

PICOSURE FOCUS

THE ROLLS-ROYCE OF SKIN REJUVENATION

BY FRANCES GORMLEY



Anna Avaliani, M.D., a top physician artist on Park Avenue, specializes in non-invasive cosmetic procedures. Choose the best for yourself. Her state-of-the-art cosmetic and laser center is one of the few that has been honored with the prestigious Cynosure Center of Excellence Award. Every noninvasive surgical and laser procedure is here under one roof. When you become a patient of Dr. Avaliani, you will receive bespoke and customized treatments.

PicoSure Focus & PicoSure Zoom

Dr. Avaliani is a true laser expert, offering the latest technology available on the market to treat virtually all skin concerns. One of her absolute favorite treatments is the revolutionary skin-rejuvenation treatment PicoSure. This fast, effective treatment is the gold standard for skin rejuvenation. PicoSure works well on all skin types and all complexions. It treats dark spots, sun spots, age spots, acne scars, wrinkles, surgical scars, stretch marks, and more — a treatment is less than 15 minutes and results in no downtime.

PicoSure can be used anywhere on the body — from face to toes and every inch in between. PicoSure Focus, first cleared by the FDA in 2012, now has a hand-held option called PicoSure Zoom. Zoom allows Dr. Avaliani to precisely direct the laser to an exact depth of the skin.

Zoom is her choice when a patient wants to remove a body tattoo (all colors!) or eyebrow microblading (without harming one hair).

“Pico” derives from picosecond, which is one *trillionth* of a second. PicoSure delivers picosecond bursts of

energy, not heat like other lasers, to gently target and more effectively eliminate problem areas without harming surrounding tissue. PicoSure has trademarked the term Skin Cell Activation, which is a way of describing how PicoSure works.



It literally activates cells to produce important proteins that signal other cells to begin a healing response.

I've had this treatment myself. I trusted Dr. Avaliani, a board-certified physician, to suggest the best treatment to remove sunspots from my face. My sunspots faded after a few weeks, and the ultra-short bursts of energy signaled my body to produce collagen and elastin for improved facial rejuvenation. The number of treatments can vary from one to several. In my case, two treatments were necessary.

What was the treatment like? I reclined as Dr. Avaliani explained carefully as she proceeded. I held a hose that flowed cold air as the laser passed over my face. Because the bursts of energy are ultra-short, the feeling came and went literally one trillionth of a second at a time. Even though I had sunspots on every section of my face, and some fine lines above my lip, the entire treatment was over in just minutes.

Soon after, my sunspots temporarily darkened. Then I could see the pigment shattering as they began to fade away. My body's healing response was underway. An unanticipated bonus for having sunspots on my nose is that PicoSure reduced the size of my pores.

Expect the best of care from Dr. Avaliani's practice — from a warm welcome to a caring follow-up call after receiving the best in cosmetic medicine.

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