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Substantiated Youth

Javani products diminish lines and restore collagen for a more vibrant appearance.

Javani is the ancient Hindi word for radiant youth. So it's no wonder that Kushka Cosmetics LLC of Leavenworth, Kan., chose this name for its professional skin care line.

Javani® products boast a proprietary blend of bovine micronized intact collagen, vitamins, antioxidants and essential oils that moisturize the skin, reduce the appearance of wrinkles and help increase good collagen in the skin.

Physicians recently discussed how they use these products.

HEALTHY AGING: What are Javani Skin Rejuvenation products and what makes them unique?

DR. BURNS: The products offer micronized intact collagen, which are incredibly small packets of bovine collagen that retain the coiled helix structure. Although these products cannot physically pass across the barrier between the epidermis and dermis, they stimulate active messengers to cross and produce new youthful collagen.

DR. PHIPPS: Research shows these messengers promote actual structural changes in the skin with continued use. There is an increase in the production of collagen I and elastin in the skin, as well as a decrease in collagen III. Since collagen I holds more water, this translates to greater hydration in the skin and fewer wrinkles.

DR. CRUTCHFIELD: Javani Deep Hydrating Gel and Javani Deep Moisturizing Cream reduce collagen III, which is associated with sun damage and aging. Research also indicates that the product shifts metalloproteinase activity, which has rejuvenating effects.

HEALTHY AGING: How have you integrated Javani products into your practice's offerings?

DR. BURNS: Because we are located in Dallas, most of our patients can benefit from the moisturizing nature of the product. We use it as a stand-alone product and in conjunction with other procedures.

DR. PHIPPS: I have incorporated Javani skin rejuvenation products for stand-alone facials and after skin-rejuvenating procedures, such as laser peels and microdermabrasions.

DR. CRUTCHFIELD: After microdermabrasion procedures, we apply the Javani Deep Hydrating Gel, use ultrasound and massage the product in for approximately 45 minutes. This makes the patient's skin absolutely glow and become satin-smooth.

HEALTHY AGING: What other kind of results can your patients expect from this product?

DR. BURNS: Our studies show that all patients will see an enhancement of their skin structure on a microscopic level, which is a significant result. New youthful collagen is laid down, old collagen is decreased, and elastin is increased. The effect is truly unique.

DR. PHIPPS: My favorite thing to show patients is the "half face." We give them a Javani treatment on just half of their face and let them see for themselves. Of course, they love the way the texture of their skin feels after the procedure, but it's the long-term results, when used continually, that impresses them to return for facials and purchase the products for home use.

DR. CRUTCHFIELD: This works as a stand-alone treatment before big events, such as weddings and reunions, since it immediately takes away superficial lines and wrinkles for five to seven days. We also use the Javani treatment after Pixel erbium laser resurfacing treatment, which is a winning combination. When using this with combination procedures, the product lets patients return to their normal lives more quickly. It reduces redness, pain and swelling, and cuts healing time dramatically, usually by 50 percent.

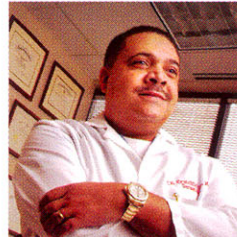
DR. PHIPPS: These products have truly changed the downtime of my laser peels, as they take out the redness and heat from the skin. I have also used the products on burns for reduced scar formation; eczema for moisturization; psoriasis for moisturization and reduced keratinization; Lyme disease facial sores and venous stasis ulcers. We are currently running an expanded trial on our postpartum patient for stretch marks. The preliminary results have been astounding.

HEALTHY AGING: How has this affected your practice and patients?

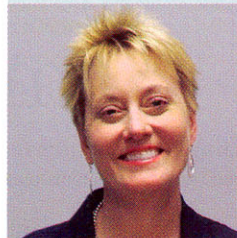
DR. PHIPPS: I have seen tremendous growth in my skin rejuvenation program as well as the other services I offer. These products have also helped financially with the summer downtime, since you can't use most lasers on sun exposed skin. Javani products are the best thing for sun damaged dry skin.

DR. CRUTCHFIELD: The word of mouth has been tremendous for Javani. Our patients' friends and other family members are coming in for treatments because they notice how great it makes their friends' skin look. ■

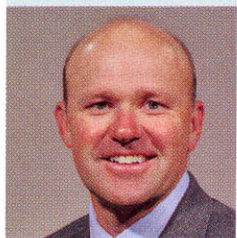
ABOUT THE PHYSICIANS



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CARLA C. PHIPPS, MD, is a board-certified family practitioner specializing in cosmetic laser services at the Lawrence Family Practice Center in Kansas. She is a volunteer faculty affiliate in the department of Family Medicine at the University of Kansas.



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