



## COSMETIC ENHANCEMENTS

Four procedures for a new you. By Karen Asp

PHOTO: ISTOCKPHOTO (COSMETIC PROCEDURE)



### ZOOM! LIGHT-ACTIVATED TEETH WHITENING

**WHERE TO GET IT:** Dr. Bill Dorfman, Century City Aesthetic Dentistry, Los Angeles.

**WHAT IT IS:** In-office teeth whitening procedure. Three applications of a whitening gel are used with a special light to break up discolorations. You'll leave Dorfman's office in an hour with teeth that look eight shades whiter, plus a kit for at-home touchups.

**FINE PRINT:** Costs vary from dentist to dentist, but expect to pay \$500 on average. Results can be long-lasting, but hinge on your eating habits and dental hygiene (or lack thereof).



**Dr. Dorfman's Celebrity Clients:** Hugh Jackman, Jessica Simpson, Usher, Eva Longoria, Anthony Hopkins.



### LIPOTRANSFER

**WHERE TO GET IT:** Dr. Karyn Grossman, Grossman Dermatology, Santa Monica and New York City.

**WHAT IT IS:** Fat, the body's natural "filler," is removed from unwanted areas (hips, gluteals) and injected into areas where volume is wanted, often

the cheekbone, jaw line, chin and temples. Grossman tweaks the procedure by mixing the patient's plasma into the fat.

**FINE PRINT:** Expect to pay anywhere from \$5,000 to \$6,000. You may experience bruising and swelling for a few days, and you will need to avoid exercise for a week.



### TEAR TROUGH FILLING

**WHERE TO GET IT:** Dr. Haideh Hirmand, Haideh Hirmand Aesthetic Plastic Surgeon, New York City.

**WHAT IT IS:** Hyaluronic acid is injected into the area around the eye called the tear trough, producing a less tired and more "lifted" appearance and decreasing (if not eliminating) under-eye circles. Some patients also choose to have their cheeks and midface filled.

**FINE PRINT:** At Hirmand's office, tear trough filling starts at \$2,500. Results last one to two years, she says. Minor bruising and swelling is not uncommon, but should subside within a week.

### Q: What's the biggest mistake people make in choosing a doctor for a cosmetic procedure?



**A:** It shouldn't be a rash decision made at the mall when you see a clinic and you say: "Why not do Botox or a filler today?" Think about it, shop around, find somebody you know is well trained and skilled in the procedure, consider having another opinion and then make a decision based on all the fact-finding. Take the time to make sure you're having it done by somebody who is going to have the best chance of giving you a safe result you will be happy with. — **Dr. Malcolm Z. Roth**, president, American Society of Plastic Surgeons



### EPRIME

**WHERE TO GET IT:** Dr. Mitchell Chasin, Reflections Center for Skin and Body, New York City and Livingston and Martinsville, New Jersey.

**WHAT IT IS:** This facial rejuvenation technology uses radio frequency energy to penetrate the skin's outer layer to stimulate the production of collagen, hyaluronic acid and elastin. Aging causes the loss of all three substances, producing the fine lines, wrinkles, enlarged pores and hollowing of the skin that this procedure targets.

**FINE PRINT:** Costs range from \$3,000 to \$4,000. There can be redness, swelling or bruising that