

# Popularity of skin care services, cosmetic procedures increases with new options

by Gabby Christensen

When it comes to individual wellness, feeling good in one's own skin is critical, which is why skin care experts say many seek out various skin care options and cosmetic procedures to accomplish this.

Dan Nedved, owner of Faces Spa, said popularity of skin care has grown significantly over the past two decades with various options becoming available.

Today, Nedved said clients frequently request a chemical peel to help refresh and rejuvenate the skin.

"Chemical peels can improve sun damage, acne scarring, blotchy pigmentation, fine lines and early pre-cancerous skin lesions," he said. "Clients not wanting a chemical peel are opting for fruit enzyme peels which are far gentler on the skin but in no way less effective."

Nedved said dermaplaning, which occurs when an esthetician uses a carbon steel blade to scrape the skin removing dead skin cells and the fine villus hairs while stimulating collagen, is another popular service.

Faces also offers the FDA approved microneedling facial, the SkinPen, which creates controlled micro-injuries to stimulate the body's natural wound-healing process while minimizing cellular damage.

Nedved said microneedling, which is also known as collagen induction therapy, is safe for all skin types and helps hydrating products get into the deepest layers of the skin, providing optimal results in one to two weeks.

"Today we want to be healthier, to look younger and feel better about ourselves," he said. "Faces offers various treatments that are customized to help you look and feel healthier."

Susan Caniglia, advanced practice registered nurse at Methodist Physicians Clinic Women's Center/Skin Renewal Suite, said people are starting to understand the importance of taking care of their skin.

"Patients are more aware of the importance of wearing daily sunscreen during all four seasons to protect their skin," Caniglia said. "They are using a variety of skin care products tailored to their skin care needs. Patients want to stop the aging process of

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their skin but continue to look natural."

Caniglia said treatments that are currently in high demand include skin rejuvenation laser treatments that help even out color pigmentation and brighten the skin and ablative lasers are popular to help with fine lines, wrinkles and scarring.

Additionally, she said laser hair removal is popular for all areas of the body, as it decreases the need for shaving or waxing.

These trends offer non-surgical options for patients with minimal to no down time.

"Most procedures are low-risk and minimally invasive with little discomfort," Caniglia said. "Patients want to look as young as they feel. They feel they have more self-confidence when they feel they look better."

Dr. Jeff Popp, owner of Popp Cosmetic Surgery, said the biggest innovation in skin care right now is the use of DefenAge, a new FDA approved product line that uses molecules called defensins to improve appearance by helping with wrinkles, sun damage, fine lines and blotchy pigmentation.

Additionally, he said radio frequency devices are now being utilized to cause collagen to shrink and tighten without surgery.

Popp said cosmetic surgery procedures in demand currently include liposuction, breast augmentation, tummy tucks and face lifts.

According to Popp, the two most frequent cosmetic procedures that do not involve surgery are botox and dermal fillers, which help to smooth wrinkles and folds in the aging face, while replenishing volume.

"These procedures are done more done than any other because they can be done in just a few minutes with no recovery time," he said. "As summer comes along, we see an increased demand for these services, as people want to look and feel good as they show more skin."



Susan Caniglia, advanced practice registered nurse at Methodist Physicians Clinic Women's Center/Skin Renewal Suite. (Story at right)

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Individual wellness