

# SOCIAL LIFE

AUGUST 18, 2017

*in the hamptons with*

**JEAN  
SHAFIROFF**

FASHION  
HEALTH & BEAUTY  
GALA PHOTOS  
TRAVEL & ART  
REAL ESTATE

## PICOSURE FOCUS

### THE ROLLS-ROYCE OF SKIN REJUVENATION

BY FRANCES GORMLEY

**A**nna Avaliani, MD, one of the best physician artists on Park Avenue, specializes in non-invasive cosmetic procedures. Celebrities from the worlds of fashion, sports, and entertainment as well as corporate executives come to Dr. Avaliani for her exceptional experience, artistry, and attention to detail. These attributes combined with her warm and caring personality have brought many referrals to her growing practice.

Her state-of-the-art laser center was honored with the prestigious Cynosure Center of Excellence Award. She was also named a RealSelf Top Doctor, an award given for her contribution to medicine and patient education.

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 Focus. It's fast, effective, and treats many skin concerns, hence it's the gold standard treatment for skin rejuvenation. PicoSure treats dark spots, sun spots, age spots, acne scars, wrinkles, surgical scars, stretch marks, and more — in less than 15 minutes and with virtually no downtime.

One morning last week, I went to Dr. Avaliani's chic office to have a slew of sunspots removed from my face, including one the size of a dime in the middle of my cheek. I felt comfortable with this physician who has impeccable credentials. I knew this award-winning laser surgeon would expertly choose the proper attachments and settings for my exact skin type and skin issues.

Pico derives from picosecond, which is one *trillionth* of a second. PicoSure delivers picosecond bursts of energy — rather than 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. Not only will my sunspots fade in a few weeks, but the ultra-short bursts of energy have signaled my body to produce collagen and elastin for improved facial rejuvenation. The number of treatments can vary from one for simpler sunspots to several for wrinkling and tattoos.

What was the treatment like? It was a multi-step process that Dr. Avaliani explained carefully as she proceeded. No numbing is required; I held a hose that flowed cold air as the laser passed over my face. It was easy to direct the soothing air wherever the



Before

After

laser went. Dr. Avaliani encouraged me to speak up if I needed a break at any point, and she asked me how I was doing as we went along, but really I was fine. 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.

Dr. Avaliani applied sunscreen to my face, gave me simple, printed instructions, and said I could apply makeup immediately. For a few hours my cheeks were pinker than usual and my skin felt tight, but by late afternoon all pinkness and sensation had disappeared. There's no real downtime — for anyone.

A week later, things are progressing exactly as Dr. Avaliani predicted. Although my sunspots have darkened — the expected phase before they fade away in a few weeks — their pigment is shattering. My body's healing response is underway. An unanticipated bonus for having sunspots on my nose is that I already have smaller pores for the first time ever!

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.

**Dr. Anna Avaliani**

**[dravaliani.com](http://dravaliani.com)**

**30 East 60th Street, Suite 1100**

**212.673.8888**