months), says dermatologist Leslie Coker, M.D., of Associates in Dermatology Inc. in Hampton.

Two products now being used safely and with much success are Restylane and Botox.

"We get people from their mid -30s to their 60s and 70s," Coker says. "They may not want an invasive procedure such as a facelift or may worry that their coworkers or neighbors will stop and stare because they've obviously had something done—they want it to be a subtle change. They have a few

things they want to address and if they can correct those they're happy."

Here's how they work.

Restylane has been used worldwide for many years and has recently become available in the United States after meeting the FDA's stringent criteria for safety and efficacy. It fills in the so-called "marionette lines" running from the mouth to the chin, as well as the lines from the corner of the nose to the corner of the mouth, and is very popular for creating fuller lips.

"It is a clear, gelatin substance composed of hyaluronic acid - a natural ingredient of the skin" she says. "You don't need a pre-test to see if you're allergic to it. It's safe, and typically lasts longer than collagen.

Dermatologists perform this painless procedure right in the office. The doctor first numbs the area with a local anesthetic. Restylane is then painlessly injected beneath the wrinkle or other area to create fullness.

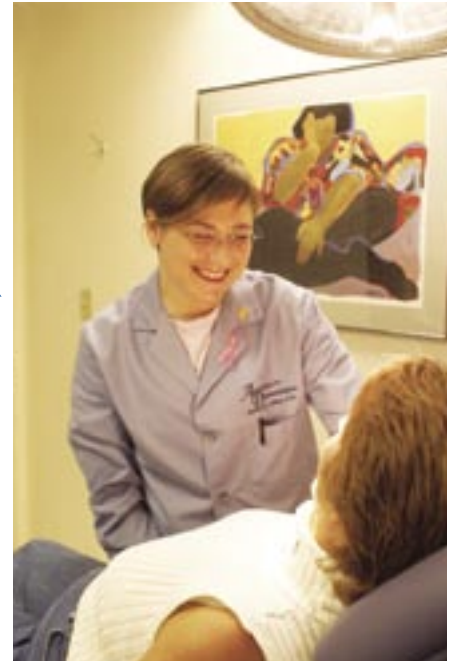
Restylane is packaged in prefilled syringes to avoid risks of contamination. Swelling is the most common side effect and typically resolves in several days.

The results last about 7 to 10 months and patients can get a touch-up at that point with a smaller, less expensive syringe to prolong the effect.

Cost of treatment begins at \$300.

For serious frown or grimace lines—like those between your eyebrows—Botox can help create a look that says: "no worries."

Botox, created from botulinum toxin, has been used for more than 20 years for cosmetic procedures and over 50 years in the treatment of various medical disorders. Cosmetic grade



botulinum toxin (Botox) is very safe and the amount used for the face does not result in toxicity!

Botox is used to paralyze certain muscles of facial expression. When specific muscles have been repeatedly contracted—as in frowning or scowling—the skin underneath the muscle tends to wrinkle. Over time, these can become deep furrows. When the muscle is paralyzed, however, the process is halted.

"For example, when those muscles above the eyebrows contract, the overlying skin wrinkles like an accordion," says Coker. "When you paralyze the muscles, it stops the accordion effect. People who unconsciously furrow their brows may not want to appear "disgusted." Botox can help them appear more pleasant and approachable!"

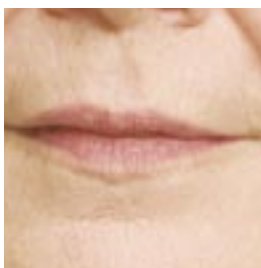
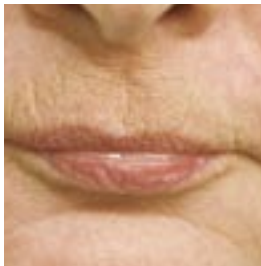
Some people worry about Botox giving them a plastic looking face, she says, but it would take a lot of Botox in addition to other procedures before a patient looked unnatural.

"It reduces or alleviates the expressions people don't like such as the 'frustrated look' or 'tired eyes.'" Coker says. "One nice benefit is a lift of the lateral eyebrow, which makes you look more wide-eyed and bushy tailed. Botox's effect slowly settles in over the first week and may last six to nine months."

Many people who have had Restylane or Botox are told they look like they've had a vacation or look more relaxed.

"These are minor procedures." Coker says. "They don't have to make a major change, take time off work or pay a lot of money. My patients enjoy the results and see it as a treat for themselves."

BEFORE INJECTION OF  
RESTYLANE INTO LIPS



IMMEDIATELY AFTER  
INJECTION



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