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WEDDING ISSUE

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Pellevé

A QUICK (AND PAINLESS) FIX FOR BRIDES

BY MEGHAN WALSH

Shortly into my first ever Pellevé treatment, the aesthetician at MILLENNIUM LASER & AESTHETICS CENTER, one of only several locations in Arizona to offer the relatively new skin tightening procedure, pulled out a hand mirror. To my surprise (and outright giddiness), there was already a visible difference between the right eye where she had applied the radiowave technology and the untreated left. The fine lines etched on the fringes of my lid had vanished. My brow arched higher. Where there were once swollen under eye circles, supple skin had surfaced. I was convinced right there on that table that this anti-aging breakthrough is legit.

WHAT IS IT?

Pellevé, cleared by the FDA in 2009, is a non-ablative skin tightening system that works by heating the deepest layers of the dermis to trigger collagen production. “People can really see the results, which is why they keep coming back,” Millennium’s Dr. Scott Gulinson says. While a series of three treatments spaced one month apart is recommended, skin will become firmer and wrinkles should begin to disperse after just the first appointment. Results last roughly six months.

THE EXPERIENCE

This painless cosmetic discovery, affectionately known as face ironing, is ideal for brides-to-be because there are no side effects or downtime. The treatment, which can be done on your lunch break

in less than an hour, feels like a warm massage. The results are instant, so you can schedule it just days before the ceremony. Some may experience mild swelling and redness, but it should disappear within 2 to 24 hours. “We’ve had an explosion of interest,” Dr. Gulinson exclaims. “This is the best piece of equipment I’ve ever bought.”

TECHNOLOGY BREAKTHROUGH

What distinguishes Pellevé from other wrinkle remedies is its ability to create definition around the jaw line and also treat all of the crevices surrounding the eye – including under the lashes, the upper lid and brow bone. Until now, our eyes, the weathered windows to our souls, have been off limits from chemical and laser treatments. But no more – Crow’s feet have finally met their match!

COST

Depending on the area to be treated, Pellevé can cost anywhere from \$500 to \$1,500 for the full face, but many doctors offer discounted packages. ■

