

National survey reflects local women's views on aging

Patients of Dr. Stefanie Christian mirror results of survey

(North Olmsted, Ohio, May 20, 2010)---Turning the “big 5-0” doesn't necessarily mean fear and loathing.

According to a survey by Harris Interactive, more than one-third of women approaching a milestone birthday (30, 40, 5- 60, etc.) said turning older made them feel optimistic about the future because they were “wiser and smarter.”

And many of those women choose to treat themselves with a gift, not relying on loved ones to give them a present that commemorates the big day.

“The survey validates what we have seen at Timeless Laser & Skin Care - that women are opting for aesthetic solutions because they want to continue to feel good about themselves,” said Dr. Stefanie Chrisitan, owner of the North Olmsted practice. “They are investing in their appearance as a gift to themselves.”

The survey points out that four out of five women approaching a milestone birthday want to improve something about their skin's appearance. Those approaching 30 or 40 most wanted to improve their uneven skin tone and texture, while those approaching 50 and 60 wanted to improve wrinkles. Also, women approaching 40 were more likely to want to improve facial redness than those approaching 60.

“Once again, the survey findings support what we see in our practice--- the popularity of non-invasive procedures to enhance the skin's appearance versus past trends of more invasive surgery for dramatic changes,” said Dr. Christian.

“It is clear women realize that no surgery will improve the quality and feel of their facial skin or eliminate common concerns like coarse texture, fine lines, splotchy redness and, as they get older, wrinkles. These patients want to appear more rested and relaxed - not to look different.”

Dr. Christian said her practice has seen a surge of interest in laser treatments. Timeless Laser and Skin Care offers four of the most popular: *IPL, Laser Genesis, Titan* and *Pearl*.

Each laser is used for a particular need:

* *IPL* is a very popular treatment among women of all ages and eliminates brown spots on the face, neck, and hands with no down time other than one week of mild freckling that can be covered with concealer.

**Genesis* enhances the complexion by reducing redness, fine lines, and pore size with no down time.

**Titan* improves skin tone for loose, sagging skin, especially around the jaw line, chin, neck, and abdomen, with no down time.

* *Pearl*, improves both the pigment challenges like IPL and textural challenges like Genesis, but with fewer treatments. Because Pearl is more aggressive and needs fewer treatments, there are three to four days of social down time after each of the two treatments.