

IMAGE

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Magazine

Fall Home & Self
Improvement Spectacular

Bye-Bye Spider Veins

Spider veins are small, dilated veins in the skin and when these veins become larger and protrude, they are called varicose veins. They are common in women and men, and are principally genetically determined, according to Dr. Kenneth Jesser M.D., who is also the co-founder of California Vein Specialists and About Face Medical Aesthetics with Dr. Michael Leary M.D., in Newport Beach and Palm Desert.

"The gold standard of eliminating spider and varicose veins in the legs continues to be sclerotherapy, or injection therapy. As this is a medical procedure, it is important that an experienced practitioner, known as a phlebologist, perform the sclerotherapy to assure ideal results. Basically, the injected solution locally injures the dilated veins, causing the body to absorb the vein over a period of weeks to months. By directly injuring the underlying leaking feeder veins, sclerotherapy effectively reduces the later appearance of new spider and varicose veins," Jesser said.

Jesser added that laser therapy, while variably effective in eliminating leg veins, should only be used selectively by an experienced practitioner well trained in vein therapies. "Laser therapy only treats the target vein, and does not treat the underlying feeder veins causing the problem. Combining the two treatments offers better results."

Another popular treatment Jesser and Leary offer is Polaris, a revolutionary, FDA approved elos technology described by New York *Metro* magazine as "the most effective anti-aging treatment of 2004."

Elos combines a collagen stimulating laser with skin-tightening radio frequencies, and unlike another popular treatment, Thermage, it is more comfortable and reliably effective in reducing wrinkles and lightening skin, Jesser said. "Clearer, more youthful-looking skin is available with no general anesthesia needed. A treatment can be easily performed in 30 minutes, and has produced great results on the face, neck, and upper arms," he said.

This is a no down-time procedure that can be performed over a lunch break - there is no recovery period, and generally, three sessions spaced one month apart are recommended for optimal results.

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COSMETIC SURGERY Q&A



DR. BUNKIS

As Medical Director of Orange County Plastic Surgery and Renou Laser Day Spa, Jari Bunkis, M.D., F.A.C.S. brings almost 28 years of surgical expertise to our community. With offices located in Rancho Santa Margarita and Dana Point, state-of-the-art plastic surgery and laser rejuvenation treatments are minutes from your door. A Board Certified Plastic Surgeon and Member of the American Society of Aesthetic Plastic Surgeons, Dr. Bunkis will be featured in this Cosmetic Surgery Q&A Column each issue. We invite you to call Dr. Bunkis 949-888-9700, or email your questions to bunkis@ocps.com. Enjoy!

I am involved in marketing and am curious as to what affect all of the plastic surgery shows are having on your business? What do you attribute this sudden surge of interest in shows about plastic surgery.
—Mary C., Coto de Caza, CA

As in any business, I am certain that the more people discuss a subject, the more publicity is generated, the more demand there will be for any product or service. Likewise with plastic surgery, there is no doubt that the numerous shows about plastic surgery have increased the public's awareness of what plastic surgery, skin care, cosmetic dentistry and so forth can do to enhance ones appearance. But while I am certain that such shows increase awareness and demand for plastic surgery, I can also say that TV networks are out there to make money for themselves and have promoted such shows because of a market for such content. The general public has developed an almost insatiable appetite for information about plastic surgery, and the networks have been more than happy to fill this void and to oblige their audiences' desires.

Not only has there been a very definite surge in interest in plastic surgery over the last twenty years but people interested in having such surgery are now very open about their desires and are not shy about sharing their experiences with anyone willing to listen. Long gone are the days when I was a resident in plastic surgery at Harvard in the late 1970's when patients did everything they could to keep their procedures a secret, even going to the point of coming for appointments and surgery with assumed names! Now most people are proud of the fact that they have had plastic surgery and they are very willing to tell the world about what they had done!

Over the past five years, there was a 228% increase in the number of cosmetic procedures performed in the United States. Men and women from all walks of life now seek to improve their appearance in a variety of ways, exercise, diet, clothing, cosmetics, jewelry, and surgery. Why this written surge of interest? First of all, surgical procedures themselves have become safer, more effective, and more affordable for the average person in recent years. Second, society's values with regard to appearance have changed. Seventy-six million baby boomers are enjoying middle age but not necessarily the changes they see in the mirror every day! Constituting roughly one third of our population, this large and influential group places a high value on the quality of life and rejects the notion that looking old is inevitable. These values have affected all Americans. The plethora of stories in the written press and numerous popular TV shows such as *Extreme Makeover* are both the result of this increased popularity in plastic surgery and serve to further increase interest in the subject. If you would like to see copies of tapes featuring Dr. Bunkis in such shows as NBC's *"The Other Half"* and other TV shows, or to learn how plastic surgery can help you with a problem area, please feel free to contact Dr. Bunkis at 949-888-9700.



Dr. Bunkis appearing on NBC's "The Other Half" program to discuss body sculpting surgery.