

PARTY PLANNER

Family physicians' practice to include cosmetic treatments

By **BARBARA SILVERSTEIN**
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So you got the good news. You thought it would never happen, but your son's finally getting married. You had actually given up on having grandchildren in this lifetime.

But the daughter-in-law-to-be is ready to start a family and you're thrilled.

The couple wants a traditional wedding with all the bells and whistles. So you start preparing for the big day. You join Weight Watchers. You go back to the gym. You're gung-ho about looking your best on the big day until you meet the in-laws...

Oh, they're perfectly nice people... but the mother looks young enough to be your daughter.

Suddenly, you're no longer thinking about hiring a trainer; you're looking for a plastic surgeon. You're ready to go under the knife to shave a few years off your face so you don't get mistaken for the bride's grandmother.

Fortunately, in this day and age, one does not need to resort to such drastic anti-aging measures to turn back the clock. According to doctors Rochelle Schwartz and Sharla Lichtman, advances in medical technology offer excellent, non-surgical options for cosmetic enhancement.

These physicians run Genesis Wellness Laser and Aesthetic Group (905-738-6507), a medical spa in the Steeles Avenue and Dufferin Street area (1600 Steeles Ave. W. # 420), specializing in skin and facial rejuvenation through laser therapy, Botox treatment and the strategic use of dermal fillers.

Schwartz and Lichtman are family physicians who emphasize wellness and preventive medicine. They say they expanded their practice to include cosmetic treatments because esthetic enhancement was a natural progression for their holistic philosophy. "We focus mainly on helping our patients feel good physically and emotionally," says Lichtman. "We decided to take it to the next level and help them feel beautiful inside and out."

"We oversee each patient," Schwartz says. "We feel it's important to review each patient's medical history to make sure there's no contraindications to using any of our treatments."

"We also make sure that each plan is individualized according to the age, skin type and degree of sun damage. We customize each treatment."

She stresses that laser therapy must be administered properly to avoid burning, scarring and infection.

Lichtman says they researched carefully to find the highest quality and safest technology.

She describes the laser they use as "cutting edge." It delivers longer wave lengths than many other lasers, she explains. "That enables us to use it on darker and tanned skin for permanent hair reduction."

She says the laser can be utilized for a variety of non-invasive skin rejuvenation treatments to reduce skin redness or pigmentation, spider veins, sun spots and other sun damage. "Traditional vein reduction uses needles, but laser treatment is less invasive because there are no needles."

For the mother-of-the-bride and mother-of-the-groom, she recommends the laser LimeLight facial, which improves skin tone and surface imperfections associated with aging and sun damage.

"Many mothers-of-the-brides, or grooms for that matter, grew up in the era of sun worship, when everyone used reflectors and baby oil. Well, all that sun exposure takes its toll."

She advises mothers getting ready for the big day to give themselves three to six months to get their skin in top shape before the wedding.

Schwartz notes that laser skin treatment can also target deeper layers of the skin, stimulating collagen production to treat fine lines and wrinkles, and to reduce pore size. She says the laser therapy that reaches the deepest layer can even tighten up and improve the elasticity of the skin. "It's great for a loose and sagging skin and for lifting the brow line."

She says permanent hair reduction with the laser is the ideal way of getting rid of unwanted facial hair that tends to appear with the hormonal changes brought on by menopause. However, this treatment also benefits younger women and may be something the bride might consider doing. Since multiple visits are necessary, she recommends that people give themselves four to six months to complete the treatment.

Other anti-aging services to consider are Botox injections and derma fillers, says Lichtman. "Fillers give you instant results."

However, she advises people to do them two or three weeks before a simchah or other special event because "there can be some residual bruising or swelling."

The material used for the fillers is hyaluronic acid, a natural substance that is biodegradable and safe, she notes. "The product – it's injected into the cheeks – is used to give volume to the contours of the face and elasticity to the skin."

"The best part is that it looks natural."

The fillers are also used by younger women for lip augmentation or sculpting. "Many clients want fuller lips or a redefinition of the lip lines."

Lichtman says the fillers – the most common ones used are Restylane, Perlane and Juvaderm – last between six to 12 months and can be repeated.



Dr. Rochelle Schwartz (left) and Dr. Sharla Lichtman check out their new brochure.
[Barbara Silverstein photo]

Schwartz says that fathers of the bride are also interested in these treatments. "I did a close relative who's in his 50s and he looks 10 years younger. Everybody is interested in turning back the clock."

She says Botox, an injected protein, relaxes the muscles; cosmetically it is used to smooth out the horizontal lines in the forehead and to reduce crow's feet around the eyes; deep lower smile lines; and dimples on the chin. "We pride ourselves on our Botox treatments. "Rather than use one needle for three sites and estimate the amount needed at each, we use multiple needles with the exact amount of Botox pre-measured for each injection site."

"It's more precise and accurate. We believe that's unique about our office."

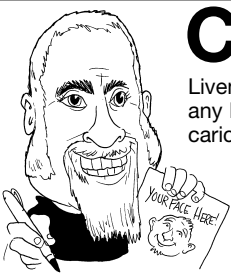
Lichtman says these cosmetic procedures can never replace healthy living, but they can boost self-esteem.

She's open about her own use of the treatments, which include a combination of laser therapy, Botox and derma fillers. "I'm very pleased with the results."

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