

Naturally Beautiful Lashes

WILLIAM P. MACK, MD

An exciting new topical product offers patients a safe and effective way to grow longer, fuller, darker eyelashes that last.

Fuller eyelashes have long been considered an attractive feature, and for many women, mascara is simply a daily ritual. Now, a revolutionary new product may just put mascara companies out of business.

LATISSE™ solution is the first and only prescription treatment approved by the FDA for growing lashes longer, fuller, and darker. This safe and effective product is now available at the office of William P. Mack, MD, a board-certified ophthalmologist who is fellowship-trained in eyelid and facial cosmetic and reconstructive surgery. Already, LATISSE™ has caused quite a buzz.

"I've been using LATISSE™ for several weeks," says April Witt, "and already I've noticed a striking change in my lashes!"

LATISSE™ is an easy-to-use topical solution that is applied at bedtime to the base of the upper eyelashes. Application takes only seconds, but results, notes April, are visible well before the initial treatment cycle is completed.

"My eyelashes are light in color," April continues. "I feel like I put mascara on for days! But already I've noticed my lashes are fuller and darker, and I don't feel like I have to put on as much mascara. The results are great!"

Uncommon benefit

While LATISSE™ is a new treatment in eyelash growth, it was developed through years of research by Allergan, the makers of a glaucoma drop called Lumigan. It was discovered that one of the side benefits of the Lumigan was that patients' eyelashes would grow longer, fuller, and darker. The active ingredient in Lumigan, bimatoprost, was then FDA-approved for topical application to promote eyelash growth.

Because eyelashes' natural growth cycle is about five weeks, LATISSE™ is applied each night for the duration of that cycle. Research suggests that bimatoprost facilitates the growth of eyelashes by increasing the percent of hairs in the eyelash growth phase. Lashes can grow longer, thicker, and darker because bimatoprost can also prolong this growth phase.

Because it potentially eliminates the need for mascara to create darker, fuller lashes, women who are allergic to mascara are finding that LATISSE™ is just what the doctor ordered. LATISSE™ is also proving to be effective in re-growing lashes for those who have suffered eyelash loss through disease or chemotherapy.

Sally Roe, Marketing Director for Dr. Mack's office, notes, "It's just an amazing thing for us to offer patients. Eyelashes may seem like a little thing, but they're important not just aesthetically but also physically. We think that LATISSE™ is really going to make a great difference for a lot of people." *FHCN—Raechelle L. Wilson*



William P. Mack, MD, is a board-certified ophthalmologist who received American Society of Ophthalmic Plastic and Reconstructive surgery fellowship training in eyelid and facial plastic surgery at the Albany Medical College in New York. Dr. Mack received his bachelor's degree from John Carroll University in Cleveland where he graduated cum laude, and completed his medical degree at the University of South

Florida where he was elected to the Alpha Omega Alpha Medical Honor Society. Following medical school, Dr. Mack completed his internship and residency at the University of South Florida. He is a member of the American Academy of Ophthalmology, Florida Society of Ophthalmology, Tampa Bay Ophthalmological Society, and the American Academy of Cosmetic Surgery.



PHOTOS COURTESY OF LATISSE™

Un-retouched clinical photos of actual LATISSE™ users show compelling results. Lashes are significantly fuller, longer, and darker after just five weeks of topical treatment.

“While pregnant with my second child at twenty-three, I went through a lot of stress, and as a result, I began to lose my eyelashes...to the point where I literally had none! My eyes looked weird. It was embarrassing. I never realized the value of my eyelashes until they were gone.

“To make up for the loss, I started wearing false eyelashes all the time, which wasn't always convenient. But I kept wearing them...for decades! I'd pretty much given up hope of ever having eyelashes again.

“Then, at age sixty-one, I was asked to participate in a clinical study for eyelash growth by my doctor. He didn't make any promises, but I was hopeful. The results were amazing! Finally, my lashes grew back thick and long! I was so excited. Now, I have beautiful, long eyelashes.”

What some people are saying about LATISSE™

Jeannie

started to grow and, within two months, they looked even better.

“My favorite part is that the product is so easy to use.”

Hope

“After using the product, my eyelashes really stand out. I get compliments all the time and it feels great! Everyone wants to know my secret. People even ask if I am wearing false eyelashes.

“I feel more confident knowing this product, unlike other lash growth products on the market, is FDA-approved and comes from Allergan, a name I trust. I will absolutely tell all of my friends (and anyone who asks) about this new lash growth product.”

Lisa

“Ive always had thin, short lashes. They were barely noticeable. Within the first month, my lashes

“My eyelashes got so long, the tips of my lashes hit the lenses in my sunglasses!”

Jolynn

Please visit www.mackmd.com to learn more about the excellent results Dr. Mack achieves in cosmetic oculoplastic and facial cosmetic surgery.

SOURCE: ISTOCKPHOTO.COM



Dr. Mack performs the following procedures for those seeking a natural, refreshed appearance:

- Upper Eyelid Blepharoplasty
- Lower Eyelid Blepharoplasty
- Cosmetic Endoscopic Brow Lift
- Minimal Incision Facelift Surgery
- Aesthetic Reconstructive Surgery

Skin Rejuvenation:

- Botox® Cosmetic
- Cosmetic facial fillers
- Laser skin resurfacing
- Obagi® skin care

Dr. Mack's spa services include a full line of skin care products to help maintain or restore skin health and support the healing process following surgical rejuvenation procedures.

(813) 875-5437

www.mackmd.com

To learn more...

about this and other facial cosmetic procedures/surgeries, please contact Dr. Mack's office to schedule your private consultation. Dr. Mack's office is located in the South Tampa Medical Center, **508 S. Habana Ave., Ste. #170**, in Tampa, phone **(813) 875-5437**.