

Make The Most Of Non-Surgical Cosmetic Treatments

(NAPSA)—In the quest for healthy, beautiful skin, appointments for laser skin resurfacing treatments, chemical peels and microdermabrasion have become increasingly more popular.

According to the American Society for Aesthetic Plastic Surgery, Americans spent more than \$4.7 billion on non-surgical treatments last year. Advances in technology and doctor technique have made these treatments accessible and affordable options to reduce the appearance of wrinkles, sun spots, age spots, acne scars and visible blood vessels.

Intense Pulsed Light (IPL) or fractionated laser treatments, chemical peels such as 30 percent Trichloroacetic Acid (TCA) peels and microdermabrasion all work in similar ways: layers of the skin are removed and as healing progresses, new, healthier-looking skin emerges. But, as anyone who has undergone one of these procedures can tell you, don't schedule a date too soon after leaving the physician's office.

"After a skin resurfacing treatment, your face may look more crimson than porcelain," says dermatologist Vic Narurkar, MD, FAAD. "Immediately after a procedure, skin may experience redness and irritation, inflammation, tightness and hyperpigmentation. In addition, the skin can be vulnerable to environmental elements for several weeks to months after treatment."

To make the most of your investment in a non-surgical treatment, begin proper skin care before entering the physician's office. Prior to your appointment, gently exfoliate to jumpstart skin turnover and encourage natural collagen production with skin-friendly forms of Vitamin A. Also, daily cleansing will help keep the



Many skin care physicians recommend pre- and post-care products to complement non-surgical cosmetic treatments.

skin clean, fresh and balanced.

Immediately following a treatment, at-home care is critical to getting the best results. Choose products that will help support the healing process by managing excess redness and irritation that follow a treatment as well as help maintain the benefits. When the skin is highly-sensitized, use a gentle, non-irritating cleanser and choose a sunscreen with UVA and UVB protection as the skin will be especially vulnerable to the sun's rays.

"Patients can benefit from combining non-surgical cosmetic procedures with a topical skin care regimen that helps maintain healthy looking skin," said Dr. Narurkar. "After an in-office cosmetic procedure, it is important that the patient's skin be properly prepared and supported as it heals."

With non-surgical cosmetic treatments increasing 754 percent since 1997, companies are designing specific products to meet the unique needs of skin at this time and improve its receptivity to these treatments.

For example, Clinique Medical was named a 2008 "Best of Beauty Breakthrough" by Allure maga-

zine. The skin care line, available exclusively through skin care physicians' offices nationwide, supports the skin before and after treatments with carefully selected ingredients containing patent-pending components such as Probiotic Technology to help prepare, strengthen and improve the skin before and after a treatment.

The five product regimen kit includes a Probiotic Cleanser, Skin Conditioning Treatment, Recovery Week Complex, Optimizing Treatment Cream and Daily SPF 38, and the products are also sold individually. In addition, the Clinique Medical line includes a Dry Spot Balm, an ultra hydrating lip and facial spot balm designed to alleviate severe dryness and the associated discomfort related to some prescription medications.

Backed By Science

Two separate, double-blind controlled studies demonstrated the effectiveness of Clinique Medical in minimizing the undesired effects of non-surgical cosmetic treatments.

In both studies, 12 weeks after two treatments with IPL laser or 30 percent TCA peels, Clinique Medical was shown to significantly reduce post-procedure unintended effects and significantly improved many of the hallmark signs of aging, including the appearance of lines and wrinkles, age spots, skin radiance, skin firmness and skin tone.

The line also significantly helped reduce excess visible redness and irritation commonly associated with the skin resurfacing treatments.

All Clinique Medical products are Allergy Tested, 100% Fragrance Free and contain no preservatives. To learn more or to locate a skin care physician's office, visit www.cliniquemedical.com.