

Breakthrough micro-channeling technology from Genesis Biosystems.

DERMAFRAC

TM

AS SEEN IN

East Wichita News - May 2012

May 2012

www.EastWichitaNews.com

Page 13

Beautiful Skin—Always in Fashion

Can you think back to time in your past where you felt you were physically at your best? Imagine that your skin is wrinkle and sun-spot free... no spider veins either. Imagine your body being in tip-top condition and you are healthy and lean. Do you remember waking up and feeling rejuvenated and being ready for another day?



Before Derma-Fac



After six Derma-Fac treatments

Procedures for Youthfulness

Youthfulness is something that most people crave, especially when it comes to appearances. In fact, our current culture is often inundated with ways to achieve and maintain younger looking skin and bodies. At some point, many people will turn to cosmetic treatments as a way to maintain a youthful look.

"More people are realizing that there are non-invasive ways to stay looking young," said Dr. Paul Cheatum, owner of Innovative Vein. HydraFacials, which keeps skin looking young while removing dead skin cells is one of many treatments offered by Dr. Cheatum. He even has a Hair Loss Control Clinic. Cheatum has been removing bulging and spider veins in Wichita for seven years.

DermaFrac

For particularly difficult skin, there is a new procedure in Kansas called DermaFrac.

The DermaFrac procedure uses small stainless steel tips to puncture the skin. The stainless steel tips enter the skin in a way that produces an increase in collagen and fibroblast activity. This procedure also delivers regenerating topicals to skin in a pain-free way that requires no downtime. It's ideal for treating acne, hydrating dry skin, lightening and clearing skin pigment, and reversing the signs of aging. One of the many appeals of DermaFrac is there are no side effects. That means no bruising or infection, minimal to no redness immediately after the procedure, and no pain or discomfort.

Robyn Drumright, head aesthetician at Cypress Medical Center, is the only person

in Kansas that currently performs this procedure. She requires that patients purchase a minimum of six treatments, because that is what is needed to achieve lasting, effective results. Drumright believes that the results of the procedure are better than that of laser skin resurfacing.

"Six treatments of the DermaFrac treatment is the equivalent to one laser appointment," Drumright said. "It's designed for any skin type and the results are better in that they are less abrasive to the skin. People can be in and out of the clinic within 45 minutes and what slight redness they may have will usually be gone within 30 minutes after the appointment is over."

Al Melchiorre of De-Al Salon often refers clients of his that are looking for ways to rejuvenate their skin to Cypress Medical Center.

"Many of our clients have been interested in ways to replenish their skin and we've felt that the DermaFrac procedure helps to achieve the look our clients are wanting," Melchiorre said. "It's a great way for them to achieve the look that they want."

Deena Kreutzer has had hyper pigmentation on her cheeks and signs of aging. In the past, she had gotten laser skin resurfacing and had a very painful experience. Kreutzer experienced scabbing and peeling shortly after the laser treatments. She also felt the results weren't worth the time and money.

"What I really liked about the treatments were the extreme results," Kreutzer said happily about her six treatments. "I can tell a noticeable difference in my skin and my skin tone is a lot more even now."

After receiving a single DermaFrac treatment, Drumright has clients purchase a post skin care kit that contains several items, including a cleanser, moisturizer, and sunscreen. Another part of the DermaFrac procedure is teaching patients how to care for their skin once they finish the treatments. Because of this, Drumright also stresses the importance of properly caring for skin, especially after getting the DermaFrac procedure.

"Patients need to wear sunscreen and be

mindful of sun exposure," Drumright said. "It's important to really take care of the skin after treatments like this, because the skin is extremely sensitive and a sunburn can really damage the new skin growth. If patients follow their skin care instructions immediately after the treatments, their results will last a lot longer."

While cosmetic procedures always come with a price, it's something to consider if you're looking for a way to rejuvenate a certain look you may be trying to achieve.



"Extreme results"

"Delivers regenerating topicals to skin in a pain-free way that requires no downtime"

"No side effects"

"Ideal for treating acne, hydrating dry skin, lightening and clearing skin pigment, and reversing the signs of aging"