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## **Minimally-Invasive Aesthetic Procedures Much More Widely Accepted, Says Local Expert**

### **Growing Popularity with Men & Women**

Frederick, MD... Along with updating their wardrobes this spring, many women – and some men – will also be freshening up their skin.

“Medical aesthetics, which includes minimally-invasive procedures such as Botox,<sup>®</sup> VibraDerm,<sup>™</sup> and injectables such as Juvederm<sup>™</sup> and Radiesse<sup>®</sup>, has grown dramatically in recent years,” according to Jeanne O’Connell, M.D., and founder of the Sylvana Institute for Medical Aesthetics.

Two factors have contributed to this dramatic increase, notes Dr. O’Connell, a regional leader in medical aesthetics. First, innovations in aesthetic medicine have increased exponentially, with new, more effective procedures being introduced every year. “Second, medical aesthetics are much more accepted than in the past – especially among younger adults,” explains Dr. O’Connell.

In 2006, 10,990,287 minimally-invasive cosmetic procedures were performed in the U.S., according to the American Society of Plastic Surgeons. That’s a whopping 48% increase from 2000, and a seven percent increase over 2005. And 45 percent of the minimally-invasive procedures were performed on patients 40 – 54, versus 26 percent done on patients aged 55 and older.

Women still far outpace men, with 8.3 million minimally-invasive procedures compared to 851,000 for men. “But acceptance is growing among men -- some men who come in for skin treatments are blue collar guys who don’t look like they’d be concerned about their skin – but they really do want to make improvements,” notes Dr. O’Connell.

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“The confidence that both men and women gain through minimally invasive aesthetic procedures is phenomenal!” says Dr. O’Connell. “When people feel better about themselves, it spills over into other areas of their lives and gives them an edge in their career and social lives,” she explains.

### **“Botox Continues As Number One**

Botox continues to be the most sought-after treatment, with chemical peels second. However, with advances in laser skin treatments such as the new Fraxel® and Pearl,® we’re seeing a decrease in requests for chemical peels, which require a longer recovery time,” says Dr. O’Connell. Fraxel and Pearl are safe, non-invasive laser treatments that trigger new collagen and skin cells, smooth wrinkles, erase brown spots and restore the skin’s youthful look. “They’re ideal for people looking for a fresh look for spring!” she added.

Microdermabrasion was the third most popular procedure – but since 2006 it’s been largely replaced by Vibraderm, which uses a high vibration paddle to gently exfoliate the skin and stimulate the production of new collagen in the deepest layers of the skin.

And in the past few months, yet another innovation in skin rejuvenation has been introduced. “DermaSweep® gently lifts the skin surface to ‘sweep away’ the dead skin layer, which results in a deeper exfoliation and polish of the skin,” explains Dr. O’Connell.

### **New Long –Lasting Fillers Restore Youthful Contours**

Hyaluronic acid injectable fillers, such as Restylane® have also been popular minimally-invasive procedures. However, “I expect that the long-lasting fillers such as Radiesse® and Juvederm™, which were introduced early in 2007, will quickly become equally popular, says Dr. O’Connell. “These new-generation fillers can be used to give patients natural, full cheeks and recapture the contours of youth and are infinitely less uncomfortable during delivery,” she explains.

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Laser hair removal is the fourth most popular procedure. “With some of the new therapies, such as that offered by Sylvana, laser hair removal can leave the skin feeling smoother and softer for both women and men,” notes Dr. O’Connell.

Dr. O’Connell and her staff are leaders in offering the latest, most innovative procedures to enhance the skin, facial contours and body contours. Sylvana offers a full range of services for women, men and acne sufferers, including Botox,<sup>®</sup> Titan<sup>™</sup> Laser and Chemical Peels. Sylvana recently expanded their medical practice, and is located at 182 Thomas Johnson Dr., Suite 100, Frederick, MD. Call 301-668-0002 for a free initial consultation, email [mcomer@sylvanainstitute.com](mailto:mcomer@sylvanainstitute.com) or visit [www.sylvanainstitute.com](http://www.sylvanainstitute.com).

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