

You wouldn't trust your skin to just anyone, would you?

By Robin Goodpastor

Dr. Anthony Caglia prides himself on the amount of time he spends with patients and the quality of care he delivers for cosmetic dermatology needs. At the Derm Aesthetics & Laser Center, patients receive both qualified care and a detailed consultation of their treatment from Dr. Caglia.

The Center is one-stop shopping for almost every type of cosmetic dermatology treatment. Located in a comfortable, state-of-the-art, upscale office, the Derm Aesthetics & Laser Center is a comprehensive laser and cosmetic dermatology practice, providing high-quality skin care services using the most advanced techniques. Every treatment is customized to fit each patient's individual needs. Dr. Caglia and his staff pamper their patients in a plush, yet relaxing, setting.

The Center offers treatment of skin conditions such as rosacea, acne, keloid scars, stretch marks and brown spots as a result of sun damage. On the hi-tech side they offer a wide range of laser procedures for hair removal, photofacial, resurfacing for wrinkles and scars, facial spider and leg vein treatment as well as a group of non-ablative devices (Thermage, Cool Touch) for diminishing wrinkles and tightening skin. Other cosmetic dermatology services include sclerotherapy for the larger unsightly leg veins, microdermabrasion, chemical peels that range from deep with TCA to superficial with Jessner's. Dr. Caglia also offers Propecia for male-pattern hair loss.

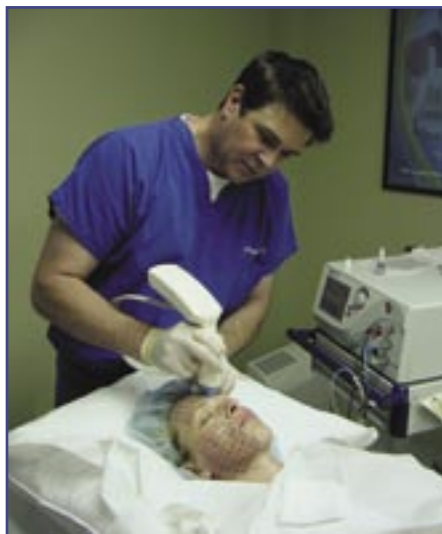
The center's most popular procedures by far are Botox®, Restylane® and the Non-Surgical Face Lift Thermage® as seen on "Good Morning America" and "Oprah."

None of these procedures require surgery, and all require very little (if any) downtime. "People want treatments that are non-surgical and require little to no downtime," says Dr. Caglia.

One of the latest advances in non-surgical facial rejuvenation is Thermage®. This technology tightens lax skin to smooth out wrinkles and renew facial contours. As a result of radio-frequency heating of deep dermal tissue you get immediate contraction of collagen in the dermis and its underlying tissue followed by gradual tightening and new collagen formation over several months. The incision-free procedure is fast and easy and requires no downtime from normal activities. Unlike lasers, the procedure can be performed on patients of all skin types.

Another often-requested product is Restylane®. Restylane® injections are a safe and natural cosmetic filler that restores fullness to the skin to correct moderate to severe facial wrinkles and folds, such as smile lines and lip augmentation. Restylane® is the first dermal filler made of hyaluronic acid, which is found throughout the human body. It binds with water in tissues to maintain volume correction under wrinkles, which are then lifted up and smoothed out. Together, Botox® Cosmetic and Restylane® provide dramatic non-surgical facial enhancement that can be achieved in minutes.

Botox® Cosmetic is commonly used to non-surgically reduce or eliminate the appearance of facial wrinkles, creating a younger and more refreshed-looking face. Botox® is the most effective treatment for facial lines that are a sign of aging. Botox® is administered via a few tiny injections directly into the overactive muscles that cause lines to form. Over a period of three to 10 days, there is a lessening of the appearance of frown lines, laugh lines and crow's feet. Botox® therapy is temporary and usually lasts three to five months, depending on the individual. The long-term efficacy of Botox is directly dependent on the number of units delivered to the area treated



and the concentration of the solution after reconstitution by the physician. This concentration is generally 1-4 cc per vial; if it is more than that, it is too diluted and less effective. Ask your physician, you have a right to be informed. Remember cheaper is not better; you pay for what you get!

The most important difference at Dr. Anthony Caglia's practice is the hands-on treatment each patient receives.

"I have always performed the non-surgical facial treatments myself," says Dr. Caglia. "Doctors should not be delegating these procedures to untrained staff and no one other than a physician should inject Botox® or Restylane®. A trained physician is the best way to do it, and it's the only way we do it."

Dr. Caglia has worked alongside the Texas Dermatologic Society for several years to define the use of lasers, light sources, and radio-frequency devices as the "practice of medicine" to prevent the unscrupulous practices associated with various invasive and noninvasive medical procedures administered by non-physician operators at spas, salons and clinics with off-site "medical directors". Unsupervised and unqualified non-physician staff can cause scars, burns and even permanent skin discoloration.

As of December 1, 2004, a licensed physician in the state of Texas must directly supervise the non-physician office personnel to protect the best interests and welfare of each patient. The physician must physically see each patient, diagnose and formulate a treatment plan, be physically on-site, immediately available and able to respond promptly to any question or problem that may occur while the procedure is being performed and personally treat any complication. Both the physician and non-medical personnel using these devices



must complete training requirements by the Texas State Board of Medical Examiners.

Dr. Caglia spends a great deal of time explaining procedures to his patients to make sure they understand what will happen and feel comfortable with the procedure. His goal is to help people feel better about themselves with cosmetic enhancements. "The best part of my job is helping people to feel better about themselves," he says. "For people with acne or wrinkles, a treatment can make a huge difference in their self-esteem. They feel better about themselves in their social life and in their work."

Baby boomers are becoming frequent patients of Dr. Caglia.

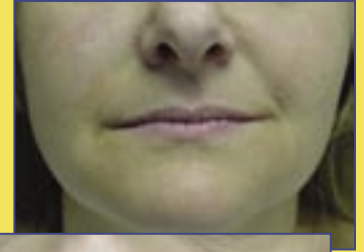
"We live in a young world that wants people to look younger and younger, and people want to be competitive in work and feel good about themselves," he says.

Each year, more and more people are turning to injections of soft-tissue fillers to reduce the telltale signs of aging. In fact, 7 million minimally invasive cosmetic procedures were performed in 2003, up 43 percent from 2002. Thanks to newer fillers and advanced injection techniques with fillers as well as Botox Cosmetic, both men and women are now able to enjoy facial rejuvenation.

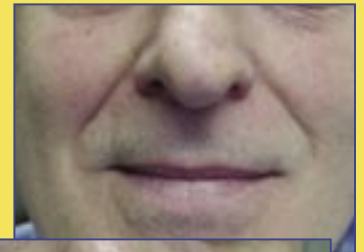
Dr. Caglia is active in a number of local and national organizations, including the International Academy of Cosmetic Dermatology, American Society of Cosmetic Dermatology & Aesthetic Surgery, American Society of Aesthetic Medicine, American Society of Dermatologic Surgery and Botox Physicians Network. He is a Fellow of the American Society for Laser Medicine and Surgery and American College of Phlebology.

Call 972-690-7070 to schedule your complimentary consultation with Dr. Caglia. Please visit their Web site at

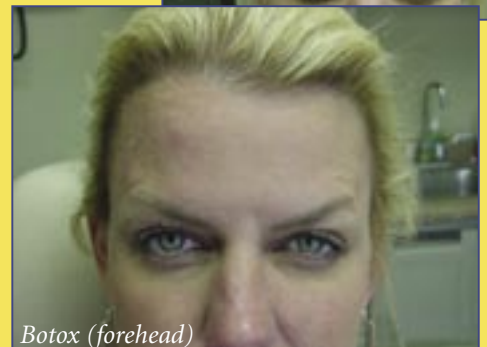
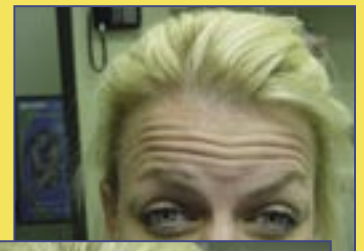
www.dermlasercenter.net. 



Restylane (lips and smile lines)



Restylane (smile lines)



Botox (forehead)