

Greater Clarity

PHYSICIAN ROUNDTABLE

Physicians use the Clarisonic Skin Care Brush to enhance procedures and home programs.

Pacific Bioscience Laboratories of Bellevue, Wash., launched the Clarisonic MD Professional Skin Care Brush. The brush uses proprietary sonic technology and a two-way oscillating brush system to deeply cleanse and clarify the skin.

Physicians recently discussed their experiences using Clarisonic in their offices.

HEALTHY AGING: Why do you use Clarisonic in your practice?

DR. GOLD: I started recommending Clarisonic to my patients after our research organization (Tennessee Clinical Research Center) performed a clinical trial, which clearly demonstrated that enough cleansing of the skin than those who did not use it.

DR. WEINKLE: As we age, our skin desquamation slows. That's why skin lacks luster. It isn't turning over as rapidly and begins drying out. The Clarisonic brush helps speed up this turnover, creating a healthier skin barrier and better looking skin. In this way, the skin is healthier. It also preps the skin for procedures.

DR. MAYORAL: Because of its ability to thoroughly clean the skin, this product is useful for patients before intense pulsed light procedures or photodynamic therapy. In addition, we like using the Clarisonic brush to prep the skin before facials.



DR. GOLD: The product also allows medicine to penetrate more efficiently and, thus, perform better. In the cosmetic arena, we use the Clarisonic brush to cleanse all of our cosmetic patients prior to a procedure. This allows our procedures to be performed at the highest level.

HEALTHY AGING: What results have you seen when using Clarisonic for pre-treatment cleansing?

DR. GOLD: Pre-treatment cleansing with the Clarisonic system has become the routine in our cosmetic office setting. Proper and thorough skin cleansing assures that procedures are being performed on skin that's free of impediments. We use Clarisonic before chemical peels, fillers and laser procedures.

DR. WEINKLE: It helps in applying topical anesthetics. Once you cleanse, the topical anesthetic penetrates more effectively through the stratum corneum. The same principle applies to a moisturizer. As we age, our skin barrier is compromised. If you can rehydrate the skin by removing the stratum corneum on the very surface and get moisturizer to hold onto water, the skin is hydrated and looks healthier.

HEALTHY AGING: You can use Clarisonic in practice and also retail it for daily use at home. How has the Clarisonic affected your product-dispensing program?

DR. GOLD: The Clarisonic has been a top seller for us ever since we began using it. It is a natural addition to the creams and lotions we sell from our offices and medical spas.

DR. MAYORAL: The response has been very good. I promote the product by recommending it to my patients, friends and family members.

HEALTHY AGING: Do you and your family use the Clarisonic system?

DR. GOLD: My family has used the Clarisonic system since its introduction. To recommend the product, you have to have personal experience and success with it.

DR. WEINKLE: I needed to test the product out on myself. I noticed it enhances the glow and brightness of my skin. My family uses it and loves it as well.

DR. MAYORAL: The first Clarisonic brush I brought home vanished from my vanity area within a few days. Of course, one of my children had already taken ownership of my brush. ■

ABOUT THE PHYSICIANS



MICHAEL H. GOLD, MD, is the founder of Gold Skin Care Center. Advanced Aesthetics Medi Spa, The Laser and Rejuvenation Center, and Tennessee Clinical Research Center in Nashville, Tenn.



FLOR A. MAYORAL, MD, has been practicing in south Florida for 20 years. Dr. Mayoral is board-certified by the American Academy of Dermatology and the National Board of Medical Examiners.



SUSAN H. WEINKLE, MD, is board-certified in dermatology. She has been in private practice since 1984 in Florida and specializes in Mohs micrographic surgery and cosmetic dermatology.