



Over the years, skin begins to show the damage of time. The natural aging processes combine with exposure to the sun, pollution, and lifestyle choices like smoking begin to damage and breakdown the building blocks of the skin. To treat the telltale signs of aging - fine lines, wrinkles and things like acne scarring - prior treatment options meant removing the protective outer layer of skin. Patients were required to submit to chemical peels (in which caustic solutions dissolve the outer layer of the skin), dermabrasion (in which the first layer of the skin is literally ground off), or high-tech laser treatments which "vaporize" the outer layer of skin. However, today there is another option - New Derm CET (Collagen Enhancement Treatment).

### What is New Derm CET?

New Derm CET has its roots in the decades-old medical mesotherapy technique, Nappage, a French skin rejuvenation technique used the past fifty years. New Derm CET utilizes micro-channeling, in which a roller with a series of very fine, sharp medical needles is used to create extremely small punctures in the skin. These punctures extend into the dermis, (deep layers of the skin) and create micro-trauma. The body responds

by sending platelets and fibroblasts to the wound - creating collagen - which is essential for healthy, youthful skin.

The punctures, while doing very little damage to the skin, also allow for natural vitamins and growth factors to be infused - for faster healing as well as the creation of the body's own production of collagen returning to your skin its youthful firmness, strength and elasticity.

### Local Specialist - Joseph F Greco, PhD, PA/C

On the forefront of this procedure is Sarasota's own, Dr. Joseph F. Greco. "Micro-channeling is an effective treatment for these facial lines and wrinkles - because it induces the body's own production of collagen replacing some of what has been lost," Says Dr. Greco. "Imagine the collagen in your skin being similar to the framework of your home. It's the support structure and when it begins to breakdown over time, wrinkles and lines appear. This new treatment helps to tighten & tone the skin, reduces wrinkles, gets rid of large pores, and even reduces acne scarring & stretch marks. It is a great alternative to expensive & painful laser treatments - causing much less damage to the skin than lasers while inducing new collagen in as little as six weeks."

### Innovative Techniques

After gaining international acclaim as one of the most sought after hair restoration centers, Dr. Greco's practice has now become one the leaders in new & innovative aesthetic medicine treatments including the Collagen Enhancement Treatments. During their CET procedures, Dr. Greco's patients can opt for either infusion of one of Dr. Greco's proprietary toning formulas - comprised of a unique blend of vitamins and growth factors - or Platelet Rich Plasma (PRP) drawn from the patient. The PRP infusion is unique to Dr. Greco's practice. In fact, no other clinic in the world is utilizing PRP to initiate collagen synthesis in this manner. The PRP formula has the added benefit of containing up to ten times the concentration of growth

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### What Patients Can Expect

Sessions for CET last only about an hour. The skin area to be treated, which can be anywhere on the body, is micro-channeled for approximately fifteen minutes while infusion of the appropriate combination of vitamins, hyaluronic acid (to plump the skin), or the patient's own platelet rich plasma takes place. A final masque is applied to drive the infusion deep into the skin where it takes effect. There is virtually no pain, no bruising afterwards and no downtime. Patients generally receive 4 to 5 sessions for the full effect. Most patients have a healthy glow immediately afterwards and within two weeks find they are wearing less makeup.

According to Dr. Greco, "Today's advancements in aesthetic medicine are truly working wonders in rejuvenating damaged skin. The New Derm Collagen

Enhancement Treatment combined a patient's own platelet rich plasma is literally the future - today. This non-invasive, all natural treatment with PRP is the 'ultimate' way to get your own growth factors back into your body and synthesizing collagen - and returning the youthful, vibrant appearance you may have lost."

Dr. Greco can be reached through the cosmetic office at Center for Sight, 2601 S. Tamiami Trail, Sarasota, FL, 941/330-2020



*Joseph F. Greco, PhD, PA/C, a board certified Physician's Assistant, is an internationally recognized specialist in the field of Hair Restoration Surgery, and has published over 30 papers on hair restoration.*

*Additionally, Dr. Greco is on the Editorial Board of the American Journal of Mesotherapy and is published in the field. During the month of June he will speaking at the Italian Society of Hair Restoration meeting in Milan, Italy, as well as, lecturing to the Dermatology Department at UCLA David Geffen School of Medicine.*

