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Syneron's e² Expands Sublative Rejuvenation Capabilities

Sublative Rejuvenation™, a novel treatment modality for skin rejuvenation, available through the recently released eMatrix radiofrequency (RF) device from Syneron, Inc. (Irvine, Calif.), now reaches both the epidermal and dermal layers of skin via a new Sublative RF Epidermal treatment tip. Results with eMatrix have been favorably compared to those of ablative fractional resurfacing lasers but with reduced risk and downtime, improvement in laxity, as well as the ability to treat all skin types safely and effectively.

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Brian Boxer Wachler, M.D.

"Eyes are the first thing that people see in social interactions. Having bright white eyes is something everyone desires."

Until more recently, remedies for chronic red or discolored eyes were in short supply. Besides eye drops or trying natural remedies, sufferers didn't really have any other treatment options available. Furthermore, research has determined that long-term use of eye drops might actually increase redness over time. However, a new cosmetic eye whitening procedure, which surgically removes the outer membrane (conjunctiva) that covers the white part of the eye and contains blood vessels, has emerged.

"People's self-esteem and confidence are affected when they have red eyes since other people may think they are taking illegal drugs or partying all night," said Brian Boxer Wachler, M.D., an ophthalmologist in Beverly Hills, Calif. "So for many this procedure is more than cosmetic. In fact, it can be life changing."

Dr. Boxer Wachler spent 15 years developing a technique he calls i-Brite. This roughly 20 minute procedure is painless (numbing drops are used) and results in permanent changes. The conjunctiva is removed, "then, over the next two weeks, a clear membrane naturally grows back in its place," he explained. "However, technically, the procedure requires a great deal of expertise to delicately separate the conjunctiva."

"Once we remove the tissue it doesn't return with blood vessels," Dr. Boxer Wachler noted. Patients can return to work the next day. "The eyes will become redder during the first week or two, but at



Expert Opinions

two weeks post-op, some patients already look dramatically better.”

In most cases, blood vessels and discoloration of the eyes are caused from decades of sun exposure. “After the procedure, patients are fairly in tune with the need to wear eye protection when outside. If people take good care of their eyes, the effect may last 20 to 30 years,” Dr. Boxer Wachler noted.

