

PureWow

The New Wave of High-Tech Beauty Treatments

There's a plethora of creams and serums out there, but the latest beauty technology uses lasers, currents, lights and even radio frequency to brighten hyperpigmentation, even skin tone, and lift and tone your face. From professional services to at-home gadgets, here are the latest trending treatments to zap your way to glowing skin.



LASER THERAPY

We all know lasers are a great way to keep cats entertained, but laser therapy is great for redness, prominent blood vessels and hyperpigmentation. Dr. Paul Jarrod Frank, cosmetic dermatologist and founder of the **PFRANKMD** Skin Salon, says that lasers can help a range of issues, including sun damage and acne scars. They're also great for skin types that can't tolerate harsh topical treatments.

Dr. Frank uses lasers in his Pigment Protocol, a noninvasive, painless skin treatment that breaks up discolored areas and improves texture with minimal downtime (starting at \$1,000). Depending on the type of laser treatment, you may require topical anesthesia, but some don't need any anesthesia at all. (Same goes for downtime—it all depends on the intensity of the treatment.) Because laser treatment relies on the body's ability to heal, it can take anywhere from one to four weeks before you start to see a significant difference. "It's important to see a provider that has several types of laser options, not just one, so you can best identify the type that works best for your needs," says Dr. Frank. Laser treatments range from \$200 to \$5,000.