

face

age-defying facials

Minnesota dermatologist **Charles E Crutchfield III MD** explains the new Javani system, a facial treatment that delivers deep hydration to the skin. Tara Casey reports.

There is a new skin treatment called the Javani 'Age-defying' Facial. What exactly is it?

The Javani system is a trademark system that was developed for use where deep hydration of the skin is desired. It uses a combination of products to enhance the texture, softness, and elasticity of skin. The system uses massage and ultrasound to infuse the skin with nutrients and ultra-moisturizing agents.

What is the history of this new rejuvenation process?

Actually, we use it to take microdermabrasion to the next level. It works most effectively to infuse the skin with moisturizing nutrients immediately after a microdermabrasion treatment. Microdermabrasion is an exceptional exfoliant and it makes the skin feel smooth, but it does not do everything that it promised. Do not get me wrong – we have a microdermabrasion machine in our office, but we use it primarily to augment other procedures, such as the Javani age-defying facial, Neostrata facial peels, and alphahydroxy treatments. We also use the new Diamond Tone microdermabrasion system that does not use crystals. Its technology uses a diamond tip that is both safer and in my opinion more effective. The best time to infuse hydrating nutrients into the skin is after microdermabrasion, when the skin has been exfoliated.

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How is the procedure performed?

Patients say the Javani facial treatment is very soothing and relaxing. Javani is a procedure where we first use microdermabrasion to exfoliate the skin and then we apply the Javani products (containing micronized collagen, hyaluronic acid, Vitamins C, E, and A in a water-based gel) and these are gently massaged and infused into the skin using a sophisticated and patented gentle ultrasound unit. These products are actually absorbed into the skin for healthful benefits and also a noticeable smoothing effect. The entire Javani ultra-hydrating age-defying facial, including the microdermabrasion treatment and the hydrating infusion and massage, takes about 45 minutes. The skin feels much softer, silkier, and smoother after the treatments, and superficial lines and wrinkles are almost completely eliminated. As with any typical 'facial', a single treatment produces results that can last several days. This is an ideal procedure to use before a big event when the

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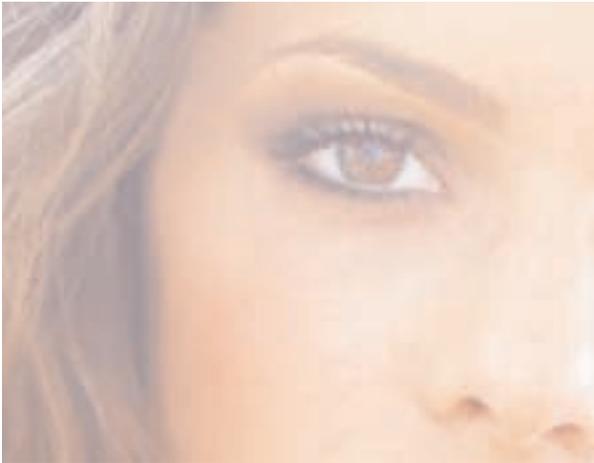
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patient wants rapid and dramatic improvements in the overall appearance of the skin, but only has a few days to achieve it. Additionally, you can have a Javani treatment weekly for four to six weeks and receive much longer-lasting results.

What are the benefits?

- It deeply hydrates the skin, improving the texture, softness, and appearance of fine lines and wrinkles.
- It does not use any harsh chemicals or processes that can cause burning, peeling, or irritation to the skin.
- It is safe for all skin types and conditions, with the exception that patients who have an allergy to collagen should not undergo the procedure.
- It is alcohol-free and leaves no oily residue on the skin.
- It is very cost-effective, producing dramatic results at a relatively low cost.

Are there any safety issues or side effects?

We are the first dermatology clinic in the state of Minnesota to provide this rejuvenation treatment for our patients. So far, we have not encountered any safety issues. As I mentioned earlier, it should not be used on anybody who has a known sensitivity to collagen.

How long lasting are the results?

They can last several days. However, with four to six treatments done at weekly intervals, the results can be much longer lasting.

What is the cost?

The cost is approximately \$199 per treatment session. As with any facial, it can be used as a single treatment, or combined into a series of treatments.

Are there alternatives?

There are many different programs offered to smooth the appearance of the skin and eliminate wrinkles. These range from the non-invasive, such as the old-fashioned

facial, to the minimally invasive and more costly, such as Botox Cosmetic treatments and Restylane. One of the advantages of a Javani treatment is there are no injections of any kind and the results are immediate and very gratifying. In my practice, I rarely use any one single treatment for facial rejuvenation. I usually design an overall program for my patients using a variety of modalities to achieve the results that they desire. Javani can be a stand-alone system or it can be part of an overall skin program that we provide for our patients.

'The system uses massage and ultrasound to infuse the skin with nutrients and moisturizing agents'

Do you have any advice for patients interested in the Javani treatment?

It is a terrific treatment for anyone who wants their skin to glow immediately after a treatment. It is also a way for patients to undergo a dramatic cosmetic dermatology procedure without any needles.

With any cosmetic procedure, I think it is important to feel comfortable with the physician administering or supervising the procedure. If there is any hesitation it is always best to think about it and have the procedure done later. All good physicians want their patients to be both well informed and comfortable about having any procedure done. With any cosmetic procedure I tell my patients that the bitterness of poor quality lasts much longer than the sweetness of low price. It is important that patients make sure that any cosmetic procedure they undergo is performed or supervised by a board-certified dermatologist or plastic surgeon to ensure quality results. For a list of questions to ask before undergoing any treatment please see www.SafeCosmeticTreatment.com. **cbm**