



# ACELIFT™ FOR EYES

DR. DEBORAH SARNOFF'S  
AGE-DEFYING, NON-SURGICAL SOLUTION FOR  
REJUVENATING THE EYES

By Dorene Kaplan

**A** galactic event is taking place in the world of aesthetic treatments. The universe of non-invasive procedures is expanding while the inevitability of surgery is shrinking. Case in point: the non-surgical eyelift offered by Dr. Deborah Sarnoff, a board-certified dermatologist with offices in New York City and Long Island. AceLift™, developed by Dr. Sarnoff, is an acronym which stands for the **A**ugmentation of **C**ollagen and **E**lastin through **L**asers, **I**njectables, **F**illers and **T**opicals. Originally introduced as a rejuvenation treatment for the face, Dr. Sarnoff has fine tuned the procedure for the eyes.

AceLift For Eyes works best on someone in their 30s, 40s, or 50s, who has developed a hooded upper eyelid, or redundant skin. As Dr. Sarnoff explains, “the extra skin can add unwanted years by making you look sleepy and tired, or mean and angry. In some instances, the surplus skin can interfere with vision – even eye makeup can be difficult to apply. AceLift For Eyes is the perfect alternative for someone who wants to avoid eyelift surgery and its resulting scars. In fact, this treatment leaves no scars at all.”

Dr. Sarnoff performs AceLift For Eyes – which takes less than an hour – in her private office.

## “L” IS FOR LASER

The first step involves the use of lasers to jumpstart the process. Dr. Sarnoff numbs the eyelid area with a local anesthetic and, a few minutes later, administers numbing drops to the eyes and covers them with a protective shield. Next, she marks the eyelids, identifying specific areas to be treated, which are confined to the redundant skin. Once prepped, the laser treatment begins using a technique known as fractional resurfacing, in which a beam of light is passed over tiny holes in the upper eyelid. The laser “injures” the skin in a controlled

way, which stimulates the body’s natural healing process and promotes the growth of new collagen in the area. Dr. Sarnoff tailors each laser treatment based on a patient’s individual problems, goals and how much downtime they can manage.

“Using either the SmartXide DOT™ or SmartSkin™ laser, I gently zap each eyelid six to eight times. Within ten minutes, the procedure is over and the protective eye shields are removed,” she explains. “As soon as an AceLift For Eyes is done, you can immediately see the ‘shrink-wrap’ effect of the skin tightening,” says Dr. Sarnoff. “Best of all, results continue to improve as the skin heals, tightens and renews itself over the next month.”

After a laser treatment, there is some pinkness and swelling on the upper lid. Before leaving Dr. Sarnoff’s office, the treated area is covered with Aquaphor® ointment to soothe and protect the skin. If needed, Tylenol® can handle any subsequent mild burning sensation. “After care at home is quite easy and includes gently washing; sleeping on two pillows; avoiding the gym for at least two days; wearing sunglasses and a wide-brimmed hat when outside; and resisting the temptation to pluck eyebrows if your skin is still pink,” she explains.

Typically, new skin is revealed on the fifth day following the procedure, at which time makeup can be used to cover up any remaining pink areas. Dr. Sarnoff recommends using a foundation with titanium dioxide for optimal coverage and protection, followed by eye shadow and mascara.

Lasers can also be used to banish dark circles under the eyes. The causes of under-eye dark circles are twofold: darkened pigment or broken blood vessels. If brown colored pigment is the problem, Dr. Sarnoff turns to her Q-switched alexandrite laser to remove the pigment. If under-eye discoloration is caused by broken

blood vessels, she uses her pulsed dye laser to selectively target and eliminate the red pigment without breaking or damaging the overlying skin.

a browlift. However, in Dr. Sarnoff's opinion, "Botox is used in very small quantities and is very safe. It is even used on children with neuromuscular disorders."

**“Botox<sup>®</sup> and other neurotoxins are not just for erasing lines like crow’s feet, but they can really shape a brow, creating a beautiful, youthful arch,” says Dr. Sarnoff.**

### “I” IS FOR INJECTABLE NEUROTOXINS

In some cases, creating a more youthful, alert appearance simply entails giving the eyebrows a new shape. Instead of going the surgical route, Dr. Sarnoff offers a non-invasive solution for re-shaping the brow. “By injecting neurotoxins, such as Botox<sup>®</sup> or Dysport<sup>®</sup> or Xeomin<sup>®</sup> into the muscles that pull the eyebrows down, the muscles are weakened and the eyebrows are lifted. Botox and other neurotoxins are not just for erasing lines like crow's feet, but they can really shape a brow, creating a beautiful, youthful arch,” says Dr. Sarnoff.

She feels that common misconceptions about Botox and other muscle relaxing agents may discourage some patients from appreciating this simple approach to

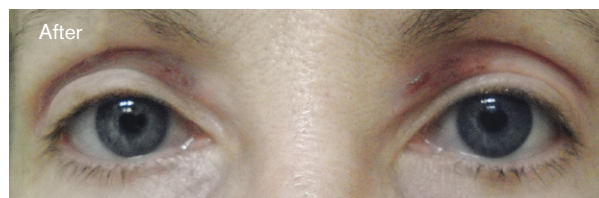
Selecting an experienced doctor with an artistic eye is critical. According to Dr. Sarnoff, “Everyone’s anatomy is different – there is no cookbook approach to lifting the brow with injections. It is imperative to find the physician who has the most experience, an aesthetic sensibility and a strong track record for delivering results.”

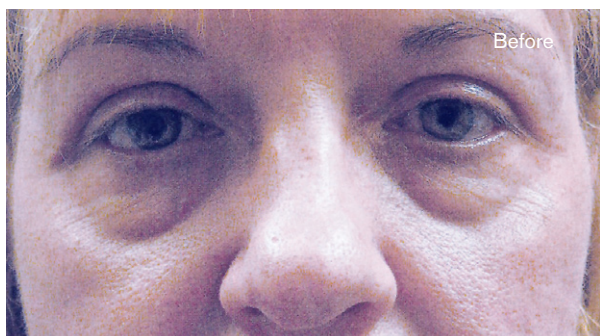
### “F” IS FOR FILLERS

Under-eye hollows, wrinkles, and sagging can also add years to your appearance and make you look perennially tired. Once again, there is no one-size-fits-all treatment for improving the appearance of the under-eye area. Dr. Sarnoff analyzes each person individually to identify the lower lid problem and determine the best approach for revitalization. To improve the appearance of deep tear



5 days post laser AceLift™ For Eyes, upper eyelids only





2 months post AceLift™ For Eyes, a combination of hyaluronic acid filler and fractional CO<sub>2</sub> laser synergistically combined for eyelid rejuvenation

troughs (the deep, U-shaped grooves under the eye), she turns to dermal fillers, such as Belotero Balance® to add volume and improve the appearance of sunken, tired eyes. Belotero is a hyaluronic acid filler, similar to Juvederm® and Restylane®, but is less thick and therefore, more malleable to use under the eyes.

“Because of its unique properties, Belotero will integrate into the skin. It binds with water to fill in wrinkles and folds, giving an immediate correction. Since it’s a thinner filler, I can place it very high up in the skin of the under-eye area to plump out hollows,” says Dr. Sarnoff. “Under-eye skin is very thin and injections must be handled delicately. Belotero can be used very superficially without a problem. It won’t cause the skin to darken or look bluish.”

## “T” IS FOR TOPICALS

To maintain the results of AceLift For Eyes, Dr. Sarnoff recommends using several of her professional-strength, proprietary skincare products. To complement the laser

treatment for banishing dark circles under the eyes, she recommends at-home use of a sunscreen, specially-compounded bleaching cream and Vitamin A. In addition, Dr. Sarnoff’s signature AceLift serum, rich in antioxidants and emollients, sustains the suppleness and elasticity of the skin around the eyes.

## FOR YOUR EYES ONLY

Unlike traditional surgery, AceLift For Eyes leaves no scars and virtually no bruising. Swelling is minimal. It is a relatively quick fix, that can even be completed a couple of weeks before a special event. “My patients have a high level of satisfaction. Within two weeks, the skin above the lid is lifted and patients look more awake. The area above the eyelids is smooth and toned but not unnaturally taut. Results last up to six years – about what you can expect from a surgical blepharoplasty. With the droop and redundant skin gone, you look fresher, more alert, and youthful,” says Dr. Sarnoff.

In older patients with excessive drooping, or those who are not candidates for AceLift For Eyes, Dr. Sarnoff may recommend surgery. Fortunately, her husband, Dr. Robert Gotkin, a board-certified plastic surgeon, can be consulted in these cases. When it comes to eyelids, traditional surgery is not obsolete, but for many, AceLift For Eyes offers a less invasive approach that is highly effective, faster, less painful, and with fewer side effects. ❖

**Dr. Deborah Sarnoff is a board-certified dermatologist with offices at 625 Park Avenue in Manhattan and 31 Northern Boulevard, Greenvale, Long Island. She was named one of the “Best Doctors in New York” by New York Magazine; a “Top Doctor” in America and the NY metro area by Castle Connolly Medical Ltd; and has been featured on “Dateline,” “Nightline,” “The View,” “Extra,” “20/20,” “The Doctors” and “Dr. Oz.” For more information, visit [www.cosmetiqueMD.com](http://www.cosmetiqueMD.com) or call 212.794.4000 or 516-484-9000.**