

Forever Young

Dr. Eric Berger takes cosmetic enhancement to the next level with the newest technology and procedures

When visiting Dr. Eric Berger's new 49th Street office, Berger Medical Aesthetics, be prepared for a laser light spectacular. Patients recline on plush chaises as their skin bathes in light pouring from state-of-the-art Cutera lasers. Through the use of lasers and innovative new technology, Dr. Berger is able to maintain and restore youthful appearances through facial rejuvenation, skin tightening and the removal of spider veins and unwanted hair. His skills are a valued asset in New York, a city where youth and beauty are important trump cards.

Dr. Berger's dexterity with lasers is unparalleled, but his repertoire is not limited to manipulating light. He offers BOTOX® and Restylane™ injections—procedures that are fast becoming *de rigueur* to smooth wrinkles and restore youthfulness.

Traditionally, cosmetic treatments involved a myriad of potential problems, including having to hide away afterward for weeks of recovery. It seems like an unbelievable feat to repair and lift skin without days and weeks of debilitation, but Berger, an experienced facial surgeon, published writer, editor and patented inventor, makes it seem easy. He points out that it's more beneficial to have minor and repeated laser treatments today than major cosmetic surgery tomorrow.

"Cosmetic surgery is a one-time thing: You have a face-lift, and that's just what you get," says Dr. Berger. "The effects of laser work are cumulative. If you start when you're in your 30s, you may never need a face-lift."

Non-invasive treatments like laser resurfacing and lifting have numerous advantages over surgery. For instance, there's a dramatically shortened recovery period, and it's extremely effective when done at any age.

"If I take a piece of paper and crumple it once, I can uncrumple it and flatten it out enough to be able to use it," says Berger. "That's what happens if you limit the wrinkling of the face by using BOTOX® at a younger age. If you crumple a piece of paper too many times, there's no way you can completely restore the smoothness."

More versatile lasers and better rejuvenation technologies have ushered in several changes to the world of cosmetic procedures, in addition to spurring the trend away from surgeries that require a lot of downtime.

Another change is that men have also noticed the



benefits of cosmetic treatments, and, more than ever, they want their own complexions to be clear and fresh, too. Although 85 percent of Dr. Berger's patients are women, he is seeing more men come into his office in pursuit of smoother skin and an improved visage.

As the former senior physician at a men's health center, Dr. Berger certainly knows why men are turning to him for help. "It's a competitive marketplace out there," he says. "Men and women want to look their best, whether for the job market or just entertaining clients."

While gender may play less of a role in determining who opts for cosmetic procedures, geographic location is definitely a pivotal factor. Bustling cities serve as the epicenters for the latest trends in cosmetic enhancement. These days, being fashionable doesn't just mean wearing the trendiest couture, it also includes having smoother and younger looking skin.

"New Yorkers are living healthier lives by going to the gym a few times a week, watching their diets and taking vitamins," says Berger. "They want to live meaningful and more productive lives, and part of that is feeling good about how you look."

Although the field of cosmetic medicine is in the midst of a face-lift of its own, one thing about rejuvenation procedures remains certain for this elite New York doctor: Clients' happiness is paramount.

"People leave my office happy," says Berger, "looking better and feeling more self-confident." ♦

The doctor is in

Dr. Eric Berger recently opened his 49th Street office to give clients more personal attention. The new location is outfitted with some of the latest technology in laser rejuvenation.

Part of the trend

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Contact information

Dr. Eric S. Berger
333 East 49th Street
New York, NY 10016
212.838.6900
www.bergemedical.com