

Top Stretch Mark Treatment

Beverly Hills cosmetic dermatologist Doctor Simon Ourian believes that the Coolbeam™ treatment he developed is the most effective treatment he knows to deal with stretch marks, an embarrassing affliction that affects both men and women.

May 4, 2009 - [PRLog](#) -- Dr. Simon Ourian, Medical Director of Epione Beverly Hills, located in the exclusive shopping, restaurant and hotel enclave in Los Angeles, California treats stretch marks every day. “It might be the number one complaint of my patients,” says Doctor Ourian.

Doctor Ourian continues, “The causes of stretch marks are many. The stretch marks I see in my practice are typically the result of massive weight loss or pregnancy. The popularity of bariatric surgeries has created an entirely new set of stretch marks patients. It stands to reason that a weight loss of one hundred pounds or more will impact the skin. These patients are as likely to be men as women.”

“Less commonly, I’ve also treated men who developed stretch marks after bulking up in the gym. Stretch marks can appear nearly anywhere on the body but especially on the thighs, hips, abdomen, lower back, buttocks, and arms.”

Stretch marks are also known as striae atrophica or striae distensae which means irregular areas of skin that look like bands, stripes or lines. These bands, stripes or lines typically appear as red, thinned skin and may turn whitish over time. A stretch mark occurs when there is a breakdown in the elastin and collagen fibers that make up the dermis, the underlying layer of the skin.

Doctor Ourian goes on to explain the main categories of stretch mark removal methods:

1. Creams: “Creams can play an important role in minimizing the appearance of stretch marks. In fact, I’ve developed a prescription strength cream just for this purpose that available only to my patients. But the cream is only part of the treatment that I recommend. Department stores shelves are filled with expensive creams that, in my opinion, have little effect. And, of course, the internet is awash in “miracle creams.” If it sounds too good to be true it probably is.”
2. Surgery: “The main goal of a tummy tuck is the elimination of excess skin, the most common side effect of the type of massive weight loss I mentioned earlier. A secondary benefit of the removal of skin is the elimination of any stretch marks that were on that skin. A tummy tuck is a serious surgical procedure with all its attendant risks and costs. And it is not an appropriate solution for the many patients that suffer from stretch marks but do not have excess skin.”
3. Chemical peels and microdermabrasion: “To me, these procedures deal with only the outermost layers of the skin and are simply not effective for most stretch marks.”
4. Laser treatments: “This, in my opinion, is the most effective type of stretch mark removal in terms of results and cost. The idea for the Coolbeam was purely serendipitous; I was using lasers to treat scars on the body when I noticed that the laser was also effectively treating both white and red stretch marks. I’ve spent more than five years refining the Coolbeam™ treatment from that point. I believe that the Coolbeam achieves results superior to other modalities and lasers.”

According to Doctor Ourian “Most patient report that a Coolbeam session isn’t painful, though of course, everyone’s pain threshold is different. I can prescribe a topical anesthetic cream to help alleviate any

discomfort if a patient is very sensitive to pain.”

“I have been practicing as a cosmetic dermatologist for more than ten years,” concludes Doctor Ourian, “and I believe that the Coolbeam offers the best and most cost-effective results for the treatment of stretch marks. Despite what you see on TV or read online, no skin care product or miracle cream is likely to give you the results you want.”

Dr. Ourian's Epione Medical Corporation, located in Beverly Hills Golden Triangle, is among the most comprehensive and state-of-the-art laser and aesthetic surgery centers. Dr. Ourian has been a pioneer for laser technology and non-invasive aesthetic procedures including Restylane, BOTOX®, Juvéderm, Radiesse and Sculptra. These treatments are used for correction or reversal of a variety of conditions such as acne, acne scars, acne scar removal, skin discoloration, lip enhancement, wrinkles, stretch marks, varicose veins, cellulite, and tens of others. Laser hair removal and laser tattoo removal is also offered. Epione also carries Dr. Ourian’s Signature Series skin care products. For further information please contact 310-271-6506 or visit: www.epione.com.

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