

DR. DAVID GOLDBERG INTRODUCES THE TITAN PROCEDURE™ - A BREAKTHROUGH IN PAINLESS SKIN TIGHTENING FOR THE FACE, NECK AND BODY

(NEW YORK, NY) - Mother Nature can be cruel to us over time, causing the elastin in our skin to slowly disintegrate, resulting in sufficient aging in our face, neck and body. In a youth-oriented culture, the baby boomer generation is no longer content with plastic surgery as the only solution to sagging skin. In the last decade, Botox™, Thermage™ and a host of other wrinkle fillers and skin tighteners have been introduced, stimulating a new movement in cosmetic enhancement. With lunchtime procedures now available on the market, the boomer generation of today simply cannot be held up by invasive surgical procedures in pursuit of a youthful appearance. **The new TITAN PROCEDURE™ may be just what the doctor ordered.**

Dr. David Goldberg, cosmetic dermatologist and director of laser research at Mount Sinai School of Medicine introduces the **Titan Procedure™**, a safe, new, FDA approved, painless skin tightening procedure that treats lax and redundant skin throughout the body including the abdomen, thighs and underarms, and is also used to tone, lift and tighten skin on the face and neck. "The Titan™ is not just another non-invasive procedure, it truly stands out from the rest by stimulating long-term collagen rebuilding in addition to integrating an effective cooling system that instantly numbs the treatment area while you work without any other outside anesthetic, making it a very comfortable experience for the patient," says Dr. Goldberg.

How Does The Titan Work?

The Titan Procedure™ uses a blended infrared light source to tighten skin and reverse the signs of aging. The Titan™ heats the dermis to cause collagen contraction while protecting the skin through continuous cooling. By creating significant heating in the dermis, the body is essentially "tricked" into repairing the skin. Furthermore, the overall skin structure contracts due to the applied heat and subsequent collagen denaturing which continues over time. The Titan™ treatments can take under an hour and be performed during a short lunch break. The best candidates are people in their 40's and 50's who are beginning to notice a reduction in their skin's elasticity.

Do Titan Treatments Hurt?

Unlike other non-invasive skin tightening techniques, which can be slightly uncomfortable, the Titan Procedure™ is a near painless procedure. The laser pulse used in the Titan™ is often described as a wave of heat that gradually increases during the five to seven second pulse of the handpiece. The Titan™ is equipped with a skin-cooling system that allows the continuous direct cooling of the skin before and during treatment to minimize any discomfort. In addition, other non-invasive skin tightening techniques require all kinds of hassles including the use of electrical conduction pads and various lotions and gels. Because the Titan Procedure™ requires none of this hassle, it does not get easier for the patient.

Continuous contact cooling

Infrared light source for uniform, even heating

No single use disposables

Lightweight, ergonomic handpiece



How Long Does The Titan Procedure™ Take? How Many Treatments Are Needed?

Generally, anywhere from one to three 15-30 minute treatments are greatly effective in tightening sagging skin and smoothing out lines and wrinkles on the face, neck and/or body.

When Do You See Results?

Some patients will see some results from the Titan Procedure™ almost immediately. However, most patients will begin to see tightening in the treated area approximately three weeks following treatment. Additionally, patients should note that improvement can continue, even up to six months after a treatment.

Is the Procedure safe?

"Absolutely, it is extremely safe," says Dr. David Goldberg. "Although this is a relatively new technology, great effort has been made to make it as safe as possible. The number of adverse effects is remarkably small." In late 2004, the U.S. Food and Drug Administration (FDA) approved the Titan Procedure™ for topical heating for the purpose of elevating skin tissue temperature for temporary increase in local circulation where applied. This technique utilizes a blend of invisible wavelengths of light that are designed to heat the dermal layer of the skin while protecting the epidermis. After treatment, it is common to see either no reaction or some mild skin irritation or redness that resolves very quickly.

What is the Difference Between the Titan Procedure™ and Thermage™?

Thermage™ combines radio frequency heating with cryogen cooling and requires close to an hour of local anesthetic beforehand. Additionally, this procedure requires extensive pre and post treatment including topical gels and connective pads. Conversely, the Titan Procedure utilizes a blended infrared light source causing the collagen to contract while protecting the skin through continuous cooling. This procedure is virtually painless, does not require any local anesthetic and does not involve any pre or post treatment making it an easy, pleasant experience for the patient.

ABOUT DAVID J. GOLDBERG, M.D.

David J. Goldberg, M.D. has been a leading authority on anti-aging skin care for the last decade. A board-certified dermatologist, he is particularly known, both nationally and internationally, for his work with skin lasers. He has performed numerous pioneering research studies on laser procedure, has written several well-respected laser textbooks, and has taught doctors throughout the world in the use of this groundbreaking technology. Dr. Goldberg is Chief of Dermatology Surgery at New Jersey Medical School, and Director of Laser Research at Mt. Sinai School of Medicine. He has held offices and committee assignments in the top organizations in his field including the America Society for Laser Medicine & Surgery, American Academy of Dermatology, and the American College of Micrographic Surgery. www.skinandlasers.com