

MICHIGAN AVENUE

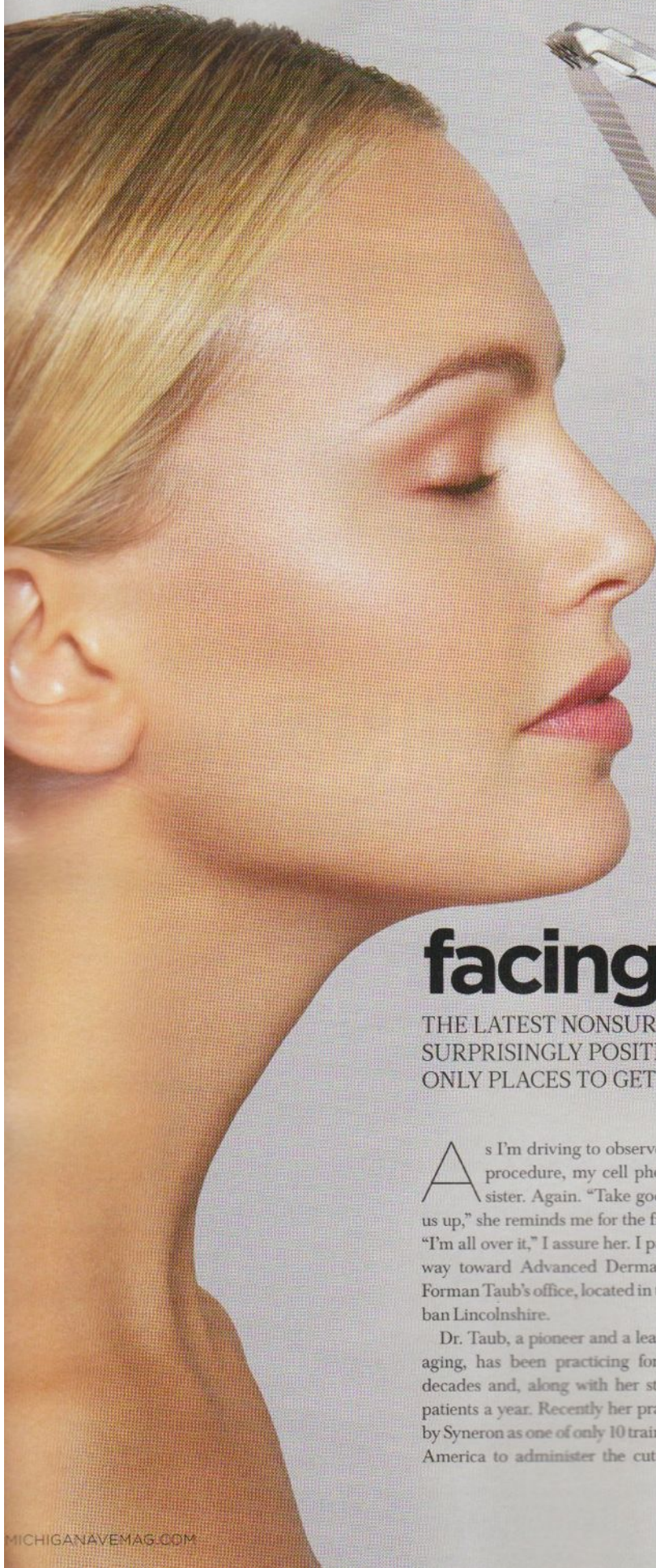


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THE LATEST NONSURGICAL ANTIAGING PROCEDURE YIELDS SURPRISINGLY POSITIVE RESULTS—AND OUR TOWN'S ONE OF THE ONLY PLACES TO GET IT. BY LISA BARR

As I'm driving to observe the new ePrime procedure, my cell phone rings. It's my sister. Again. "Take good notes and sign us up," she reminds me for the fifth time that day. "I'm all over it," I assure her. I park and make my way toward Advanced Dermatology, Dr. Amy Forman Taub's office, located in the heart of suburban Lincolnshire.

Dr. Taub, a pioneer and a leader in the war on aging, has been practicing for more than two decades and, along with her staff, treats 25,000 patients a year. Recently her practice was chosen by Syneron as one of only 10 training sites in North America to administer the cutting-edge ePrime

procedure with a state-of-the-art device that adds volume and changes skin tone and texture *without* surgery. In short, it operates on radio frequency technology and uses heat to naturally stimulate the production of new collagen, elastin, and hydraulic acid, restoring a more youthful appearance. And unlike Botox treatments and the like, which need to be repeated every four to six months, ePrime is a "one-shot" procedure.

"It is really amazing," the doctor explains. "This procedure gives you a third of what an actual face-lift gives you—volume, lift, improved skin tone, and elasticity—without using anything invasive." The

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“None of the toxins does the trick on the upper cheek, jowls, and neckline [like ePrime].” —DR. AMY TAUB

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ePrime procedure is a newbie on the aesthetic market—only 300 have been implemented since the FDA-approved technology debuted just under a year ago.

“None of the toxins [such as Botox] does the trick on the upper cheek and excessive jowls under the chin and neckline,” she continues. “That’s why ePrime is so exciting.”

I’ve come to Dr. Taub’s office to watch her administer the procedure to one of her patients, Mary Marcus. Marcus just turned 50, but looks a good 10 years younger (and that’s *before* ePrime). Two days earlier Marcus and I spoke on the phone about why she was getting the procedure and what she hoped ePrime would do.

“I feel a little nervous but excited for the result,” says the tawny-haired real estate broker from Northbrook. “I’ve done other treatments, like Botox, but I would never have an actual face-lift.” She pauses. “I want to age gracefully. I’m up for anything that will reverse the clock without going under the knife.”

Within a half hour of arrival, Marcus is being prepped for ePrime, which takes just 30 to 45 minutes. I join Dr. Taub and her assistants in her

surgical room to watch the in-office procedure. A local anesthetic is administered, and Marcus (still wearing her heels) talks throughout, reassuring me that she is not in any pain. Her face has been marked with purple flaglike formations on both cheeks and under her chin. Using the heated, sterile, pistol-like applicator filled with micro-needles (five pairs of 32 electrodes, to be exact), Dr. Taub leans forward and injects the device 1 to 2 millimeters directly into the skin. These sensors will serve to later stimulate collagen production.

Precision is key, says the doctor. Each puncture is timed and exact. Syneron handpicked only those dermatologists and plastic surgeons considered extremely skilled and experienced, a good thing considering that burning can occur if ePrime is handled improperly.

“You okay, Mary?” I keep asking.

“Doing great,” she responds from the table as Stevie Nicks belts it out in the background. The mood in the surgical room is upbeat, designed to ensure the patient is comfortable and anxiety-free during the procedure. Afterward, patients can be bruised and swollen for about seven to 10 days, and some bleeding is expected. The real results occur six to eight weeks post-treatment, while optimal results, explains Dr. Taub, come about at the three-month mark. The cost for ePrime ranges from \$3,000-\$5,000.

So, is it worth it?

Absolutely, cheers Mariola Jasinski, a fiftyish self-employed financial services professional from Lake Zurich, whom the doctor treated in July.

“From day to day I look better, but now after two months, I look almost 10 years younger,” Jasinski says. “My wrinkles disappeared, my skin is glowing, even most of my facial capillaries are gone, and my cheeks look fuller. I’m getting compliments from both my male and female friends, who keep saying, ‘Wow, you look amazing. Did you do something?’ I just laugh in response.”

Jasinski adds that post-procedure she felt a tremendous boost not only physically but also emotionally. “I went through a very tough time after my divorce. Now I feel so good about the way I look, I hardly need to wear makeup anymore.” She laughs. “I even dyed my dark hair blonde to match my new look.”

I leave Mary Marcus, Dr. Taub, and her crew to finish up the procedure. I’m in the parking lot when, predictably, my cell rings.

“So,” my sister says. “Did you sign us up?”

Glancing in my rear-view mirror, I see the fine lines emerging, the crow’s feet staking their claim on my face. “Oh yeah,” I assure her. “You and I are definitely not going down without a fight.”

To make an appointment call 847-282-4047 or visit adverdermatology.com. **MA**

FAKING IT

Local makeup mavens conjure the perfect complexion.

What makes people look older isn’t wrinkles, says Sandy Incardona, director of sales and marketing for locally based Amazing Cosmetics. “The number one feature that ages a woman is uneven skin tone,” she says.

She and her business partners—Amazing Cosmetics founders Sue Katz and Iliana Thurman—should know. Their skin-care line, nationally revered for its powerful concealer (which represents more than half of the brand’s total sales), is better refocused around “Face-ics”: the products that fake a perfect complexion.

MICHIGAN AVENUE: What makes your concealer special?

SANDY INCARDONA: The pigment of a typical concealer is 12-19 percent. Ours is 60 percent. [With our concealer, there’s no settling, because you’re using such a tiny amount and the product is very buoyant.]

MA: What’s the number one mistake people make applying concealer?

SI: Everybody thinks they should go shades lighter than their own skin. The two-shades-lighter myth is completely that—it’s a myth, and it only spotlight your dark circles.

MA: Tell us more about your Face-ics.

SI: We’re rebranding in Sephora. Our asset is having expertise in the flawless face, with the Amazing Concealer leading the way. [The line] includes everything that creates that overall flawless complexion: Anti-Aging Primer, Amazing Concealer, Velvet Mineral foundation, Powder Set, bronzer, and blush.

MA: Bronzer and blush aren’t usually considered complexion products.

SI: Bronzer is not just to fake a suntan—it’s the best beauty tool to give your face a healthy, radiant tone. We only have one universal shade; it has no shimmer and it’s a great contouring color. But you always have to have a little pop of contrast on the apples of your cheeks—[a bright blush] makes your eyes and teeth look whiter.

Available at Ulta locations citywide; amazingcosmetics.com