

## Zeltiq - A Cool Option

For those looking for a trimmer physique, Dr. Hamilton is pleased to announce that the Zeltiq Procedure, a new non-invasive procedure for fat reduction, is now available at our office. Gentle and effective, the Zeltiq Procedure uses an innovative method of precisely controlled cooling to help reduce unsightly fat bulges and pads that do not respond to diet and exercise.

What makes the Zeltiq Procedure different is that it uses an advanced tissue cooling technology to selectively target and eliminate fat cells without harming the skin. In just a few months, the Zeltiq Procedure gradually reduces unwanted abdominal fat, love handles (flanks), or back fat without needles, incisions, or anaesthesia and there is no downtime. Clinical studies have shown that the Zeltiq Procedure can reduce the fat layer thickness by up to 22.4% within two to four months post-procedure after a single procedure.

“In just a few months following the Zeltiq Procedure, there is a gradual reduction in the thickness of the fat layer resulting in cosmetic improvement of fat bulges,” said Dr. Hamilton. “This is undoubtedly good news for anyone who is seeking spot reduction for specific areas of fat but is not considering a surgical invasive procedure. In fact, our patients report that they can feel a difference in how their clothes fit, even before they physically see a contour change in the treated area.”

It is important to understand that the Zeltiq Procedure is not intended for weight reduction, and it is not intended to replace other invasive procedures, like traditional liposuction, for those seeking for more a pronounced result in fat reduction.

The Zeltiq Procedure is comfortable for most patients, and no pain medication is required. While undergoing the procedure, most patients keep themselves occupied by reading, working on a laptop, listening to music, or just relaxing. Also, there is no recovery time after the Zeltiq. Call the office to schedule a consultation to determine if you are a good candidate for Zeltiq.

### **Meet Raksha**



We are pleased to introduce the newest addition to our staff. Raksha Sharma is our new board certified medical esthetician. She performs chemical peels, acne surgery and microdermabrasion. Her favorite part of her job is making people look and feel more beautiful. She also really enjoys the science behind skincare.

[Click here](#) to learn more about Raksha.

### **What you may not know about neurotoxin!**

BOTOX® was FDA approved in 2002 and since that time has revolutionized the way a lot of people think about cosmetic procedures. Quickly becoming one of the most popular cosmetic treatments in the

United States, BOTOX® was singular in the treatment of expression-related lines for quite some time. Recently, Dysport® became available in the United States after being used for many years overseas. These two neurotoxins are very similar, but not created exactly equal. What makes them different, and which is better? Read on to learn more about the facts about the myths and misconceptions about these products.

**Myth: Neurotoxin injections distort your facial expressions.**

It has been said that people who have had BOTOX® or Dysport® lack the ability to make normal facial expressions. However, when a youthful smile lacks wrinkles, it doesn't look fake. Having frown lines does not generally enhance your ability to make expressions. In fact, many celebrities that are charged with having "over done their BOTOX®" are actually the victims of a poor facelift rather than neurotoxin injections.

Patients who really want to turn back the clock need to have their treatments performed by a qualified physician or physician's assistant. Having your injection done by poorly trained injectors at a salon or MedSpa can result in dire consequences.

**Myth: Patients often develop an "addiction" to BOTOX® or Dysport® injections.**

Neither BOTOX® nor Dysport® cause a physiological addiction. However, patients come to love their new look so much that they do not want to see their wrinkles return.

**Myth: You should wait until you are 30- something to get a neurotoxin injection.**

BOTOX® and Dysport® are indicated for persons 18 years of age and older. Sometimes younger people develop severe expression lines. It is easier to treat this problem at an early age when the skin is still smooth. If patients wait too long, they may find that the wrinkles have become "fixed" and additional treatments, including filler injections may be required to achieve desired results.

**Myth: Each BOTOX® or Dysport® treatment will last the same amount of time.**

It is normal for each injection session to have a different longevity. BOTOX® or Dysport® belong to a class of products known as biologics—physiologically active substances produced naturally by organisms (in this case bacteria) or synthetically in the laboratory. The processes for producing most biologics are relatively crude, so the potency of these substances tends to vary from batch to batch. This is why the product packaging lists the effectiveness as 3 – 6 months without a guarantee of the specific expiration date. If your injection takes at all, you didn't get a "bad batch" you just received a different batch.

Recruitment is another reason each session is variable. As one muscle group is weakened the brain sends signals to surrounding muscles recruiting them to perform the movement. Those recruited muscles then get stronger over time. If those muscles are in certain areas of the face they cannot be treated without causing an abnormal appearance. Additionally, as we get older and lose volume, slack skin can be moved easily even with very few muscles working. Another problem with volume loss is the need for muscles to keep the skin from drooping excessively. As they get older many patients find that treating the entire forehead is no longer possible without having heavy lids. The addition of filler may be needed in combination with Botox® or Dysport® to soften the wrinkles to the degree once possible before the volume loss.

**Myth No. 5: I was told by my neighbor that her Dysport® lasted two months longer than BOTOX®, so it is the superior product.**

While Dysport® and BOTOX® are not identical products, they perform a very similar function and of course many patients want to know which is better. At the office, some of the staff love Dysport® and find that they get softening of expression related lines for a significantly longer period of time than they do with BOTOX®, for others the opposite is the case. The truth is, the products work on each patient

slightly differently, and the results are like a bell curve with some patients lasting three months, some lasting for six months and most falling somewhere in the middle. But if BOTOX® lasts for three months for one person, they may find that they are on the opposite side of the bell curve with Dysport® and they are getting a full six months. Or maybe not. The products are so individual; the only way to know which works best for you is to try them both and decide which results you prefer.

**Myth No. 6: Well, what about "Better than BOTOX®," the magical cream?**

Wouldn't it be wonderful if there were a cream that performed like BOTOX®? It would save patients from a trip to the office. Unfortunately, the lack of studies and the fact that the FDA does not require cosmetic companies to prove their claims means that this is highly unlikely. Most creams work to moisturize the skin which softens the look of wrinkles but does not address the body's physiological response that creates wrinkles. The complexity of skin aging makes it impossible for any cosmetic product to completely eliminate wrinkles. Ideally, a combination of medical treatments such as BOTOX® or Dysport® in conjunction with cosmeceutical products will always result in a more desired outcome.

We want to thank you for being a part of our practice.

Sincerely,  
Tiffani Hamilton, MD