

# HEALTH & BEAUTY

## Juva: A Fountain of Youth on E. 56th St.

Pamper, rejuvenate, beautify—not words you typically associate with a doctor's visit? Make an appointment with Dr. Bruce Katz at Juva Skin & Laser Center and Medispa, and you will discover all kinds of refreshing adjectives to describe the experience.

In April of this year, Dr. Katz, a clinical professor of dermatology at Columbia and director of the Cosmetic Surgery & Laser Clinic at Columbia Presbyterian Medical Center, founded Juva and opened the doors on a new age—or age-defying—approach to skin care.

"We wanted a place where we could offer facials, body treatments, even massage, but with long-term benefits for the skin, not just a feel-good experience. We've actually incorporated medical ingredients into these treatments so that they have anti-aging effects," explains Katz. The massage oils at Juva

contain antioxidants, the body treatments are formulated with medication to treat sun damage, the facials contain Kinerase, and the Juva skin care line created by Dr. Katz enables patients to treat themselves at home.

As Juva is under the supervision of physicians (Medical Director Dr. Katz and two other reputable dermatologists, Dr. Gina M. Marrero and Dr. Lian Li), treatments and products can be formulated with prescription-strength concentrations. Patients can also walk down the hall and find the most up-to-date options in laser and cosmetic surgery. One of the new, popular treatments is the entire-body Pulse Peel. "It's a superficial chemical peel, which removes precancerous and sun-damaged cells while treating fine lines," explains Katz. "It has cosmetic and therapeutic benefits and

it's a 'lunch-time peel'—there's no down-time." (\$195 per treatment, 4 - 8 sessions recommended.)

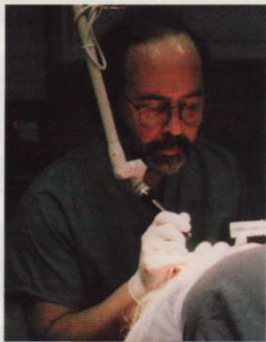
If you've noticed a few fine lines creeping onto your comp card, rather than relying on computer re-touching,

why not go right to the source of the problem? "The new Erbium: YAG laser is very, very precise," says Katz. "It can take away very fine lines with a fast recovery time." (Full face - \$5,000, lip lines - \$1500, eye lines - \$1950.)

Tattoo removal (\$395 per session), liposuction, endermologie (to attack the evil cellulite), and lip augmentation (\$1250, with fat injections which yield fuller, more sculpted, and longer lasting results than collagen) are just a few of the skin and laser center procedures which may interest the mortal whose livelihood depends on perfect pulchritude.

Dr. Katz was recently named one of the best doctors in New York by *New York* magazine. To book an appointment call Juva at 212-421-9501.

Read the next issue to find out what happens when I let Dr. Katz take a shot at my spider veins. . . .



Above: Dr. Katz  
Below: the Juva Medispa



### Services

Spa Facials:	\$50 - \$95
Deluxe Facials:	\$110 - \$195
Specialized Treatments:	\$20 - \$175
Laser Hair Removal:	prices vary
Waxing Services:	\$15 - \$70
Makeup Services:	\$75 - \$85
Massages:	\$60 - \$140
Body Treatments:	\$55 - \$140
Spa Packages:	\$135 - \$295

### Products

Cleansers:	\$10 - \$35
Toners:	\$25 - \$35
Emollients:	\$25 - \$70
Acneic Products:	\$10 - \$20
Hair Products:	\$10 - \$50
Sunscreens:	\$10

## Dr. Tomack: Putting Your \$ Where Your Mouth Is

Do your teeth look like Austin Powers' original set? With today's technology, there's really no excuse for having such a foul mouth. Your smile is one of your most important assets, and now almost anyone can achieve Crest-commercial-worthy pearly whites—national Crest commercial, that is, which means you'll laugh all the way to the mailbox when you pay off that dental bill.

State-of-the-art procedures can brighten dull teeth, whiten

stained teeth, cover tooth imperfections, restore teeth with invisible fillings, close spaces between teeth, repair chipped teeth, straighten crooked teeth, and even alleviate signs of aging by masking worn-down teeth and eliminating vertical lip wrinkles.

In his high-tech office in New York City, Dr. Gary Tomack uses a tool with a tiny intraoral camera which actually allows patients to see their teeth magnified 28 times on a full-color video screen (what more could a model ask for?). He also utilizes a computer imaging system to give patients previews of their diagnosed treatment options.

Dr. Tomack removed all of my

obsolete silver fillings—"barmitzval fillings" he calls these remnants of adolescence—and replaced them with white (composite) fillings. This space age material is as strong and durable as traditional amalgam fillings and leaves your mouth looking like it never sucked on a Chupa Chup.

My assistant editor is testing out a tooth-whitening system. This supervised at-home procedure involves placing a special bleaching gel in a custom-designed mouthpiece and wearing the mouthpiece for several

hours during the day or while sleeping. By next issue his teeth should prove that having a Coke (or a life-

### The Cost of a Million-Dollar Smile

Whitening System:	\$300 - \$500
Silver Filling Removal & White Filling Replacement:	\$175 - \$300
Porcelain Crown/Inlay:	\$900 - \$1500

time of them) and a smile isn't such a ludicrous suggestion.

For more information, check out [www.tomack.com](http://www.tomack.com) or call Dr. Tomack's office: 212-685-2476.



Dr. Tomack's Designer Smile