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# Woman's World

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Sept. 19, 2006

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# Wish you had better skin?

Whatever their skin problem, lots of women wish they could change what they see in the mirror. And an amazing new laser technology is promising to do that. Just ask Haleh Shafieezadah . . .



"Now that I'm free of acne, I feel like I've finally discovered the real me!" beams Haleh.

**I** look awful! Haleh Shafieezadah cringed. She'd applied layer after layer of makeup. But no amount of foundation could cover her blemishes. Or hide the fact that at 38, she still looked like a pimply faced teen!

Like lots of girls, Haleh started having problems with acne as a teen. But while her friends outgrew it, Haleh's breakouts never went away.

She tried chemical peels, antibiotics and Retin-A. But nothing worked. Eventually, her acne left her with terrible scars. The Newport Coast, California, bank teller tried to hide her face with her hair and cover her blemishes with heavy makeup. But she still felt so self-conscious, she avoided eye-contact and rarely went out.

## Were lasers the answer?

Then she heard about a dermatologist with a reputation for working wonders with adult acne—Dr. Vincent Afsahi.

Haleh had been to enough doctors to know better than to get her hopes up.

But Dr. Afsahi seemed confident he could help her. And his combination approach made sense. Birth control pills to eliminate hormone fluctuations, a bacteria-fighting cleanser and a new laser technology called ELeCtro-Optical Synergy, or ELOS, that used low levels of laser light pulses and radio frequency energies to treat wrinkles, red blotches, scars, large pores and . . . acne.

"ELOS shrinks the oil glands, stopping breakouts. And it also encourages the production of collagen, reducing the appearance of scars," Dr. Afsahi explained. While the radio pulses penetrate and heat deep tissue, promoting collagen production, the laser works on the more superficial problems like skin tone. And unlike traditional laser treatments, ELOS was virtually risk-free.

"Let's do it!" Haleh agreed. A few weeks later, after putting on special glasses to protect her eyes, she

had her first treatment. It only took about an hour—and afterward, she went right back to work.

But would it really help?

It might take a few treatments, Dr. Afsahi warned. But almost immediately, Haleh's breakouts were less severe. And after three months . . .

"I actually feel pretty!" she beamed. Not only had her complexion cleared up, her scars had disappeared! Today, Haleh's still breakout-free. She doesn't bother with much makeup—these days her social calendar is too busy for long sessions in front of the mirror! "For twenty-five years I tried to cover up my acne," Haleh says. "But thanks to Dr. Afsahi and ELOS, I've shed that awful mask, and finally, I feel good about me!"

—Deborah Bebb

**Did you know?**  
You can find a doctor near you who uses ELOS technology by going to [www.syneron.com/contact-patient.html](http://www.syneron.com/contact-patient.html).

## 5 ways to Prevent breakouts

### 1 Wash your face only once a day.

More than that irritates skin and sends oil glands into overdrive.

### 2 Use this kind of moisturizer.

"Non-comedogenic" lotions won't clog pores.

### 3 Don't touch!

You'll transfer dirt from your hands to your face.

### 4 Limit sun exposure.

It might blend red marks at first, but it will cause breakouts in the long run.

### 5 Change your pillowcase often and sleep with your hair pulled back.

Natural oils and hair product residue won't get on your face while you sleep.



## What else does the new laser treatment do?

With no sedation needed, no patient downtime, and often, no pain, ELOS may be ideal for . . .

### ✓ Permanently removing unwanted hair.

According to one study, two treatments yielded a 50% reduction in hair.

### ✓ Treating rosacea, or spots caused by sun.

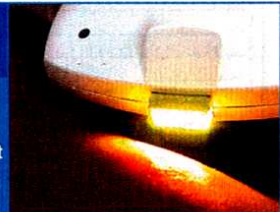
Studies show that several ELOS treatments can make these marks vanish.

### ✓ Removing spider veins.

Approximately three treatments may make veins fade significantly—or disappear.

### ✓ Reducing wrinkles.

Half of participants in one study had a more than 50% improvement after just three treatments.



Photos: Michael Justice; courtesy of Dr. V. Afsahi; Image ZoofMedia Bakery; Syneron Medical, Ltd.