

For Immediate Release

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Renowned Park Avenue Plastic Surgeon Introduces Skin Refabrication™
*A Revolutionary New Approach In Addressing Skin Throughout
A Lifetime To Achieve Beauty For Life!*

(New York, NY) Scott Wells, MD, board certified plastic surgeon and medical director of the Park Avenue Plastic Surgery Center and Skin N.Y. MediSpa, has innovated a new approach to plastic surgery through Skin Refabrication™, a life-long skin rejuvenation and age management plan focusing on proactive skin maintenance combined with subtle surgical interventions or enhancements to keep a youthful and most important, natural, look throughout time.

According to Dr. Wells, “Natural results in plastic surgery are no accident. The ability to produce a consistently ‘non-surgical’ appearance requires a sophisticated approach encompassing advanced preparation, impeccable surgical technique and committed follow-up maintenance.” Facial rejuvenation surgery is based primarily on soft-tissue re-draping techniques and attention must be paid to the “**fabric**” as well as the “**tailoring**.” Like any woven fabric, the skin, essentially a weave of collagen, responds to excessive stretching by warping the weave of its collagen. “It is this distortion in elasticity that is primarily responsible for the unnatural and too tight appearance of face-lift surgery,” explains Wells.

Enter Skin Refabrication™. Laser and light technology combined with consistent skin care maintenance allows us to slow down the rate of skin deterioration and reverse and rebuild skin damage that already exists. It is toward this goal of a “perfected fabric” through Skin Refabrication™ that will allow for smaller cosmetic procedures appropriately timed throughout a lifetime to produce natural results rather than one or two big “all encompassing” overhauls when it is really too late.

Dr. Wells explains that Skin Refabrication™ should begin in the late 20s to early 30s. “Though patients are not in need of surgical procedures at this time, it is a good age to learn about protective mechanisms and begin skin maintenance regimens to ‘bank your collagen’ for the future.” A two-part Skin Refabrication™ plan is recommended for this age group. First, is the combination of laser preparations and light-based therapies to enhance collagen production. Second, Dr. Wells has created, Skin N.Y., a line of medical grade skin maintenance formulas, which are custom designed for each patient and helps to maintain the outcome of these laser and light procedures.

This optimal approach to skin rejuvenation and age management will allow patients to bank collagen, allowing for a more natural outcome of smaller surgical plastic surgery

procedures down the road. “The sooner a skin maintenance plan is put into effect, the better,” says Wells, “Skin Refabrication™ is the future of natural plastic surgery and the secret in keeping beauty for life.”

For more information in regard to Skin Refabrication™ or to set-up an interview with Dr. Scott Well, contact Jaime Alyn PR at 212-213-2003 or jaime@jaimealynpr.com.