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## FACELIFT BREAKTHROUGH

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Reported By: [Roxanne Stein](#)

Photographer: Eric Barreda &amp; Tony Araujo

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There have been several new procedures touted as the "latest" in non-surgical facelifts.

Some have offered results; others have not been as successful.

Now, there is a new, non-surgical procedure that may be the best yet for the 35 to 60 year-olds who want a younger look without surgery.

Vanessa Banchs saw the lines of time--catching up with her.

"Looking tired my skin wasn't looking good." "Wrinkles here and under eyes & forehead."

Vanessa wasn't ready for surgery but she was ready for a fresh look.

"I'm just doing a little bit of tweaking and tuning.

She's doing it with the new Lux-I-R.

Dr. Kenneth Beer, Dermatologist: "This device doesn't touch the outer layers. It goes through them and heats up the collagen fibers causing the collagen to contract which we see as skin tightening."

## FOR MORE INFORMATION:



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"What it's doing now is pulling infrared light very deep in to the epidermis...heating the collagen and the fibers causing them to tighten."

A flash of the red Lux I-R light, and "so there's a wrinkle here and it will start to contract and disappear."

Dr. Kenneth Beer of West Palm Beach led the research on the new non-surgical procedure.

"We use it all the time on the cheekbones, the jaw and the jowl, everywhere, the lip and lower face."

Taking a look at the layers of the skin on your face, this is what the "I-R" does.

"What we do with the I-R is send light thru this layer and this layer to this layer to the elastic and collagen fibers and the light is converted in to heat."

After three treatments, Vanessa liked the change.

"I love it, I've noticed a big difference, my face feels tighter and it's easier to put on my cream and makeup."

For Vanessa, the "before" and "after" pictures' show's the difference.

"I see a difference here, it slopes down, it pulled it up some, all right in here. That's all gone away, the jowl line here, it feels like it lifted it up."

Painless and effective, for the patient and doctor.

"I think that we've finally getting to the point where the non surgical face rejuvenation chest and neck just now actually starting to work."

"I feel rejuvenated feel fresher, more fresher I like it."

Each Lux I-R treatment costs about \$500.

Three treatments are suggested and follow up appointments with the I-R may be necessary. It hasn't been used around the eyes or on the forehead.



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