

## Dr. Gerald Imber

### A Plastic Surgeon Pioneer

**D**r. Gerald Imber, one of the world's leading plastic surgeons, has pioneered less invasive, natural looking surgery, and developed many of today's most common procedures, including the Limited Incision Facelift Technique (or Short Scar Lift) the S-Lift and microsuction. Almost as a paradox, Dr. Imber feels that the most important lesson he's learned from performing several thousand facelifts is that looking young and staying young is about more than just surgery, and many of these techniques originated as a result of his then innovative philosophy of prevention • maintenance • correction™.

This philosophy, that daily care can help retain the firmness, radiance and overall beauty of the skin, while self help and small procedures done earlier can maintain a youthful appearance throughout your adult life, was revolutionary just a decade ago, but has now become the industry standard.

With a thriving private clinic at one of Manhattan's chicest locations, 1009 5<sup>th</sup> Avenue (212-472-1800), Dr. Imber caters to the most discerning clientele while continuing to discover the newest ways to help women and men maintain their youthful appearance throughout their adult years. Fully staffed with skin care professionals, nurses and doctors trained in his techniques, as well as a board certified anesthesiologist specializing in cosmetic surgery, his team has performed thousands of cosmetic procedures at the clinic, ranging from Botox™ injections to facelifts, eyelid surgery, liposuction and skin cancer surgery. Dr. Imber is on the staff of the New York-Presbyterian Hospital, and the Weill-Cornell Medical College, and has long been involved in

teaching his techniques to residents and writing scientific papers.

His latest focus is to provide everyone, including those who are unable to make a personal appointment, with a 360° strategy that targets each of the three pillars of his philosophy—prevention, maintenance and correction. This fall, Dr. Imber will release *The New Youth Corridor™*, an updated version of his classic manual on skin health and age prevention, and launch Youth Corridor™, a line of six prestige anti-aging skin treatments that represent the best in age-fighting ingredients.

In the 1990s, Dr. Imber wrote and published his guide for maintaining and reviving youthful skin, *The Youth Corridor*, and it became a best-seller. According to Dr. Imber, The Youth Corridor is that period of adult life when "...you look your youthful, healthy best." Now updated for a savvier and more modern reader, *The New Youth Corridor* guides both novices and experts through the causes of aging, the best over-the-counter remedies and most effective professional treatments. In his unique blend of science and straight talk, each chapter provides essential information about maintaining skin's health and vitality based on the best scientific information and years of clinical experience.

"In my book, I provide the guidelines for taking an active role in maintaining your appearance," he says. "There are factors

that are certainly within your control, and for those that aren't, there are non-invasive and minimally invasive solutions, depending on how advanced the signs of aging are."

Dr. Imber begins the book with the hows and whys of aging, including an outline of the key steps that have the most lasting results on your appearance. Further in, Dr. Imber lists those factors that hasten the aging process. One surprise may be how running, often considered a top age-preventer, can actually speed up the effects of the aging process.

"I truly believe it's one of the worst things you can do," Dr. Imber says. "There are so many other better alternatives for keeping in shape that don't result in such wear and tear on your skin."

Dr. Imber also goes in depth about the most popular injectables, resurfacing treatments peels and implants, including his frank assessment of what they can and can't do. Finally, the book ties everything together and offers case studies and step-by-step regimens, organized by age, to show you how to easily apply Dr. Imber's advice to your own life.

After thousands of procedures, and just as many satisfied patients, Dr. Imber recently took the next step and created his own topical skin care line, Youth Corridor, based on the latest anti-aging technology. While he considered most products in the market "adequate," and

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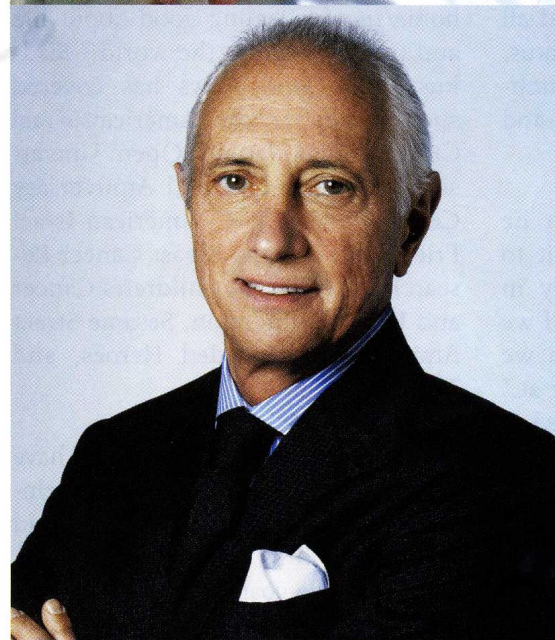


is quick to promote the benefits of traditional soap and water, until now, he never really found a product that could deliver the right antioxidants to the deeper layers of the skin where they could actually have a long term benefit. Dr. Imber used his extensive experience in plastic surgery and skin physiology to develop special products to provide a lasting anti-aging effect. Understanding the importance of free radical fighting antioxidants, he set about developing the most effective antioxidant delivery system available. "If you can't get the antioxidants into the skin they are useless."

The Youth Corridor skin care regimen is comprised of six, targeted products based on a unique combination of powerful anti-oxidants delivered in a completely new way to help prevent, maintain and correct the signs of aging. Dr. Imber is most excited about Youth Corridor's core treatment, Antioxidant Boost™ Skin Serum. This daily serum utilizes a new combination of Vitamins C, E and melatonin to prevent and correct the signs of aging by directly targeting the harmful inflammation caused by free radical damage. Untreated inflammation and free radical damage have been shown to lead to collagen degradation and elastin cross-linking, which are the major causes of wrinkling and sagging skin.

"Melatonin is often thought of as a sleep aid," says Dr. Imber, "but it is also an excellent antioxidant in its own right, and the most effective ingredient for delivering active Vitamin C and E to the keratinized layer, where they can have lasting benefits."

Vitamin C and E are known antioxidants, but melatonin, a naturally occurring hor-



*Dr. Gerald Imber, Youth Corridor serum*

mone found in most animals, including humans, plays a role in the protection of nuclear and mitochondrial DNA, providing anti-aging benefits when effectively delivered to fragile skin tissues.

Dr. Imber goes on to explain that melatonin's lipidophilic property surrounds and protects the volatile Vitamin C and Vitamin E, helping it penetrate the deeper layers of the skin. Prevention of the inflammation from sun exposure (sunburn) is direct measure of antioxidant effectiveness and extensive research has shown that the combination of Vitamins C and E with melatonin has proven far more effective than the vitamins alone.

The anti-oxidants work to reduce overall inflammation and increase collagen synthesis, leading to wrinkle reduction and firmer, tighter skin.

Time will tell if Dr. Imber can maintain the youthful appearance of an entirely new generation, but he's certainly doing his best to provide the tools for them to do it. **M**

*Dr. Imber's Youth Corridor product line is currently available on his website [www.youthcorridor.com](http://www.youthcorridor.com). The New Youth Corridor is published by American Media and is available at major book sellers across the country.*