

THE CITY



THE MUSIC ISSUE

BILLBOARD
HOT 100
SONGWRITER
BLU SANDERS

LATIN GRAMMY
NOMINATED
SINGER
CRISTINA

FORMULA EXPO
BAND OF THE
YEAR 2012
THE DIRTY
RIVER BOYS



NOVEMBER 2013 PRICE \$2.95



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You may have wondered how some celebrities have been able to freeze time in terms of aging. For Drs. Frank Agullo and Humberto Palladino of Southwest Plastic Surgery, it is no secret that this is achieved through an individualized regimen of Botox, fillers, skincare, and lasers. These combinations help prevent facial aging and are economically more accessible than more invasive surgical procedures.

In current times the paradigm in medicine has shifted to accommodate busier lifestyles. Faster, more affordable treatments, with less down time are the new trend, especially

THE FOUNTAIN OF YOUTH

| By: SOUTHWEST PLASTIC SURGERY |

when they focus on preventing aging. It is much easier, and many times less expensive, to target prevention rather than treatment of the aged skin.

The most powerful of these anti-aging resources is the photo-facial with broadband light (BBL). Forever Young BBL is the only device that has been shown to change the expression of genes associated with aging, longevity, and increased lifespan, making it more powerful than any cream. With regular BBL treatments, patients' skin looks clear, smooth, and much younger.

Benefits of the broadband light treatments are

- Zero downtime: Patients resume normal activities immediately.
- Long lasting results: Studies include patients treated 10+ years ago.
- Fast treatment: Average treatment time of 12-15 minutes for a full face.
- Effective on all body areas: Face, neck, chest, arms, and hands.

There have been three recent groundbreaking studies this year that prove that this is more than just a passing fad. The first study, from Stanford University, demonstrated that BBL treatments restore the gene expression pattern of aged human skin to resemble young skin. In this study, the expression level of 1,000 plus genes became altered, to become similar to their expression level in youthful skin. Resulting in decreased elastosis and more uniform collagen deposition, leading to improvements in fine wrinkles and pigmentation.



In the first long-term visual and clinical study of BBL, Dr. Bitter and Dr. Pozner, determined that a regular regimen of BBL treatments annually can reduce and delay the long-term signs of skin aging in a way that looks very natural. The study was performed through a blinded panel of physician evaluators that determined BBL treated patients appeared nine years younger than their actual age.

In a third study from Asia, Dr. Negishi showed that multiple skin conditions could be treated with broadband light. More importantly, BBL was determined to be safe among most skin types. Patients had improvements in full-face rejuvenation, solar damage, redness, skin texture, and melasma after BBL treatments with a very low risk of complications in darker skin types.

At Southwest Plastic Surgery, we are proud to offer the contemporary "fountain of youth" through Forever Young BBL. Call us today at (915) 590-7900.