

## Bringing Treatment For Eye Wrinkles Into Focus

(NAPSA)—When women worry about wrinkles, they worry about wrinkles around the eyes. That's a key finding of a recent survey conducted by Kelton Research. According to the survey, about half of women are most worried about wrinkles around their eyes.

To help, dermatologist Dr. Ava Shamban answers a few common questions about eye wrinkles.

**Q: What causes fine lines and wrinkles around the eyes?**

A: Fine lines and wrinkles form due to a breakdown in collagen and elastin—the skin's support structure. Repeated movements, sun damage, smoking and, of course, natural aging can all cause wrinkles.

**Q: What options do dermatologists offer to reduce the appearance of crow's-feet?**

A: Dermatologists offer many options such as injectables, which replace lost volume and restore youthful contours to the skin to smooth away wrinkles and folds. Another option is microdermabrasion and chemical peels, which remove the outer layer of skin. And, for longer-lasting results, many patients opt for nonablative fractional laser treatments, which can be very effective.

**Q: I've tried every eye cream but can't seem to get rid of my wrinkles. Is there anything else I can do at home?**

A: Eye creams work primarily on the skin's surface, so they can't really get at the source of the problem—the breakdown of the collagen and elastin. One product I recommend to treat eye wrinkles is the PaloVia Skin Renewing Laser. It's a real laser that's been FDA cleared for the at-home treatment of eye wrinkles. It works by generating short pulses of microfine laser light that reach deeply into the skin's sublayers,



**Dr. Shamban says various treatments, including eye creams and lasers, can be used to address the wrinkles that form around eyes.**

where wrinkles form. Then, the body's natural healing process sweeps away older, damaged tissue and rebuilds it with fresh new collagen and elastin—something that no over-the-counter cream or lotion can achieve.

**Q: What's the difference between an at-home laser and in-office laser treatments?**

A: The PaloVia laser uses the same fractional laser technology that I use on my patients in my office, but it's been adapted and FDA cleared for use at home. A laser at a dermatologist's office is going to be more powerful, but they can both deliver similar results over time.

With the at-home PaloVia laser, users are directed to treat themselves for three to four minutes a day for one month followed by twice-per-week treatments to maintain results.

To learn more about the PaloVia Skin Renewing Laser, visit [palovia.com](http://palovia.com).

*Dr. Ava Shamban is a board-certified dermatologist with over 20 years of experience treating skin and author of "Heal Your Skin." Learn more at [www.avamd.com](http://www.avamd.com).*