

# Laser 360 Brings Aesthetic Lasers Full Circle

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In today's fast-paced world, where power lunches and fast fixes are top priorities, people are constantly on the lookout for ways to cut time without minimizing quality. When it comes to appearances, the volume of "miracle" moisturizers and makeup on the market are clear indicators of the demand for time saving techniques to turn back the clock.



While the application of some lotions and potions may minimally aid in the fight against aging, remarkable and lasting results can be achieved time and again via dermatological lasers.

Enter Laser 360, an advanced aesthetic laser technology that combines three treatment modalities in one non-invasive device. AFT Intense Pulsed Light evens out skin tone and reduces broken blood vessels, a Near-Infrared laser gently heats to enhance firmness and laxity, and Laser Resurfacing stimulates collagen production that ultimately improves the appearance of fine lines and overall texture of the skin.

A typical 60-minute session of Laser 360 can improve skin texture and tone on areas like the face, neck and chest by tackling several issues at once. "I think most people in this day and age are working, have families and can't afford a lot of down time," says Dr. Lawrence Shaw, a board-certified plastic surgeon and founder of The Shaw Center in Scottsdale. "Laser 360 is an excellent procedure for most men and women, in that, it can reverse a lot of the signs of aging without a lot of down time."

Laser 360's greatest appeal may be the fact that patients can be back to normal in two to three days, even applying make up as soon as day two. "We can reduce the downtime to anywhere from one to three days and that can vary based on the settings and how aggressive the treatment is," Dr. Shaw says.

What separates Laser 360, which has been available to the public for approximately 18 months, from other lasers on the market, is its ability to improve three dermatological areas of concern in one office visit. "The technology for the individual laser components is out there, but having them all in one machine, one treatment and combining them is the advantage," Dr. Shaw explains. While the idea of three laser technologies tackling the skin's trouble spots might seem intense, Dr. Shaw points out that the treatment is very tolerable. "Surprisingly, there is very little discomfort," Dr. Shaw says. "We, often times, don't need any topical or medication for numbing and the patients are comfortable."

Pictured below are before and after images of a patient who underwent three treatments of Laser 360.



Sessions of Laser 360 can cost anywhere from \$850 to \$1,000 per treatment, with most patients requiring one to three treatments set 30 days apart. Typically, package pricing is available; consult your plastic surgeon for details.

## **To Learn More**

The Shaw Center

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