



Solutions for 6 Beach-Body Concerns

Summer is approaching! It's the time of year met with mixed emotions. On one hand you're excited for the warmer weather, open toe shoes and weekends at the beach or pool. On the other hand you dread revealing the stubborn cellulite, dull skin, stretch marks, scarring from breakouts on the chest shoulders or back, not to mention coarse hairs.

Dr. Kirk Brandow, founder and director of the Brandow Clinic for Cosmetic Surgery in Philadelphia, offers some insights and tips on these top six beach body concerns.

1. My skin is so pale!

It's been way too long since you have seen a glimmer of sunshine, and suddenly you realize how pallid your skin looks. Brandow's advice: Avoid tanning beds and load up on sunscreen. "Opt for a bronzing cream or spray tan instead of tanning beds," cautions Brandow. "Many of the women who come to me for facial procedures, including Botox, fillers and laser treatments, could have slowed down the aging process by being vigilant about sun protection and avoiding tanning beds."

2. I have acne scarring on my shoulders and chest.

The quickest and most permanent way to remove these infuriating scars is with a laser. "Lasers are a very efficient way to remove scars and improve overall skin texture with minimal side effects," Brandow says. "Patients are pleased with the fast results, which can be seen after the first treatment with optimal results by end of a treatment cycle based on your own needs."

3. I exercise, but there's still that little bit of tummy flab.

Stubborn tummy flab won't disappear even with all of that exercising and dieting. Some women who have had children even consider a full tummy tuck. "It is very important to find a doctor who understands all options and can recommend one that will address your specific concern. Some pricey non-invasive body contouring procedures will offer a temporary result, making it necessary to repeat them," advises Brandow.

4. Cellulite.

There is no easy way to remove cellulite; you are either using a coffee scrub or going in to see the doctor for a laser procedure. Brandow recommends the professional treatment called Smartlipo, which is a small laser that goes into the skin and melts the fat away. Smartlipo is a less invasive procedure than liposuction. And though Smartlipo is costly and time-consuming, the results can last up to five years.

5. Stretch marks.

Stretch marks are an inevitable result of weight fluctuation. Coolbeam laser is a new hit to eliminate stretch marks. "Lasers are far less invasive than a surgical procedure, which has a much longer recovery time," Brandow says. Another option for stretch marks is using PRP (platelet rich plasma), which involves pricking the scarred region with a special roller instrument and then using the body's own plasma to stimulate healing and collagen regrowth. "Results are incredibly impressive," he says.

6. Unwanted body hair.

Hair removal is always a beach season battle. For a more effective long-term hair removal option. Brandow highly recommends investing in laser hair removal. "Laser hair removal is the most permanent way to remove unwanted body hair. It takes up to six to twelve treatments offering the best results." Waxing is a popular option, which can last up to three to six weeks depending on how your hair grows. It is the quickest and long-lasting hair removal technique that doesn't require any laser and it can be done at home.

Finally, Brandow reminds people to check with their dermatologist for an annual skin screening before exposing themselves to another season of sunshine.

Dr. Kirk Brandow, founder and director of the Brandow Clinic for Cosmetic Surgery, is a plastic surgeon with two locations in Philadelphia and one in New Jersey. Named a "Top Doc" in Plastic Surgery by Philadelphia Magazine as well as nationally recognized for one of America's "Best Plastic Surgeons" of this decade, Brandow is a trusted expert who has developed many innovative, minimally invasive procedures for the face, body and skin. He has been featured on local, national and international television programs including 20/20, CNN's Headline News and Good Morning America. For more information, visit www.brandowclinic.com.