

# NEWEST BEAUTY

REDEFINING THE  
BEAUTY INDUSTRY  
THROUGH ADVANCED  
NON-INVASIVE AND  
MINIMALLY-INVASIVE  
PROCEDURES.

By Tess Raines



These days there are all sorts of non-invasive or minimally-invasive alternatives to traditional cosmetic surgery. Doctors and estheticians have developed advanced methods for using technology (some old and some new) to handle common beauty procedures, from eyebrow shaping and body sculpting to a gentle face lift. What might have required sedation, an operation and several days of recovery in the past can now be handled in a couple hours or less, with little-to-no invasion of the skin required.

So whether you're planning to spruce up for a special occasion or interested in generally improving your appearance, you'll be happy to know there are plenty of easy, safe and effective ways to feel more beautiful—and many of them can be done in no time flat.

### NON-INVASIVE BEAUTY PROCEDURES

#### THREADING

Threading is an early form of hair removal believed to have originated anywhere from 5,000 to 6,000 years ago. More recently, it's been praised for its quick approach to eyebrow shaping. Saadia Persad, a licensed esthetician and owner of Blush Aesthetics Studio in Naples, has been threading clients in the area since 2010. She attests to the clean, simple method and finds that it works as a great alternative to waxing or tweezing.

So, what is threading? In Persad's words, a cotton thread is used "as a manipulated tool in the hand in order to shape the eyebrow or to remove

any hair on the face that is unwanted." The thread is twisted into a sort of lasso and laid against the skin. The esthetician pulls the thread, which "will twist along the hair line or individual hair and pull it from the root," Persad explains. "The beauty of threading, unlike waxing: once (the thread) is on there, it's stuck on the skin; it's stuck on something," she says. "With tweezers, if you're not pulling in the right direction, it'll break a hair. Threading forces you to do it the right way."

Threading can be used to remove eyebrow hairs, fuzzy facial hair, sideburns, hair on the chin, lip and along the neck. Depending on the coarseness of the hair, an initial threading session takes around 15 minutes. Touch-up maintenance is usually every two to three weeks up to a month, depending on personal hair growth.

#### EMSCULPTING

Electric stimulation and magnetic fields might sound like something out of science fiction. But these days, this technology is used to build muscle in those looking to amp up their fitness.

"Emsculpting is a muscle-building and fat-reduction, non-invasive (procedure)," says Beverly Harvey, esthetician and owner of Mes Amies Medi-

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— Dr. Paul Gardner, Gardner Plastic Surgery

cal Spain Fort Myers. "The average result is a 16 percent increase in muscles and a 19 percent reduction in fat. There's nothing else on the market that does this."

During a 30-minute emsculpting session, high-intensity focused electromagnetic technology "penetrates seven centimeters below the skin and polarizes all the motor nerves, which causes the stimulation of the muscles in the treated area," Harvey explains. This stimulation induces involuntary muscle contractions at a higher intensity, the equivalent of about 20,000 lunges per session. Emsculpting treatments can target the abdomen, butt, arms, calves and thighs, working to strengthen and tone each area for a firmer,



more sculpted body.

The sessions won't leave you sore or in pain, and your muscle memory will become used to the treatment over time.

"Protocol is four treatments in two weeks and results from those ... treatments (appear) in three months," says Harvey. "In order to maintain results, you would get one treatment every four months. Every additional treatment would give you an incremental improvement."

Maintenance doesn't just include returning for treatments; the staff at Mes Amies encourage working out either before or after the treatment and maintaining with a healthy lifestyle.

#### **COOLSCULPTING**

Those seeking a quick and powerful way to lose weight might want to consider CoolSculpting. Dr. Eric Salata, the medical director of Pura Vida Medical Spa in Naples, describes CoolSculpting as "an FDA-cleared non-invasive treatment that permanently removes subcutaneous fat by freezing it away."

Many areas of the body can be treated, such as underneath the chin, jaw, arms, chest, abdomen and different parts of the back, legs, thighs and butt.

At the initial free consultation, specialists will discuss the CoolSculpting process and come up with a



specific treatment plan for clients. During the treatment, a gel pad is placed on the area the client wishes to target. The CoolSculpting applicator is then applied, which gently tugs at the skin in the desired area at a temperature of -11 degrees Celsius.

Although a simultaneous cooling and tightening is experienced during the first few minutes, the gel pad prevents frostbite and helps the client to not feel uncomfortably cold. Typ-

ically, clients relax during the 35-minute procedure by watching TV, reading a book or even sleeping, says Salata.

A two-minute massage follows the treatment, which helps “break up the fat cells and reform tissue more quickly,” Salata explains.

“One session gives you permanent fat loss between 20 and 25 percent,” says Salata. Clients can expect to see results in two to three months and can return for

additional treatments if desired.

#### MIRADRY

There is a permanent solution for embarrassing underarm sweat and odor—and the procedure only takes an hour.

Dr. Kiran Gill, the founder of Aesthetics in Plastic Surgery in Naples, offers miraDry, which she recommends as a permanent solution for anyone who suffers with excessive sweating.

“miraDry is a non-invasive, in-office treatment that is FDA-approved to reduce underarm sweat,” Gill says. “This technology is extremely effective. Clinical studies have shown an 82 percent reduction (in sweat).”

During the one-hour treatment window, Gill injects a numbing medication into the area that is going to be treated. A handpiece is then activated and applied to the area, gently suctioning the skin. As the skin is absorbed into the handpiece, thermal energy is emitted, destroying the sweat glands that lie under the deeper layers of the armpit. Since these glands only make up about two percent of our body’s total sweat glands, their absence has no effect on overall sweat production, Gill says.

Gill recommends icing the area after treatment and not wearing deodorant for 24 hours. “You can have a little swelling and numbness, but those side effects are limited.”

#### MINIMALLY- INVASIVE BEAUTY PROCEDURES

##### MICROBLADING

Irina Cheva, a licensed permanent makeup artist, esthetician and CEO of BeautyDermaPro, calls microblading an “innovative approach to skincare.” Rather than eyebrow tattooing, which deposits

regular tattoo ink into the deeper layers of the skin and can fade to blue or grey over time, microblading implements a semi-permanent pigment that fades gradually and doesn't scar.

During a session, Cheva first trims the eyebrow hairs and removes any other hairs with tweezers or wax. After filling in the brows with a colored brow pencil, she'll then measure the brows to adjust their shape and ensure that the best features are enhanced. This helps "to bring out the eyes," Cheva explains. "Design is the most important part of the process, because trends change so much."

After a cream anesthetic is applied, a pencil tool is dipped into the pre-selected pigment and used to create short, small incisions in the skin. This process "opens skin to implement the pigment," Cheva explains, "imitating hair by creat-

ing hair-like strokes." This is continued until the desired look is achieved.

Cheva emphasizes the importance of keeping eyebrows free of irritants following the procedure: they must be kept dry for two days and the client should avoid housecleaning—anything that can move small dust particles around the face—and the ocean for two weeks. A refresher is recommended every 12 months.

For Maya Ismailova, a repeat client of Cheva's, microblading has helped her save time in getting ready and has made her "feel beautiful." She adds, "The market is big. (It gives you) more confidence."

#### DIAMOND LIFT

Dr. Ralph Garramone, one of Fort Myers' leading plastic surgeons, developed the

minimally invasive procedure he calls Diamond Lift. This procedure is intended to restore a full, youthful appearance to the face for the client who has "relatively early signs of aging and is not ready to have a surgical procedure, or the aging signs are not significant enough to warrant a surgical procedure," Garramone explains in a video on his website.

During the initial consultation, Garramone will discuss what issues the client has with his or her appearance and the client's goals following the procedure. "We examine them with regard not only to the surface appearance of the skin but the underlying structure of the face," he explains.

The procedure, which takes about two hours, is performed with either a local or no anesthesia at all. Clients receive either a peel or a CO2 laser treatment to



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## NEWEST FACE OF BEAUTY

the face, depending on their skin needs. Both help to shed dead skin, as well as tissue with sun damage or irregular pigmentation. The laser treatment is given three times, each a month apart, says Garramone. This helps achieve the same results without a more-involved, one-time treatment.

Depending on the client, this treatment can be followed up with an injectable. “We would assess the surface of the skin and give a recommendation for what injectables (are needed)—whether the patient needs Botox or not, or a more superficial injectable to treat lines and wrinkles, or a deeper injectable to treat volume loss,” says Garramone.

When both treatments are used together, the face is immediately plumper, and a client can expect a fuller,

more youthful appearance for about nine months to a year. The recovery period is two to four days, and Garramone will recommend products for the client to use both before and after the procedure to prepare skin for treatment and hasten the recovery process.

### MINI-FACE-LIFT

Dr. Paul Gardner of Gardner Plastic Surgery in Naples says that the mini-face-lift is one of his favorite procedures because it’s simple and recovery is quick.

“The mini-face-lift is offered to patients who don’t have such severe laxity in their skin that a full face-lift would be needed,” he says. “A lot of patients are looking for improvement with minimal downtime and minimal surgery and swelling.”

During the two-hour procedure, the patient is given oral sedation and the areas behind and in front of the ears are numbed. Gardner then makes an inconspicuous incision in these spots and tightens the muscle under the skin. After lifting the skin, the excess is removed and the area is sutured. The combination of muscle and skin-tightening removes slack from the jaw line and part of the neck, making the face look naturally firmer.

Recovery is anywhere from two days to a week, and the results will last a few years. Gardner says some folks never need to return for a second treatment. “There’s minimal recovery, minimal anesthetic required and it’s significantly less expensive than a full face-lift,” he says.



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