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18 PAGES

THURSDAY, FEBRUARY 21, 2013 ♦ PACIFIC PALISADES, CALIFORNIA

\$1.00

## Wieder Offers the Latest in Dermatology

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Freezing fat applies not only to people in North Dakota in January, but also to Pacific Palisades residents who have undergone CoolSculpting with dermatologist Dr. Joshua Wieder at his practice in West Los Angeles.

Wieder, a Palisades resident, oversees a process that freezes fat cells, which are eventually eliminated from the body, making that area of our body slimmer. This is only one of many cosmetic procedures he performs.

"My practice is divided 50/50 between medical and cosmetic dermatology," said Wieder, who was a 1991 Phi Beta Kappa graduate of Cornell University and received his medical degree in 1985 from SUNY Upstate Medical University. He completed his internship and residency and served as chief resident in internal medicine at North Shore University Hospital/Memorial Sloan Kettering Cancer Center, Cornell University Medical College.

"I was trained as an internist, but found myself attracted to dermatology, because of the visual aspect," Wieder said, noting that even when he removes a cyst, he feels that there is definitely an esthetic element to it. "I think of dermatology as the most artistic part of medicine."

He added, "My specialty is also very procedural, and I like to work with my hands."

The most common medical consultation in Wieder's practice is skin exams, which he recommends annually for those 40 and older (particularly those who have grown up in a sunny climate, like Southern California) and more frequently if one has risk factors, such as a family history of skin cancer, a blistering burn as a child, a fair complexion or numerous moles.

Wieder reminds people that although they may not feel as if they are getting lots of sun, because they are not lying on the beach, "We get small amounts that are cumulative, such as getting in and out of the car, walking around and going to the park."

The dermatologist was asked about the recent media reports that with the increased use of sunscreens, people are not getting enough Vitamin D.

"The benefit of receiving Vitamin D from the sun does not outweigh the risk of getting skin can-



**Dermatologist Dr. Joshua Wieder with the CoolSculpting machine that can help eliminate unwanted fat, such as "love handles."** Rich Schmitt/Staff Photographer

cer," Wieder said, recommending that people use sunscreens and take a vitamin supplement instead.

The other part of Wieder's practice is devoted to cosmetic dermatology, dealing with wrinkles (crow's feet, frown and fine lines), spider veins, lentigo (liver spots), and broken blood vessels.

He was asked about Palisades residents seen around town whose faces seem unnatural because of cosmetic surgery.

"If you see someone walking around with a frozen look or if it looks like there's too much in the wrong place, generally that means that there was poor judgment on the part of the patient or doctor or both," said Wieder, who has been quoted by the Los Angeles Times, the Boston Globe, USA Today, Allure, Ladies' Home Journal, InStyle and Redbook.

Wieder, whose articles have appeared in numerous publications including the Journal of the American Academy of Dermatology, the

Journal of Dermatologic Surgery and Oncology and the Journal of Investigative Dermatology, spoke of the latest cosmetic advances, which are usually done for those aged 30-60.

Collagen injections, which add volume to the face around the mouth and nose (that age has gradually taken away), was initially bovine-based. The injections lasted three to six months, but caused allergies in many people. The next wave of collagen was human-derived and still only lasted three to six months. Now hyaluronic acid, which is a naturally found sugar substance in our normal skin, is used (Restylan and Juvéderm), and those effects can last up to a year.

Botox inhibits the contraction of muscles and was originally used for people such as those with crossed eyes (it would stop the eyes from crossing). It is now also used for frown lines and crow's feet, and over a period of time causes wrinkles to fade.

Another weapon in Wieder's cosmetic arsenal is the Fraxel laser, which can remove acne scars, age spots, wrinkles and fine lines.

The Fraxel laser puts microscopic holes in the damaged portion of the skin, causing a controlled injury. The body then repairs the area by triggering the body's own natural production of new collagen.

Two years ago, Wieder added a CoolSculpting machine that freezes fat. "This is not for the obese, but rather for those people who have a stubborn area on their body they can't diet or exercise away, such as love handles, back fat or pooches around the abdomen and waist," he said.

"Doctors discovered popsicle panniculitis, a condition brought about by children who sucked on popsicles all summer. They developed hollow cheeks," Wieder said, noting that babies and children make fat cells (adults do not). "The hollow was not permanent because the fat cells grew back."

This led to the development of CoolSculpting, an FDA-approved process, developed at Massachusetts General in Boston, a teaching affiliate of Harvard. It is a non-invasive procedure that takes a small area of the body such as a love handle, which is then "sucked" into the machine, the area cooled and fat cells killed. Since normal cells have a lower freezing temperature than fat cells, they remain unharmed.

After the procedure, the body's immune system recognizes the fat cells as "dead" and engulfs them, as it would bacteria or another foreign body, digests them and then sends them to the liver for disposal.

"It is slow process and takes six to eight weeks after each treatment," Wieder said. "The procedure kills about 20 percent of the fat cells. Most people elect to do two treatments with the overall reduction of fat at about 36 percent."

Since CoolSculpting is a noninvasive procedure, bleeding and infection are not issues, as they can be with liposuction. The cost is \$750 to \$1,500 for a single treatment. After the procedure, "We've had a lot of happy people," said Wieder, whose offices are located at 12301 Wilshire Blvd.

The doctor and his wife Susan moved to the Palisades in 1997. They have two children: Daniele, a freshman at the University of Chicago, and Zach, a ninth grader at Harvard-Westlake.