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**What RU[®]
Wearing?**
AS TOLD TO ATLANTIC AVE MAGAZINE

ATLANTIC AVE

DELRAY BEACH • BOCA RATON

DELRAY BEACH

FEBRUARY 2011

**LOVE
IS A MANY
SPLENDID
THING**

CITY PEOPLE
**GREGG
WEISS**

**GOTTA KNOW
GOTTA SEE
GOTTA HEAR**

THE HAMLET COUNTRY CLUB
**COUNTRY
OASIS IN
THE CITY**

73RD ANNIVERSARY
**LONG
LASTING
LOVE**

DELRAY BEACH ITC
**JOHN MCENROE
RETURNS SERVE
TO TENNIS**



**12 ANNUAL DELRAY BEACH
GARLIC FEST**

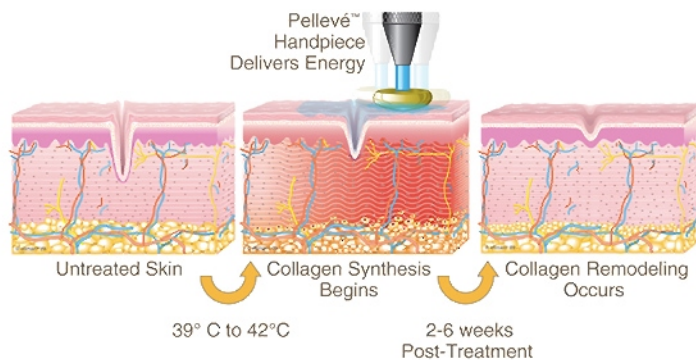
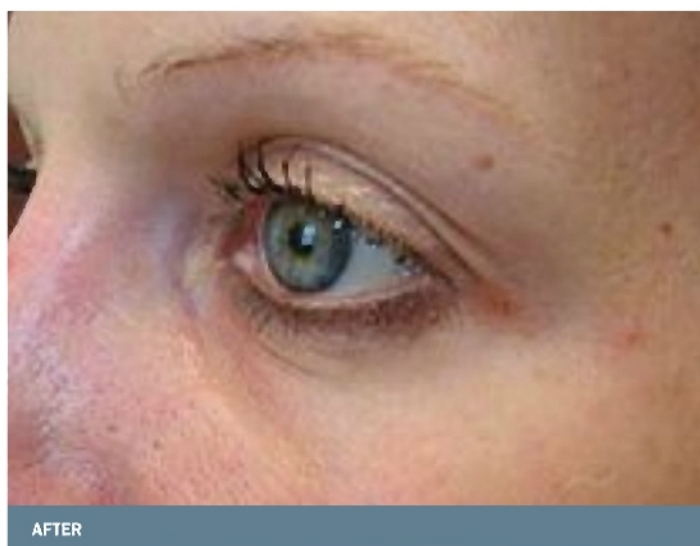
DEFINING
SOUTH
FLORIDA



BY THOMAS C. BALSHI, MD

PELLEVÉ™

Delray Beachers prize immediate gratification. Now, the magic mirror can reflect a face with tightened skin and reduced wrinkles after a simple and comfortable sixty minute procedure. There are no painful injections, no burning lasers and no peeling or scabbing a day later. A refreshed appearance can be had without toxins, needles, cutting, fillers, or bruising. At last we can alter nature without an incision!



Pelleve™ is a revolutionary non-surgical procedure to safely treat mild to moderate facial wrinkles with virtually no pain and little, if any downtime. Using this advanced FDA approved radiowave technology, the Pelleve™ system precisely heats the deep layers of the skin while completely sparing the epidermis (top layer of the skin), leaving it undamaged. This creates deep results without the downtime. The heat generated in the deeper skin levels causes the collagen in the skin to contract and tighten. After treatment, the skin begins to ramp up new collagen production, which improves firmness and reduces wrinkle depth. The result is an immediate, naturally refreshed appearance.

Some tout this to be the greatest facial “happening” of all time. Results are immediate and will last for about 48 hours. One can actually plan ahead to look one’s smashing best when attending a wedding, interviewing for a job, meeting the first “date,” or just sauntering down the “Ave”.... Ultimately, it takes about a month for the collagen to finish remodeling. Then voila! The

maximum results are clearly visible.

Pelleve™ does not require anesthesia or skin cooling. Patients can expect to feel a deep warming sensation in the area being treated. Because the skin is not numb, the patient can describe the depth of the feeling to the doctor, and alert the doctor if the heat grows uncomfortable, which helps to ensure the best possible results. Patients can also

return to home or work immediately.

Pelleve™ can be used to treat the skin on the face, including the eye area, neck, hands and virtually any area at all. This nifty device does not take the place of a facelift nor proclaim to offer comparable results; however, because a full facial treatment takes only about an hour, Pelleve™ fits easily into busy schedules. A single, one-hour treatment provides noticeably firmer, tighter skin—with results that can last up to six months. Busy and beautiful can now coexist. Believe Pelleve™.

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