

Reversing Aging and Promoting Healthy Skin

As with most blushing brides, Linda Shaughnessy-Stewart wanted to look beautiful on her wedding day.

"At 58 years old, I thought I needed all the help I could get. I wanted to look perfect," says the Scottsdale, Arizona resident. "Mostly, I wanted to get rid of the little spider veins in my face."

So she went to the Arizona Vein and Skin Rejuvenation Institute in Phoenix, where **Nicholas Soldo, M.D.**, suggested she consider a "PhotoFacial™."

The treatment worked, erasing Linda's tiny blood vessels. But the PhotoFacial™ also did something more startling—the procedure erased about 15 years from Linda's face, says Dr. Soldo.

"After the treatments the fine lines in my face disappeared and my skin took on a youthful glow," Linda says.

During the PhotoFacial™ procedure, Dr. Soldo moves a small, hand-held device over a patient's face. Unlike a laser that directs a specific wavelength, the PhotoFacial™ emits pulses of intense light of many wavelengths, from 500 nm to 1200 nm. When the light penetrates the skin, it heats up abnormally dilated blood vessels, causing them to constrict and shrink. It leaves healthy blood vessels unscathed.

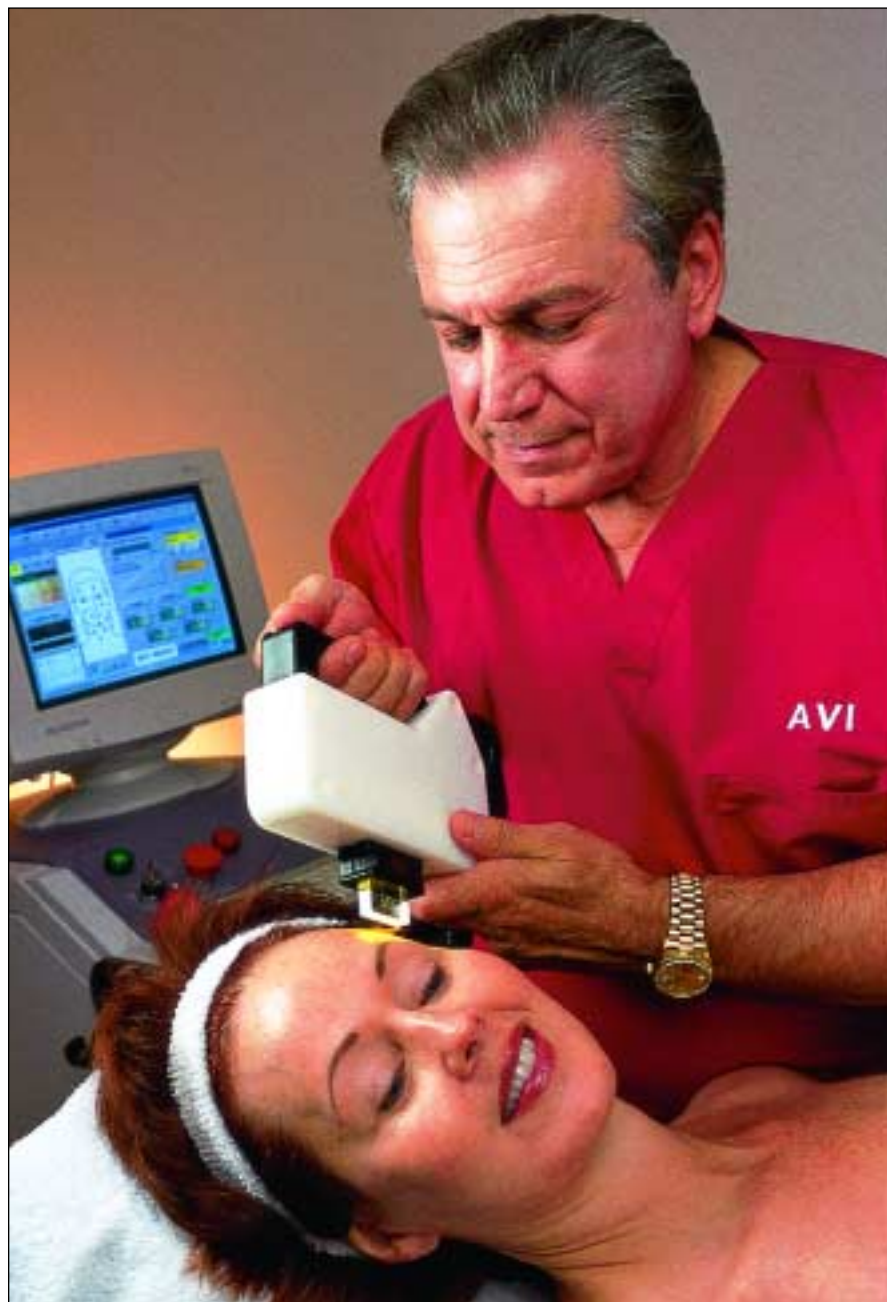
Though the PhotoFacial™ was originally developed a few years ago to treat conditions such as rosacea that give the face a red appearance, it also stimulates tremendous collagen production.

A protein that supports and protects the skin, tendons, bone cartilage, and connective tissues, collagen gives skin a moist, plump appearance. Starting at age 30, collagen production normally starts to diminish, causing skin to sag.

"The PhotoFacial™ is a remarkable procedure, especially for reducing fine lines and minimizing large pores," says Dr. Soldo, the first doctor trained to use the procedure. Dr. Soldo is a pioneer in the field; he performs all procedures and consults with the patients himself.

Patients undergo a series of five treatments each three weeks apart, with each treatment lasting 30 to 45 minutes. Unlike other medical treatments done with a laser, the PhotoFacial™ leaves little lingering redness. "People can finish their PhotoFacial™, put on a little makeup and go back to work," says Dr. Soldo, who performs as many as 12 PhotoFacials™ a day.

"I've seen patients as young as 30 years of age benefit from the treatment.



My daughter is in her mid 30s and has almost no lines on her face," says Dr. Soldo. "She uses the PhotoFacial™ to retard the aging process."

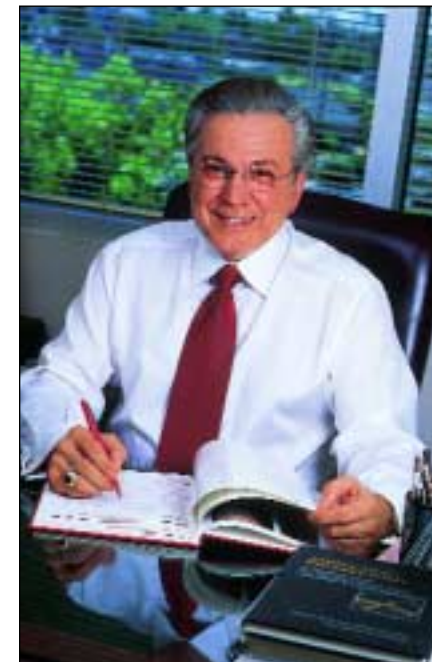
Dr. Soldo used to think that the procedure would do little for those older than age 60 with deep facial wrinkles. He even tried to talk an 82-year-old patient out of the procedure, but she insisted.

"The results surprised her, me, and everyone in the office. Her daughters, who are in their 40's, are now my patients; that's how impressed they were with their mother's results," says Dr. Soldo.

For deep wrinkles that the PhotoFacial™ can't erase, Dr. Soldo sug-

gests either Botox (Botulinum toxin) or collagen injections. For Botox, Dr. Soldo injects the toxin near the surface of the skin, weakening the muscles that control crow's feet, frown lines and forehead worry lines. Once those muscles relax, the skin flattens leaving a more youthful appearance. Collagen is actually a support structure of your skin. The injections work as a cushion under the skin, gently smoothing out lines and wrinkles, leaving a plump and firmer texture. Collagen is also used as a lip enhancement. Dr. Soldo performs both collagen and Botox daily.

Dr. Soldo has achieved so much success with the PhotoFacial™ and other skin rejuvenation treatments that patients



Dr. Nicholas Soldo offers experience with a proven treatment for skin rejuvenation called the PhotoFacial™.

have flown to his office from as far away as New York and Canada. Dr. Soldo now trains other doctors in the PhotoFacial™, including those at major medical schools and Beverly Hills cosmetic surgeons such as Robert DeStefano, M.D., and John Joseph, M.D.

"Random people now stop me just to tell me that my skin looks fabulous. My husband keeps telling me how beautiful I look, says Linda. "It's just unbelievable."

For an appointment or for more information, call the Arizona Vein and Skin Rejuvenation Institute at (602) 200-8346. ■

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Nicholas Soldo, M.D., was the first physician trained to perform PhotoFacial™ treatments. He graduated from Ohio State University College of Medicine and completed a residency at UCLA. He's been in private practice since 1974.