



Safe Solutions for 6 Common Beach Body Concerns

Summer is approaching! It's the time of year met with mixed emotions. On one hand you're excited for the warmer weather, open toe shoes and weekends at the beach or pool. On the other hand you dread revealing the stubborn cellulite, dull skin, stretch marks, scarring from breakouts on the chest shoulders or back not to mention coarse hairs.

Dr. Kirk Brandow, founder and director of the Brandow Clinic for Cosmetic Surgery in Philadelphia who has appeared on national programs such as Good Morning America and 20/20, offers some insights and tips on these top 6 beach body concerns.

1. My skin is so pale!

It's been way too long since you have seen a glimmer of sunshine and realize how your skin matches the white of your office walls. You want to avoid tanning beds and load up on sunscreen. "Opt for a bronzing cream or spray tan instead of tanning beds. Many of the women who come to me for facial procedures including Botox, fillers and laser treatments could have slowed down the aging process by being vigilant about sun protection and avoiding tanning beds," cautions Dr. Brandow.

2. I have acne scarring on my shoulders and chest.

The quickest and most permanent way to remove these infuriating scars is with a laser. “Lasers are a very efficient way to remove scars and improve over all skin texture with minimal side effects. Patients are pleased with the fast results, which can be seen after the first treatment with optimal results by end of a treatment cycle based on your own needs,” explains Dr. Brandow.

3. I exercise but there still that little bit of tummy flab.

Stubborn tummy flab won't disappear even with all of that exercising and dieting. Some people who have had children even consider a full tummy tuck. “It is very important to find a doctor who understands all options and can recommend one that will address your specific concern. Some pricey non-invasive body contouring procedures will offer a temporary result making it necessary to repeat them,” advises Dr. Brandow whose specialty is the Jersey Shore Tummy Tuck given his practice's proximity to the Jersey Shore.

4. Cellulite.

There is no easy way to remove cellulite; you are either using a coffee scrub or going in to see the doctor for a laser procedure. Dr. Brandow recommends the professional treatment called Smartlipo, which is a small laser that goes into the skin and melts the fat away. Smartlipo is a less invasive procedure than liposuction, is costly and time consuming but the results can last up to five years.

5. Stretch Marks.

An inevitable result of weight fluctuation, are stretch marks.

Coolbeam laser is a new hit to eliminate stretch marks thanks to Kim Kardashian, who posted on her Snapchat about the procedure. Dr. Brandow explains, “lasers are far less invasive than a surgical procedure, which has a much longer recovery time.” Another option for stretch marks that Dr. Brandow recently spoke of on a recent TV segment is using PRP (platelet rich plasma), which involves pricking the scarred region with a special roller instrument then using the body's own plasma to stimulate healing and collagen regrowth. “This is the same thing as the ‘Vampire facial’ but done on stretch marks. Results are incredibly impressive,” he says.

6. Unwanted body hair.

Hair removal is always a beach season battle. For a more effective long-term hair removal option, Dr. Brandow highly recommends investing in laser hair removal. “Laser hair removal is the most permanent way to remove unwanted body hair. It takes up to 6-12 treatments offering the best results.” Waxing is a popular option, which can last up to 3-6 weeks depending on how your hair grows. It is the quickest and long-lasting hair removal technique that doesn't require any laser and it can be done at home.

Dr. Brandow also reminds people to check with their dermatologist for an annual skin screening before exposing themselves to another season of sunshine.

About Dr. Kirk Brandow

Dr. Kirk Brandow, founder and director of the Brandow Clinic for Cosmetic Surgery is a plastic surgeon with 2 locations in the Philadelphia metro area and a 3rd one at the jersey shore. Named a “Top Doc” in Plastic Surgery by Philadelphia Magazine as well as nationally recognized for one of America’s “Best Plastic Surgeons” of this decade, Dr. Brandow is a trusted expert who has developed many innovative, minimally invasive procedures for the face, body and skin. He has been featured on local, national and international television programs including 20/20, CNN’s Headline News, Good Morning America.