

For Immediate Release

## **Shu Cosmetic Surgery Medspa Announces a Non-surgical Lifetime Facelift**

*Shu Cosmetic Surgery Medspa has established an affordable non-surgical laser package for those wanting a tighter and lifted face and or neck, without the surgery downtime. This is a preventative treatment to help those who are starting to see sagging skin or for those whom surgery is not an option.*

**Minneapolis, MN (May 2012)** - Broad Band Light (BBL) offers the most advanced IPL (intense pulsed light) technology. BBL SkinTyte™ is a module using infrared light energy to deeply heat dermal collagen leading to a renewed collagen foundation for skin firming. Over the next few months, those receiving the treatment will see a tighter and uplifted appearance along with a younger fresher look to the skin from the stimulation of collagen.

Shu Cosmetic Surgery Medspa offers the 'Lifetime Facelift' in two types of laser packages; one package being a short term program consisting of 5 treatments every 4 weeks apart and the other being a lifetime (or yearly) program having a treatment every month. Both programs can be executed in conjunction with chemical peels, microdermabrasion, additional laser treatments, and at home medical grade skincare products to achieve more dramatic and long-term results.

“One special advantage of the BBL SkinTyte™ laser treatments are that the treatments are done using non-ablative laser, so there is no peeling of the top layer of skin and has a lower risk of pigmentation changes. Since this procedure is non-invasive (no cutting) there is no need to take time off work,” said Katie, PA-C and medspa director.

For most patients there is no downtime at all and pain management is hardly an issue. It is possible a few people may have excessive swelling and or redness immediately following the treatment. More serious complications could include bumps, skin burn, blistering, permanent pigmentation changes, or skin depressions, although these are very rare.

Another advantage to the 'Lifetime Facelift' is the cost is considerably less than a surgical facelift, which is especially nice for younger patients who may not need a surgical facelift yet, or for those that want to prevent or prolong a surgical facelift in the future. It also works great for those who don't want to consider a surgical facelift at all. Best candidates for skin-tightening laser procedures are for those who don't quite need a surgical facelift yet or if the skin is just mildly sagging.

It is important to have realistic expectation when considering the 'Lifetime Facelift' in that this procedure is not meant to deliver the same results as a surgical face lift because there is no cutting of excess skin, but instead, it is firming the skin already there. It is not possible to erase 10-15 years with a non-invasive laser for tissue tightening. Results can vary from patient to patient due to differences in skin thickness, texture, healing response, and lifestyle variables. Dermal collagen remodeling takes place over time, so the final tightening and lifting result will be seen six months following your final session; however patients may be able to see some immediate results, with improvements continuing for up to six months following the procedure!

### About Dr. Shu

Dr. Steven Shu, MD, MBA, is a board certified laser surgeon and an expert of office cosmetic surgeries in Minnesota. He has adopted many revolutionary techniques to achieve ideal results with more efficiency and safety. For more information on Shu Cosmetic Surgery, please visit the center's website at <http://www.shucosmeticsurgery.com> or [www.rejuvelaser.com](http://www.rejuvelaser.com)

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