

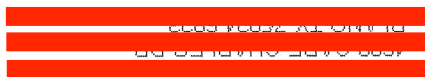
SPRING FASHION

Dreaming in
Teal color
by GARCIA

MARKHAM'S
Must Haves

The Rite
of Spring
by SARAKERENS

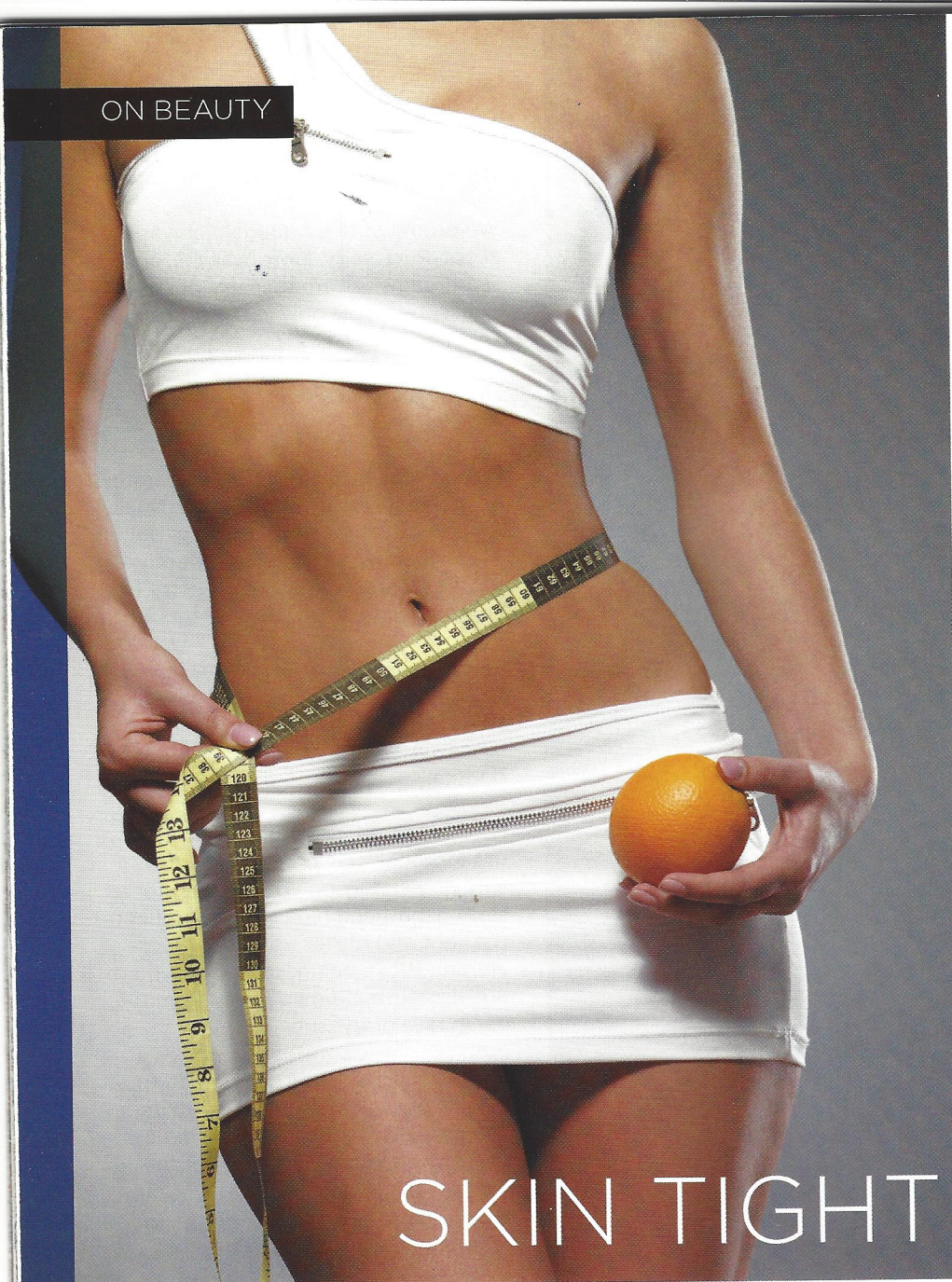
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SKIN TIGHT

Swimsuit Season is Here! So get Ready, Set... Firm

With Summer Right around the Corner, Muffin Tops, Orange Peel Thighs and Kninkles... that's Knees With Wrinkles.... become a Big Concern to Many! So if the long, hot days and baring your body again has you feeling a bit anxious, fear not. There are ways to prevent and dispose of those annoying flaws, and you have plenty of time to get yourself there! Dr. Wright has your answers with the latest treatments that are about to sweep the nation and your problems away!

Worldwide men and women are becoming aware of their body image. Body contouring, skin tightening and fat reduction treatments have become very popular and as demand for these non-surgical treatments increases, so too do the options available for treatments rise. It can become very daunting for someone to decide on what machine to use, and so at Skin MD and Beyond, this is the season where the quest for answers begins. Many of my patients come to our clinic with the same questions. Can you really get rid of those lumps and bumps? Do you have a treatment that has no downtime?... And can one machine do it all.

The Fat Attack

We all have different types of fat in our bodies. Some fat wraps around organs, some around muscles, some will hang over our swimsuit, while another type lies just beneath your skin. While diet and exercise are needed to remove the first two types, there are effective no-downtime clinic procedures for the overhanging muffin top and dimpling sheets of cellulite.

Coolsculpting is one treatment that is helpful to remove the muffin top by freezing fat cells and causing them to break down over time. It is used for belly rolls and love handles and you are likely to see results after 2-6 months, so with required multiple treatments the final results can take a long time. Side effects include abdominal pain, numbness and bruising.

LipoSonix is another device which treats smaller targeted areas of fat using high-intensity ultrasound energy to break down the fat cells. Results appear gradually over 2-3 months. The treatment can be quite painful and physicians may prescribe painkillers which are taken one hour before treatment.

Vanquish is a new machine on the market which is a series of radio frequency treatments to selectively heat and melt fat from the stomach and love handles. The device has not yet been FDA approved for fat reduction, and the device does not work on cellulite. In fact, all three of the above mentioned procedures

do not tighten the skin or solve the problem of cellulite which will require the cost and time of additional procedures.

The All-in-One Treatment for Inches, Cellulite and Skin Tightening

If you are looking for the one device that can lose inches, tighten and tone your hips, abs and arms, and also smooth out cellulite, -then the **VelaShape III** is your new best friend! With over 35 million treatments worldwide the new VelaShape III is FDA approved to both reduce cellulite and reduce inches!

In 2004, I pioneered the introduction of the original VelaShape technology in the Dallas metroplex, and still the VelaShape technology remains the only device on the



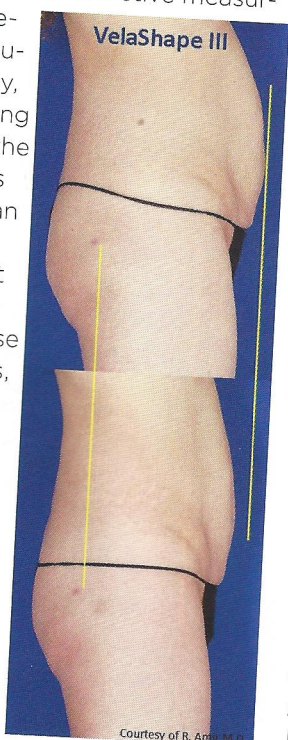
Dr. Wright performing VelaShape III Knee Contouring

THE VELASHAPE III PLATFORM IS SET TO BE A BODY SHAPING POWER HOUSE.

"Whether it is to tighten skin, eliminate the cellulite on thighs, focus on one small area, or a full 360° abdominal shrinkage protocol, patients see results!" Fiona Wright MD

market to combine four different modalities (vacuum, radiofrequency, infrared light, massage) to provide a total body shaping solution. It is this unique all-in-one design that allows the **VelaShape III** to consistently produce the most effective measurable improvements in cellulite, skin laxity, and contouring that shrinks the body in areas where one can accumulate pockets of fat that are resistant to exercise such as thighs, love handles, and flanks.

In October 2013, this third generation technology, VelaShape III, was introduced to the USA, following an overwhelm-



Courtesy of R. Anderson

ing success in Canada and the UK. My patients have enjoyed such successful results that I have two machines to keep up with the demand.

The no downtime procedures are very comfortable and my patients enjoy the ability to design their own unique treatment plan. Whether it is to tighten skin, eliminate the cellulite on their thighs, focus on one small area, or a full 360° abdominal shrinkage protocol, patients see results!

Kninkles... Knees & Wrinkles

As posted in the *UK Mail*, "Saggy, wrinkly knees are, along with translucent, aged hands, one of the biggest indicators of age, and one that even A-listers such as super-fit Catherine Zeta-Jones and Demi Moore fall prey to. While previously the only sure-fire way to lift skin that had lost its elasticity was through surgery, which can be both painful and expensive, the new 'knee raiser' treatment aims to offer similar results using a combination of infrared light, radiofrequency and vacuum therapy." This *UK Mail* article highlighted the additional benefits of the VelaShape III.

The radiofrequency technology found within the **VelaShape III**, as well as the **3-DEEP Skin Tightening Device** and the minimally invasive **ThermiTight** are all well recognized to tighten saggy skin around the knees. As the American Academy of Dermatology has commented, "The benefit of radiofrequency is its ability to reduce fat and tighten skin by directing energy to target collagen," so for that reason, I offer all three types of radiofrequency treatments to my patients.

Body Shaping is not a simple process and to get effective results, you should consult a doctor that can provide you with not just one—but several methods to help you with your concerns. So if you are knee-deep in your quest for a confident summer, seek out some of these game-changing treatments—you'll be glad you did!

Fiona Wright MD is the founder of Skin MD and Beyond. She has lived and worked in Collin County for 18 years and has earned a reputation as one of the premier physicians in Cosmetic Dermatology in the Dallas-Fort Worth area. Dr. Wright had been featured in several NBC News Health Reports and is well known for her expertise and honest opinions.

To learn more, visit www.SkinMDAndBeyondBlog.com