

# allure

THE BEAUTY EXPERT

MARCH 2013

## 41 Secrets Of Top Beauty Pros

A-List Tricks for the Best  
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Nail Colors, and More

## Mila Kunis

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# The Refiner: Roy G. Geronemus

*With the eye of an artist and the latest in technology, the dermatologist—a driving force behind today's lasers—brings new life to skin.* By David DeNicolo

**G**eronemus is dermatology's prince of lightness. His New York City office has the feel of Stanley Kubrick futurism; it hums with machines with vacuum-cleaner arms and many-buttoned control wands. That's where the sinister analogy ends, however, because the work Geronemus does with his 60 different lasers is all about happy transformation: smoothing wrinkles, erasing sun spots, resurfacing skin, removing hair, and contouring the body. With so many devices on hand—many of which he helped to develop and bring to the market—Geronemus says people often go from room to room for different procedures in a single day. "A patient might want to remove sun spots on her cheeks [Q-Switched Ruby Laser], but at the same time she might want to treat blood vessels that are enlarged, causing redness [V-Beam Perfecta or Excel V], and she may have deep wrinkles, so we'll do a Fraxel Repair procedure." One of the most common misconceptions about the field, he says, is that "one laser can do everything."

Geronemus's passion for lasers is born of scientific curiosity first and demand second. "The field is game-changing for many patients," he says. "Using the technologies we have, people are not going to age the same way. They're just not." Of the milestone ages that bring women to his office, 50 is the biggest, he says, but 40 and 30 are coming on strong. "It's really shifting down. It's all about avoiding the face-lift," says Geronemus, who takes pride in his age-defying feats. "It's wonderful to see women happy, knowing that you have helped them look better for their career, for their social life, or for themselves."

## Future Perfect

What's coming in lasers? Geronemus predicts tomorrow's bright lights.

- **TATTOO REMOVAL:** The PicoSure laser, which delivers bursts of energy to the skin in trillionths of a second, was FDA-approved for tattoo removal in December. "This is by far the best device for the purpose, especially for blue and green pigments," he says.
- **BODY SHAPING:** "The whole field is really going to explode" thanks to ultrasound, fat-cell freezing, and laser treatments in various combinations, says Geronemus. "This will allow us to target those extra rolls of fat without any open wounds."
- **SCAR MINIMIZING:** "Not only will we soon see new laser devices for more effectively treating scars, we'll also be able to intervene in the postsurgical healing process to actually prevent scar development," he says.
- **DISCOLORATION:** "There are big advances in lightening abnormal pigmentation safely and effectively. The Clear + Brilliant Permea, which just came out for a different purpose, is an important step forward," he says.





Bra and panties by Eres.  
Suede-and-gold-plate  
shoes by Giuseppe  
Zanotti. Makeup colors:  
Beautiful Color Eye  
Shadow Duo in Black  
Tie and Ceramide  
Ultra Lipstick in Cameo  
by Elizabeth Arden.  
Hair: Seiji. Makeup:  
Brigitte Reiss-Andersen.  
Manicure: Tatyana  
Molot. Prop stylist: Viki  
Rutsch. Model: Daniela  
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by Alex Cayley.  
Fashion editor: Siobhan  
Bonnouvrier. Details,  
see Shopping Guide.

## Tip

*If your Retin-A  
or hydroquinone  
cream causes  
irritation, avoid it  
in the days before  
a laser treatment,  
says Geronemus.*