

No Scalpel Required

The Essential Guide

To Cosmetic Surgery Alternatives

Dr. Simon Ourian

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Dr. Ourian:

Dr. Simon Ourian was a transformational figure in the development of several laser systems now utilized in leading international medical centers. His Epione Center, located in Beverly Hills, California, is one of the most comprehensive, state-of-the-art laser and aesthetic surgery centers in the world. Dr. Ourian went into the medical field after graduating with high honors in Molecular Biology from California State University. After receiving his medical degree from Wayne State University, he took a residency at UCLA, then left to concentrate on laser and aesthetic surgery.

Dr. Simon Ourian and his brother, Dr. Bob Ourian, opened Epione in 1995, in the heart of Beverly Hills, California. From the beginning, the goal was to offer a clinic where people from many walks of life and economic circumstances could benefit from the best, safest, and latest advances and technology. Epione was one of the first centers in California dedicated to the practice of aesthetic laser surgery, which uses an intense beam of light to gently remove unwanted, damaged or diseased cells without harming the surrounding healthy cells.



Dr. Ourian is a recipient of the American Heart Association's Heartsaver Award.

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Table of Contents

From Part One: Getting Started

Dr. Ourian's Personal Story

“One of the misconceptions about cosmetic procedures is that they are performed strictly for aesthetic reasons. In fact, a vital part of the result is a growth of self-confidence. We are now seeing clients, more and more of them male, who have found themselves competing in a business world where looking youthful and healthy is essential. Looking older – and often tired as a result – causes many to act and feel old and tired. In cases of a physical element that the client perceives as significant, lack of self-esteem is all too common. The walk is often a little slower, the head facing downward instead of straight-ahead. And when clients talk with me about those innermost feelings, I understand completely.

“I was an extremely shy, introverted teenager. Due to what I perceived as a serious facial flaw – a crooked nose. I don’t know what others thought when they looked at me, but I know what the most important person involved thought. That person was me, and every morning when I looked in the mirror I saw that nose. I desperately wanted to have it fixed, and through reading and television, I knew that it was possible. I sometimes fanaticized about what it would be like to face the world with a straight nose. But it appeared to be an impossible dream.

“My parents were very conservative people. In their world male children did not have cosmetic surgery. It was unthinkable to them that any male would care enough about his looks to have any sort of cosmetic procedure. A nose job? They wouldn’t even talk about it. So I secretly began saving, putting aside every dime I could in a fund for the future. By the time I turned eighteen I had the six thousand dollars I needed and had the surgery.



“It changed my life. I left the house in the morning with a self-confidence I’d never experienced. I was more out-going, more social. It was this personal experience that directed my studies throughout college and medical school. I wanted to know what was available, and more importantly, what was *possible*. With a background in molecular biology, I could see more potential answers to problems currently being solved by invasive surgery. And I decided to make it my life’s work.

“Having this personal understanding of people’s feelings, and how lives could be changed, made me want to see others experience the same renewed spirit. I *knew* how it felt to suddenly feel better about myself. As a doctor, I love witnessing others find a renewed hope and confidence. And years of research had shown me that plastic surgery was not always the answer. Not only was it invasive, it was expensive and time-consuming. The memory of saving for years to have my own surgery is never far from my mind. I set out to improve upon and develop more answers that would be available to more people. For me, it meant I would have the opportunity to help many more people who, like me, were being negatively affected by appearance.

“It was important to me that even though my practice was in Beverly Hills, our clientele was more than the rich and famous. For a film star or model, appearance often means the difference between working and not working. But the average person has the same concerns. A homemaker is not immune to feelings of inadequacy as she watches her face age. A businessman or woman also feels pressure to compete in a youth-filled market. ***No Scalpel Required*** was inspired by the many clients who told me they had little or no access to the information they needed to make informed decisions, to find clinics and doctors closer to their own locations. Those are the people I want to reach: People who have aging or other appearance concerns and don’t know where to go or what to ask.

“Attitude is everything. I believe that cosmetic surgeons should approach each procedure as if they were putting their signature on it. I never want anyone to leave unless the results

are perfect. That's the attitude clients should look for when choosing a physician. Find someone who feels a deep personal commitment and responsibility.

"In No Scalpel Required, I want to take you through each type of procedure, each step involved, and the pros and cons of all options. You'll read chapters on the latest scientific developments, tried-and-true skin products, and inexpensive home remedies. We'll also examine the cases where plastic surgery may be required: dropped jowls, fallen or "turkey" neck, droopy eyelids. There is an extensive glossary to help you understand the terminology, as well as treatment cost comparisons.

"My goal in writing this guide is to help make you an informed consumer, thoroughly happy with the results of cosmetic decisions you make.

From Part Three: The Face in the Mirror

Chapter Eleven: "I look tired!"

Microdermabrasion and Coolaser:

"Did you sleep well?"

"Are you okay?"

"Working too hard?"

How many times do people cringe at those questions? Here's how one client put it: "I'm growing weary of people asking me if I slept well. I feel that I work so much and pay so little attention to my appearance, that I'm growing old before my time!"

Problem: Premature Aging Looking tired is often synonymous with looking older. It creeps up on us slowly, until one day we glance in the mirror and wonder what happened! Aging is a natural process, aided and abetted by many things we do. And it can be reversed without surgery.

Sun and smoking are the two top aging culprits, followed by caffeine, climate change, and sudden weight loss. To complicate matters, many people neglect the daily regimens that help keep the skin looking and feeling fresh: creams, lotions, ointments. For many of the clients I see, the answer is what we call the sixty-minute facelift, where much of the face's natural youthfulness can be restored in less than an hour. Gone are the days when the only answer was a costly and invasive surgery. Technological advances have given us solutions that are quick, affordable, and safe. In the past looking younger was much more difficult, requiring anesthesia, costly surgery, the potential for scarring, and sometimes poor results. Irresponsible use of collagen and other fillers have presented problems as well.

Exaggerated lip enhancement, for example, has become fodder for late night comics. And how many times have you seen film stars with lips puffed out to outrageous proportions, or skin stretched until it took on an unnatural, wide-eyed look that screamed: 'Facelift!' No

one wants to hear, 'What have you had done?' It's so much more reassuring when someone says, 'You look great! Have you been on vacation?'

At the top of your list of best choices are Microdermabrasion and Coolaser™ treatments.

Microdermabrasion: Here we have one of the latest technologies used in skin rejuvenation, a precise and virtually painless process. It helps smooth fine lines and wrinkles, reduces enlarged pores, dark spots, superficial sun damage, and increases facial blood circulation for a healthier appearance. Microdermabrasion is simple: a controlled spray of fine crystals (100 microns in size) is applied to the skin under pressure and vacuum. The crystals erase imperfections without damaging the skin. The process is repeated as new skin replaces old and damaged skin, resulting in discernable changes in texture, color and appearance.

Who should use microdermabrasion: Patients who are in good health, and have reasonable expectations. This process will not drastically change one's look, but rather enhance it, making the client appear more youthful and rested. (This is perfect for someone who continually hears questions about sleep habits.)

Special care before and after microdermabrasion: Do not use Retin-A or other exfoliating creams 24 hours prior to microdermabrasion. Wash the face and neck with a mild cleanser. Wearing make-up is fine immediately following treatment. However, you should avoid direct exposure to sunlight during the first six weeks following microdermabrasion, and use a SPF 30 or greater sunscreen. Avoid scratching or picking at the skin.

Does microdermabrasion hurt? No. The process is comfortable and requires no anesthesia. The most you will feel is a slight tingling sensation.

What will it cost? The price for microdermabrasion ranges from \$100 to \$400 per treatment.

Coolaser: With Coolaser, the entire surface of the skin is cooled under a special device. A series of light pulses are flashed over and absorbed by the skin. As your physician passes this light over your skin, a mere 10 millionth of an inch of tissue is removed, the superficial cells vaporized. New and healthy cells can then grow.

Who should use Coolaser: This process is a good option for clients with varying degrees of damage or aging. The incredible control of Coolaser allows the doctor to treat only as deeply as needed. This is probably the best choice if you want to minimize fine lines around the eyes and mouth, facial scars, uneven skin pigmentation, skin growth, scars from warts, stretch marks, or birthmarks. Your physician will evaluate your skin characteristics to make a final recommendation. Like with microdermabrasion, Coolaser leaves you looking like you – only better.

Is it safe and does it hurt? Coolaser is considered very safe, but expect a slight swelling, and some minor discomfort. The level of discomfort varies with the degree of skin damage on the areas to be treated and the depth of the treatment. A few clients ask for pain medication, but the feeling is much like a mild sunburn. Discuss your pain tolerance with your physician. He or she may decide to use a topical or more extensive anesthetic.

What is the recovery time for Coolaser? Back to work in one to five days, redness fading after one week. Avoid direct sunlight for up to three weeks.

What does Coolaser cost? Prices range from \$2000 to \$7000 with the average being \$3900.

Section from Chapter Seventeen, Cellulite Solutions

Problem: Cellulite In our experience, Mesotherapy is the best and most natural answer for most cellulite conditions. This is a medical treatment which involves injecting microscopic quantities of natural plant homeopathic agents, pharmaceutical agents and vitamins to treat a variety of conditions, including cellulite. Mesotherapy has also been used successfully for hair loss, hair regeneration, anti-aging of the skin, sagging skin, hand and neck rejuvenation.

What does Mesotherapy do? These injections treat cellulite directly, targeting fat reduction in specific areas, resulting in a smoother skin surface. Mesotherapy is a non-surgical procedure that does not require hospital admittance, general anesthesia, or downtime. No extensive medical evaluations or elaborate laboratory data is required prior to treatment, because mesotherapy is minimally invasive, recovery is typically immediate.

What is the alternative to Mesotherapy? Usually the alternative involves liposuction, but this is not a particularly good answer. Liposuction does not actually *treat* cellulite, but in fact, often makes the condition more prominent. With mesotherapy, fat deposits are flushed out of specific areas, and the body does not gain weight, which often happens after liposuction.

What can I expect? Results vary with body type and severity of the condition. But on average, you will see a smoothing of the skin after two or three sessions, and sometimes after just one. Depending on the condition, the number of treatments required may be between five and fifteen.

Any special care before and after the treatments? Do not take aspirin or Ibuprofen-type medications for one week prior to the procedure. Do not eat a high-protein meal prior to or just after the treatment. (Excess protein can put your kidneys into overdrive, attempting to flush out your system. The “flushing” process needed here must be at a normal rate.) Don’t wear make-up on the affected area, exercise or take hot showers for six to eight hours

following the treatment. There can be a slight bruising we recommend treating with supplements such as Arnica or topical ointments.

Will it hurt? There may be a slight stinging sensation which can easily be taken care of with a topical cream.

What does it cost? Depending on the number of treatments you require, costs can range between \$400 and \$7000, with the average being \$4000.

Section from Chapter Twelve : The Bottom Line on Botox

Problem: Excessive, uncontrollable sweating There are two kinds of Hyperhidrosis, or excessive sweating: Primary and Secondary. The most common is Primary, which is commonly localized in the hands, armpits, scalp, face, and/or feet. With this type the excess sweating usually starts during childhood and persists for the rest of one's life. It is now known what causes this type of Hyperhidrosis. Secondary Hyperhidrosis is caused by a specific condition such as hyperthyroidism, endocrine treatment for malignant disease, menopause, obesity, and psychiatric disorders. This condition is extremely embarrassing, as well as potentially damaging to careers. One of our clients explained:

“My job doesn't require manual labor. I am an attorney and work with computers all the time. But five minutes into my day I would begin sweating profusely. I had to run the restroom and change my blouse or else dry the one I wore. This was happening about thirty times a day. I couldn't wear white clothes because the sweat had the same effect of a wet t-shirt contest! I couldn't shake hands with people.”

I recommended our Botox for Hyperhidrosis treatment, and this young professional's world changed within the week. “Two days after my first Botox injection it all stopped,” she later said. “I have been getting Botox treatments twice a year ever since that time, and my life has not been the same.”

These are the kinds of results most physicians hope for: life changing!

How does it work? The area to be treated is first numbed using a special topical cream. A few drops of Botox are injected just under the skin with a tiny needle. Botox blocks the nerve impulse from reaching that area, and as a result, the sweat glands are inactivated. As with any treatment for Hyperhidrosis, Botox results are temporary and treatment should be repeated each three to six months. Injections can be used for any area affected, including face, underarms, feet, and hands.

What are the alternatives? Other possible treatments include aluminum salt antiperspirants, ETS surgery or oral medications.

Is Botox for Hyperhidrosis safe? This procedure is one of the most reliable and safest available. Botox is FDA-approved and has been used safely and successfully in ophthalmology and wrinkle therapy for over a decade.

Does Botox hurt? When injected, there will be an initial sting for a few seconds. Once the injection is complete, there is usually no discomfort. Some people report a slight headache after Botox. Ask your physician, but usually taking Tylenol will be fine.

What about before and after the procedure? Do not take aspirin or ibuprofen-like medications (blood thinning) for a week prior to getting treatment. Avoid lying down or massaging the treated area for four hours after treatment. Do not exercise for 24 hours.

What does it cost? Prices range from \$500 to \$2000 with the average being \$1600.

Chapter Thirteen: Blue Light Therapy

Problem: Skin Discolorations Blue Light Therapy is a method used to treat a variety of conditions, including dark spots on the face, melasma (“pregnancy mask”), freckles and hyper pigmentation, varicose veins, spider veins, broken capillaries, sun spots, under eye circles, and other pigmentation problems. Developed by Dr. Simon Ourian and Dr. Bob Ourian, Blue Light is an alternative to the Photofacial Pulse light laser. Blue Light ensures smooth skin with fewer lines and a more youthful appearance without downtime from work. Most patients can return to work the same or following day.

What can I expect? During the procedure a pulse of intense and special light is directed towards the treatment areas. Any small capillaries or colored material on the skin’s top level (freckles age spots, hyper pigmentation) is heated and they either disappear or evaporate. The power of the light creates micro-pores inside the capillaries causing them to shrink.

How is Blue Light different from Coolaser? Blue Light emits light over various different wavelengths causing the light to hit to all the many levels of the skin where abnormal and easily dilated vessels can be found.

Does it hurt? This varies from patient to patient, and by the location of the treatment. Many clients say the discomfort is similar to slight sunburn, while others ask for a topical pain medication.

How do I care for the skin after treatment? There will be a mild swelling and some redness. Your doctor will most likely advise you to use ice packs and an ointment to aid the healing process.

What does Blue Light Therapy cost? This procedure varies greatly depending on the areas needing treated. Complete treatment can range from \$500 to \$4000, with the normal cost being around \$3000.

Chapter Seven: Rejuvenate and Renew

Juvéderm® (Hyaluronic Acid Filler)

Problem: fine lines Juvéderm is a gel made of hyaluronic acid, which is a natural complex sugar found in all mammals, a major component of the connective tissue in the dermis or second layer of skin. Hyaluronic acid acts like a sponge, working together with two other natural components, collagen and elastin, to maintain water and increase the skin's volume and density. This makes your skin elastic until age and exposure to the sun begin to affect the body's ability to produce hyaluronic acid and collagen. Basically, what happens as we grow older is that the dermis begins to dehydrate due to a lack of hyaluronic acid. Collagen and elastin fibers lose their structure, causing the skin to lose elasticity.

What does it help? Fine lines around the eyes and mouth, wrinkles and a loss of elasticity of the skin. Injecting small doses of hyaluronic acid can provide a temporary passport to younger and healthier looking skin. Like collagen, this is an injectable filler. If you have minor issues with fine lines, mild discoloration and other early signs of aging, this may be the perfect solution.

What are the side effects? Side effects are moderate and last only about a week. There may be redness, tenderness, swelling, bruising, itching, and discoloration. Keep an ice pack on the treated skin to reduce swelling. Your doctor may prescribe arnica (under the tongue) every two hours for the first couple of days to combat bruising. There are few worries about allergic reactions because hyaluronic acid is a natural substance found within the skin.

Chapter Fifteen: Windows to the Soul

Problem: Under eye circles There are two basic answers to one of the most common appearance complaints affecting all age groups: pouches or circles under the eyes. Invasive surgery, or blepharoplasty, is one option. The greatest benefit to blepharoplasty is that it lasts from five to fifteen years. But it is also *surgery*, involving local or general anesthesia during the procedure, and pain medication for up to a week following. Recovery can take between a seven and thirty days. It is expensive, with costs up to an sometimes exceeding \$7000. Moreover, this surgery should not be performed multiples of times over the years, because it will leave a scar. However, for severe cases, this may be the best answer.

The other option is Coolaser™ under eye treatment. Like surgery, this procedure is lasting, with positive results remaining between one and seven years. But it is quick (reddening usually goes away in a day or so), virtually painless and leaves no scarring. Coolaser also costs far less, usually around \$3000.

Circles and pouches beneath the eyes are usually caused by food allergies, kidney disorders, cardiovascular problems, and toxicity. Normal aging, with a thinning of skin around the eyes and loss of padding in the face, also play a major role in under-eye pigmentation. If your parents and/or grandparents also have this concern, the problem is no doubt genetic, and should be addressed at a younger age than other clients may find necessary.

Best candidates for laser under-eye treatment: The client should be physically healthy, psychologically stable, and understand what is possible without invasive plastic surgery. This treatment will not change your look, but will enhance it. Some medical conditions make the procedure more risky: hypothyroidism, Graves' disease, dry eye, high blood pressure, circulatory disorders, cardiovascular disease, and diabetes. If you have either a detached retina or glaucoma, it is imperative you consult with your ophthalmologist.

What are the possible complications? If you have followed Dr. Ourian's guide to finding a reputable, qualified surgeon, complications should be no more serious than some minor swelling and bruising.

Homegrown Help: We also recommend a home treatment for eyes, a simple, inexpensive and relaxing way to give the eyes a last minute uplift: cucumbers. It's an old trick – but quick, easy and you won't have to take out a second mortgage! Just shred a VERY cold cucumber and place over the eyes for around ten minutes. You've seen photos of women with sliced cucumbers on their eyes, but we find that ice cold and *shredded* is much better. Eyes will appear brighter and more youthful immediately. Costs a few dollars and that's it. (No pain at all, unless you cut your finger slicing the cucumber!)

Chapter Nine: Acne Scar Revision

Problem: Acne scars There was a time when acne scars presented a lifelong cosmetic problem. The ravages of teenage years followed people into adulthood, a constant reminder of tough times. No more. Janelle came to us after much soul searching. Throughout her professional life she had worked around professional models, beauties whose looks translated into their livelihood. Janelle was a smart, attractive career woman whose job did *not* depend on competing with her clients in the looks department. But she found herself wearing more makeup than she liked in hopes of covering the small acne scarring around her cheeks and chin.

“It took me a long time to make the decision to do something about my skin, but once I did, I didn’t look back,” Janelle said.

After an examination and a conversation with Janelle, I suggested acne skin resurfacing, using the Coolaser, which diminishes the scarring effect and smoothes out the face.

Why Coolaser works best for acne scarring: Coolaser treatment utilizes high intensity, single wavelength light that can be targeted to specific areas of concern. Unlike older methods, Coolaser is far less aggressive and actually protects the outer layers of skin. Previously doctors used deep chemical peels on acne scars, which could damage several layers of skin and take weeks to heal. Now acne scar resurfacing is safer and more effective, with a recovery time of between one and three days.

What happens during the procedure? The process is like sanding the surface of a damaged table so that the scars are less deep. The procedure itself takes about an hour. First, the entire face is numbed, using a topical cream. Then a beam of light removes the outermost layer of the skin. A single treatment may not remove scars entirely if they are too deep. These deeper scars can be corrected by injections under the skin. Dermal fillers such as Juvéderm® or Radiesse® can be used. Laser Acne Skin Resurfacing is considered

very safe. However a transient pigmentation change, swelling, and discomfort in the treated area may be expected.

Is it painful? Although we numb the face with a topical cream, there may be a slight stinging sensation during the laser treatment. There will be some swelling and discomfort, as well, but it is usually minimal and treatable with cooled gel or ice packs.

Any special instructions before and after the procedure? We recommend that the client avoid direct exposure to sunlight for four weeks prior and six weeks following treatment. Once the skin is healed, use SPF 30 or greater sunscreen. Avoid the temptation to scratch or pick if any slight crusts or scabs. Stay away from swimming and contact sports until the skin is completely healed. It's fine to take showers following laser resurfacing, but take care to wash the affected skin areas gently with a mild soap and apply Aquaphor Healing Ointment twice daily. Pat the affected skin dry, don't rub.

What does it cost? The cost ranges between \$2000 and \$7000 with the national average being \$3900.