

BEAUTY MAGAZINE

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THE BEAUTY OF FIRMER, YOUNGER LOOKING SKIN  
WITH **PELLEVÉ**

by Wendy Lewis

The aging process and the cumulative effects of sun exposure, gravity, genetics, and other factors cause a loss of skin elasticity, which unfortunately leads to sagging of the skin and a loss of facial structural support. The key to tightening up loose skin without undergoing a facelift lies in a process known as “neocollagenesis” or stimulating new collagen. Whereas lasers use light to target the tissue, radiofrequency devices use energy to heat the skin below the surface to produce a tightening effect.

The Pellevé™ Wrinkle Reduction System with the GlideSafe™ handpiece from Ellman® International is one of the newest innovations in noninvasive, virtually pain-free, nonablative facial skin tightening. The technology utilizes advanced radiofrequency to induce collagen contraction without damaging the skin's surface. Founded in 1959, Ellman® International is a pioneer in the development of specialized radiofrequency technology for physicians' offices. To this day, their high quality products are designed, developed and manufactured right in Oceanside, Long Island.

Pellevé safely and effectively treats facial wrinkles without the discomfort and recovery time of other skin tightening systems. It works by delivering constant, gradual radiofrequency energy deeply into the skin, causing heat to build up in the skin. First, a protective gel will be applied to the areas to be treated. You will feel a deep warming sensation when the Pellevé handpiece is applied to your skin, and will act as a guide to describe the depth of the sensation as your doctor moves the handpiece gently across the treated areas. Many people who have had Pellevé say it feels like a warm facial massage and is actually relaxing. The increasing heat modifies the collagen bundles deep under the skin, causing them to contract and stimulating the

growth of new collagen over time. This results in tighter, smoother, and younger looking skin.

## MEASURABLE LASTING RESULTS

Pellevé is only available from dermatologists, plastic surgeons, facial plastic surgeons, cosmetic doctors, aesthetic practitioners and physician directed medical spas. It can be performed in your doctor's office in 30-60 minutes, creating visible results that are noticeable right away. After one short treatment session, you can be on your way to firmer skin – and the effects can last at least six months. According to New York City and Southampton plastic surgeon Z. Paul Lorenc, M.D., F.A.C.S., (lorenc.com), “I encourage patients to have a series of three Pellevé treatments, approximately three to four weeks apart. There will be some immediate firming effects, but that collagen remodeling takes 90 days, so results will appear gradually. Patients can go back to work and resume their normal routine right away, and no one will know they have had anything done.”

## A SOLUTION TO CROW'S FEET

Many Pellevé physicians report the most significant areas of improvement in terms of visible reduction of wrinkles are in areas of thinner skin, such as around the eyes. As Garden City oculoplastic surgeon Amiya Prasad, M.D., (prasadcsmeticsurgery.com) says, “Pellevé can eliminate "crow's feet" in eye area, caused by aging. Pellevé can also get rid of wrinkling that causes frown lines above the brow, renewing the appearance. Pellevé has been proven to provide safe and effective skin tightening in medical studies. Because Pellevé is a non-invasive procedure, there are minimal side effects and discomfort. Unlike other skin tightening systems, no anesthesia or skin cooling is needed during the procedure.”

“After three **Pellevé** sessions, it looks like someone ironed out the wrinkles around my eyes. My friends think I look rested but have no idea that I had anything done. I feel like a younger, better version of myself.”

– J.D., Great Neck, NY



180 days post single Pellevé treatment

Downtime can be a real deterrent to many people seeking skin rejuvenation treatments who cannot afford the inconvenience of time out of the office. Pellevé™ is an ideal red carpet solution for anyone who wants a fresher look before a big event, and it can be used alone or with other treatments doctors may recommend. According to New York City facial plastic surgeon Philip Miller, M.D., F.A.C.S., ([drphilipmiller.com](http://drphilipmiller.com)), "The real advantage of the Pellevé device is that it's a skin tightening procedure that doesn't have any downtime. The tightening occurs at the under surface of the skin as the radiofrequency gets applied to the deep tissues. The technology allows me to tailor the procedure to each individual, which means I work on the eye area or on the fine lines around the mouth as needed. This ability to customize the treatment is a significant benefit."

## LIFT WITHOUT SURGERY

A gentle lift without surgery offers great benefits if you are unable or unwilling to go under the knife. Skin tightening by Pellevé may be appropriate for men and women who wish to achieve dramatic results without painful surgery and lengthy recovery times. According to New York City dermatologist Rosemarie Ingleton, M.D., ([ingletonmd.com](http://ingletonmd.com)), "Pellevé is a convenient, low risk, non-invasive option for the patient whose skin is sagging but who is not quite ready to have a facelift. The Pellevé system utilizes advanced technology to safely

deliver radiofrequency energy to the deep layers of the skin for a tightening effect. Results are not instantaneous, as the machine is merely providing the stimulus for your body to begin the cellular processes that cause skin tightening. Results typically start to show after six weeks, and gradually improve over many months. I get the best results with patients who are in the mid 30s to upper 50s age groups."

## A PLEASANT AND COMFORTABLE TREATMENT

During a Pellevé treatment, your doctor will use a small handpiece to apply energy to your skin. You may feel a gradual warming sensation at the treatment area, but there is no discomfort, as with many other laser treatments.

As New York City dermatologist Arielle Kauvar, M.D., ([nylaserskinicare.com](http://nylaserskinicare.com)) says, "What's exciting about Pellevé is that it is painless and has no recovery time, so patients can immediately resume their normal activities. Pellevé uses radiofrequency technology to heat the deeper layers of the skin. Deep heating causes shrinkage of the collagen proteins which produces an immediate smoothing or tightening effect. Heating of the deeper skin layers also helps reduce wrinkles and tighten skin by stimulating the skin to produce new collagen, making it stronger and tighter. Pellevé helps to diminish wrinkles and tighten skin without wounds or surgery." ❖

For more information about *Pellevé Wrinkle Reduction System*, visit [pelleve.com](http://pelleve.com)