

You are cordially invited to a goodbye party for...

CELLULITE!

Why Cellulaze™ works where other methods have failed:

an **interview** with plastic surgeon, Dr. Robert Gotkin

by Isabel Stoltzman

WHAT IS CELLULITE?

Dimples. Pock marks. Cottage cheese. However you describe it, more than 85% of women over 25 have cellulite and it typically gets worse with age. Sales of department store cellulite-firming products skyrocketed to nearly \$13 million in 2011. Perhaps actress Scarlett Johansson summed it up best when she said “I hope they make a video game of me. At least I wouldn't have any cellulite then.”

Plastic surgeon, Dr. Robert Gotkin, a national leader in body contouring, has embraced the first FDA-approved technology that truly eliminates cellulite. According to Dr. Gotkin, “The Cellulaze technique is the first lasting treatment that significantly impacts cellulite at its source.”

Before exploring why Cellulaze works, where other modalities have failed, it is important to understand exactly what cellulite is — and isn't. It has little to do with excess fat or obesity. In fact, cellulite does not discriminate between people who are over or under their ideal weight. So, if excess fat is not the problem, what is?

“Cellulite is actually the manifestation of a structural problem beneath the skin,” says Dr. Gotkin. “It is formed by a combination of three factors: connective tissue bands, called ‘fibrous septae,’ pull down on the overlying skin; this produces the dimples. Between the dimples, there are out-pouching pockets of fat; the two together create the undulating hills and valleys. Finally, the overlying skin is thin and this worsens that dreaded dimpled, orange peel appearance that women find so unappealing.”

In the past, external lasers, ultrasound, massages and rolling the skin were among the methods used to correct cellulite. However, none was truly effective because they did not penetrate beneath the skin to the actual cause of cellulite — until now.

HOW DOES CELLULAZE WORK?

Approved by the FDA in February, 2012, Cellulaze produces a noticeably improved appearance after just a single treatment.

CELLULITE MYTHS REVEALED

CELLULITE ONLY AFFECTS THOSE WHO ARE OVERWEIGHT.

About 85% of women suffer from cellulite; this is far more than the percentage of women who are overweight or obese. In fact, many overweight women are not affected by the dimples that plague even the thinnest women. Feel better: even Kate Moss has been captured on camera with cellulite.

DIETING CAN CURE CELLULITE.

Although a healthy diet is always a good idea and may, in fact, help reduce the appearance of some cellulite, dieting will not smooth out your skin. In fact, yo-yo dieting can have the opposite effect. As you gain and lose weight, you further stretch the tissue, possibly making cellulite worse.

DRINKING WATER WILL WASH AWAY CELLULITE.

It is good to stay hydrated for many health-related reasons. However, you cannot flush away the dimples. Retaining fluid can actually make cellulite worse.

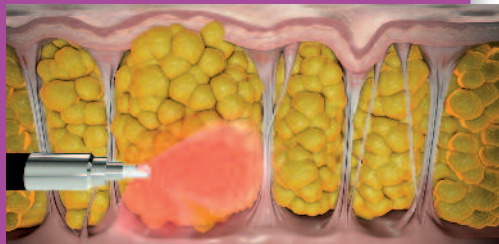
Cellulaze treats the three main components of cellulite. First, a tiny puncture is made in the skin and the laser fiber, which is as thin as a strand of uncooked capellini, is introduced to melt the fat and break up the fibrous connective tissue bands beneath the skin. “The laser energy,” notes Dr. Gotkin, “thermally dissolves those bands so that the unsightly dimples are released and the skin becomes smoother. This same laser energy generates collagen production that thickens and firms the overlying skin.”

Most patients are fully awake during their procedure — the area to be treated is numbed with local anesthesia. Although little discomfort has been reported, some people may prefer a little “twilight” sedation for multiple areas or a larger procedure.

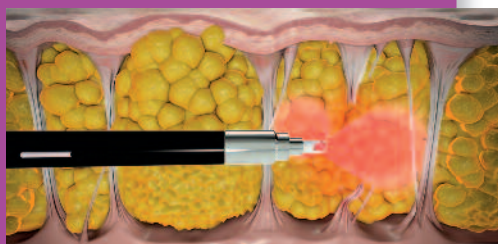
According to Dr. Gotkin, a distinct advantage of Cellulaze is the specific way in which the laser is used to eliminate

HOW CELLULAZE WORKS: ONE, TWO, THREE!

1 DISRUPT TRAPPED POCKETS OF FAT



2 RELEASE FIBROUS BANDS THAT PULL DOWN ON THE SKIN



3 SIMULATE COLLAGEN GROWTH FOR THICKER, MORE ELASTIC AND HEALTHIER LOOKING SKIN



cellulite: "First, I direct the laser energy downward to melt the fat. Next, I turn it 90 degrees and guide it parallel with the skin surface to dissolve the fibrous bands that pull the skin down. Last, I turn it 90 degrees again and direct it toward the undersurface of the skin; in this final step, the heat stimulates new collagen production to thicken and firm the skin." The hills (fat) and valleys (dimples) are leveled and the landscape (skin) is made more substantial – a cosmetic triple play!

The entire treatment takes one to two hours at a cost of approximately \$3,500 per site, defined by Dr. Gotkin as a 6 x 8" area. Downtime is minimal; most patients can resume normal activity the very next day. However, an elasticized garment is worn for several weeks after the procedure and it takes six months to see final results. During this time, the skin surface continues to even out and remodeling takes place underneath.

How long does it last? According to Dr. Gotkin, "We have patients almost two years out who look terrific." Clinical studies demonstrate an average increase of 25% in skin thickness and 29% in skin elasticity as a result of the new collagen production.

Dr. Gotkin points out that although the FDA approves the safety of Cellulaze, the technique is still dependent on the knowledge, expertise and artistry of the surgeon. "The laser energy generates heat; that heat must be used carefully to 'melt' the fat, break the fibrous bands and thicken the skin without causing unwanted thermal injury. Precise angling of the cannula is necessary to target the fat, connective tissue bands and the overlying skin. For the best results and fewest complications, in my opinion, this technology is best used by a board-certified plastic surgeon."

TREATING POST-OPERATIVE "CELLULITE"

Another group of people who can benefit from Cellulaze are those who experience post-operative "cellulite" caused by poorly performed liposuction. Renowned in all aspects of body contouring, Dr. Gotkin is uniquely qualified and frequently consulted to correct this type of problem. "I am seeing more and more problematic results from traditional liposuction. If the practitioner treats too superficially with a large cannula, tunnels are created under the skin causing an undulated appearance on the skin surface mimicking cellulite. Too much fat removed too superficially will appear as

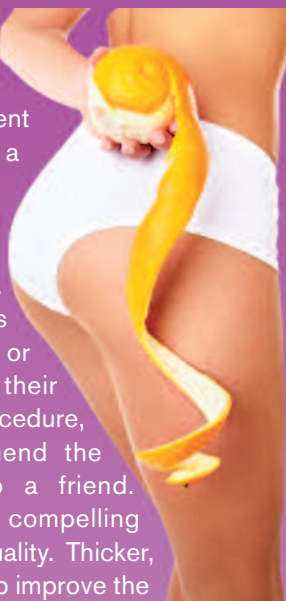


long indentations. The good news is both primary cellulite and 'liposuction-induced cellulite' can now be addressed confidently with this new technology."

With so many product and procedure introductions flooding the cosmetic enhancement market today, it is more important than ever for prospective patients to know the person behind the procedure. Dr. Gotkin pioneered the use of Smartlipo® (laser-assisted liposuction) and introduced the Ipanema Tummy Tuck to the U.S. Dr. Gotkin's procedures are performed in his own fully accredited ambulatory surgical facility. Affiliated with North Shore-LIJ Health System at Lenox Hill Hospital, Dr. Gotkin has been named a "Top Doctor" in Castle Connolly's Guide to the Top Doctors in New York every year since 1998 and one of America's top plastic surgeons by the National Consumer Research Council. Why is reputation and peer acknowledgement so important? In a word, trust. Dr. Gotkin concludes "I would rather send patients away than do unwarranted or untested procedures on them. The nuances I have developed over the years with regard to Smartlipo make my excitement about Cellulaze that much more meaningful." ❖

COMPELLING CLINICAL PROOF

CELLULAZE HAS BEEN SCIENTIFICALLY INVESTIGATED TO ENSURE SAFER, MORE EFFECTIVE RESULTS. A recent clinical study showed that a single Cellulaze treatment improved the appearance of cellulite for one year with few side effects. Further, 93% of patients surveyed were satisfied or very satisfied with their results one year post-procedure, and all would recommend the Cellulaze treatment to a friend. The data also indicate compelling improvements in skin quality. Thicker, more elastic skin can help improve the appearance of cellulite. Cellulaze was shown to increase thickness by 25% and skin elasticity by 29% after one year – significant claims that other anti-cellulite treatments cannot make. In a qualified physician's hands, Cellulaze results in visibly smoother, healthier-looking skin – an anti-cellulite treatment that lasts.



Courtesy: *Aesthetic Surgery Journal*, 2011

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Dr. Gotkin and his wife, Dr. Deborah S. Sarnoff, a renowned cosmetic dermatologist, have made a career of being partners in medicine and life for over 25 years.