

The Benefits of Micro-Needling (Collagen Induction Therapy) and Targeted Skin Care....

Possibly the most versatile and safe skin care treatment of our generation.

For Decades we have been using devices and substances to create controlled damage to our skin in the hopes that the skin will heal and look better in the end. Some of these have been more successful than others...

- Deep Chemical Peels (Acid damage)
- Dermabrasion (Physical damage with high speed granules)
- Intense Pulsed Light and Laser Skin Resurfacing (Heat damage and burning)
- Thermage (Heat damage and burning)
- Radio Frequency (Electrical and Heat damage)



Burns from Laser, OUCH!!

All of these procedures pose risks and significant costs in addition to potential benefits. Risks of **burns, scarring, worsening of redness or pigmentation** in the skin exists with all of these treatments and many of them are dependent on the skill of the provider to have any benefit at all. I know. We have offered and discontinued many of these treatments in the last 10 years because they just cannot live up to the hype and the cost.

We have now learned that the damage caused by these procedures releases **natural healing mediators** that try to overcome the damage, **but the latest research shows that the microscopic scar tissue that forms as a result of the heat/laser damage, while firmer than the original skin, is also less youthful, less elastic and ages faster than healthy skin.**

So the question becomes, *Can we get the healing mediators to condition the skin and make it younger without creating any damage?*

So the ideal treatment for aging skin would consist of introducing the healing elements and mediators into the skin without creating any damage in the first place. 10 years ago we learned that fat-derived stem cells had a high concentration of these mediators but injecting fat into the face was unpredictable and expensive. **5 years ago we learned that these mediators are concentrated in the blood and can be isolated by extracting a sample of blood called "Platelet-Rich Plasma" or PRP.**

PRP can then be activated and has *many times the healing and growth mediators* found after heat damage or in fat derived stem cells.

Other healing elements have been known for decades but are difficult to get deep enough into the skin to have a positive effect. This includes **vitamins, hyaluronic acid, and collagen** which keep our skin youthful.

Our skin is a barrier. So most of the better anti-aging skin care products need harsh acids or other chemicals to enable a small percentage of the product to penetrate through your dead skin layer to the

living epidermis below. Most of what we put on our skin to reverse the signs of aging is designed to break the skin down. Again, you have to do damage to get any benefit. Surely there has to be a better way.

Micro-needling, or using fine sterile needles to make shallow punctures into the skin solves most of these problems.

1. The needling itself does not cause any chemical, heat or mechanical damage when properly performed.
2. These holes in the skin provide entry points for the healing modulators to enter the skin easily.
3. We can vary the depth of the needle punctures to deliver the right mediator to the right depth reliably.

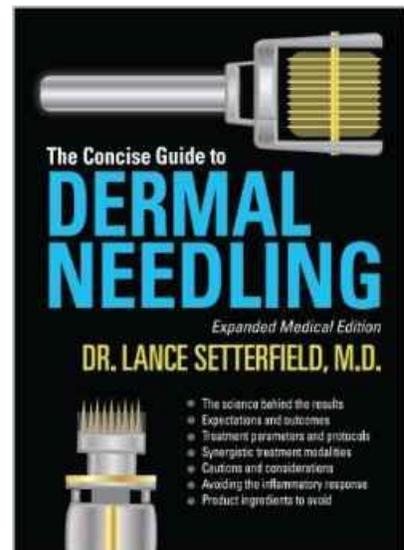
This has resulted in some [incredible results](#) (click for photos) at costs that are cheaper than most of the ablative/damaging procedures.



In 2005 I trained in the French art of Mesotherapy. They frequently use a technique called multipricking where a single needle is used to pierce the skin repeatedly through a puddle of agent that is applied to the skin. Over the past few months, we have thoroughly researched Micro-Needling, which takes the art of multipricking further by using a head with many needles under power to treat a larger area uniformly. I have researched which devices and post-needling skin care regimen that works best. I have been in personal communication with Lance Setterfield, MD who is the author of the leading textbook on Micro-Needling.

Interestingly, he is based in Victoria, Canada, just a few miles away from where the first paper was published on the cosmetic uses of Botox 25 years ago. I strongly believe that Micro-Needling will revolutionize the treatment of aging skin the same way that Botox did.

[After seeing the results of his protocols](#), (click for pictures) I have chosen to adopt them for our practice. We are providing the exact same post-care regimen that gets these results in their practice in Canada. These products are not distributed in the U.S. **No other clinic in the United States currently offers this complete Micro-Needling program.**



Here are some videos that explain this very simple procedure.

[The PRP Enhanced Facial \(Using Microneedling\) Explained](#)

General Micro-Needling Indications and Results

So Micro-Needling and the post-care regimen that we offer is unlike nothing ever seen before in age-management skin care....

- Treatment depth and frequency can be customized to the patient's need
 - Fine lines
 - Skin smoothness
 - Pigmentation
 - Reduction of acne scarring or appearance of surgical scars
 - Improvement of some stretch marks
- Post-Needling skin care can be customized to the patients' needs
 - Moisturizing and vitamins only for minor damage
 - More intense and prolonged vitamin therapy to treat more extensive damage. This is the Canadian Protocol that we offer.
 - **Adding your own PRP as a skin care product for the ultimate effect. This is known by the name PRP Enhanced Facial. We are the first to offer the PRP Facial in Northeast Georgia.**
- The treatments are affordable and do not have any risk of burns
- The treatments in our office take around 20 minutes. *(You will need to spend an hour with us total since your numbing cream will need to be applied in advance).*
- Downtime is minimal.
 - The skin is slightly pink after treatment.
 - Makeup and sunscreen cannot be worn until the next day.
- The treatments are monthly at first and only a few are needed to get results in most cases. We can then help patients maintain their results with a home-care regimen that can include some self-administered shallow needling treatments using a dermaroller at home.



IF YOU ARE READY NOW, WHY NOT TAKE ADVANTAGE OF THIS SPECIAL INTRODUCTORY OFFER...

Comprehensive Package \$499 (SAVE \$100 off regular \$599)

2 Office Micro-Needling Treatments of the face (4-6 weeks apart)

Comprehensive Skin Care Regimen

- Moisturizer (\$25 Value)
- Copper Peptide/Hyaluronic Acid Recovery Serum (\$37 Value)
- Piori MD Clinical Recovery Serum (\$99 Value)

Ideal for people age 40 or under who want overall skin improvement or older patients who do not have pigmentation or scarring and do not desire a more intense after-care regimen.

Intense Correction Package \$599 (SAVE \$100 off regular \$699)

****THIS IS THE FULL DERMALINTEGRITY CANADIAN PROTOCOL****

2 Office Micro-Needling Treatments of the face (4-6 weeks apart)

Intense Skin Care Regimen

- Moisturizer (\$25 Value)
- 2 Bottles of Copper Peptide/Hyaluronic Acid Recovery Serum (\$74 Value)
- 2 Bottles of Intense Corrective Vitamin Serum (\$176 Value)

PRP-Enhanced Facial \$599 (SAVE \$100 off regular \$699)

1 Office Micro-Needling Treatment of the face with your own PRP applied

****PLUS the full DERMALINTEGRITY CANADIAN PROTOCOL****

- Second Syringe of PRP to apply at home
- Moisturizer (\$25 Value)
- Copper Peptide/Hyaluronic Acid Recovery Serum (\$37 Value)
- Intense Corrective Vitamin Serum (\$88 Value)

These are treatments for the full face. Treatments for scars and stretch marks elsewhere on the body can be priced separately.