

Caspar ([00:00](#)):

So it wasn't even a week ago that I posted about Botox and it was an article that actually was entitled. A Woman Who Got Botox to Even Out Her Smile, says the injection spread across her face. And now she has a lisp and a paralyzed half face. And it went on actually to say, her doctor said he could correct it by injecting the other side with Botox. And she went against it. And I remember when I posted it, I actually got a lot of people that, that wrote me and kind of exposed themselves, I think in somewhat for getting Botox, which I have no judgment for. And that's not what this podcast is about. It's not actually to get you to not do Botox, but it is for you to become informed, because Botox is an incredibly poisonous substance. It's one of the strongest neurotoxins on earth.

Caspar ([00:51](#)):

And after posting that, I, I saw a lot of people kind of sticking up for Botox and saying it's completely safe, which isn't actually true. And I'm gonna a guest on today, not to talk about that part, but to bring on the alternatives to Botox, cuz I think that's where medicine usually fails. We say you have pills or you have surgery, that's it. When in reality you have hundreds of options out there and that's what we're about at Innovative Medicine. And even if you look at the history, we, we put a article up on innovativemedicine.com, not long ago, talking about how Botox has been used for a long time. My father, a doctor knew about Botox, but not as we know it today. It was actually used for people with spasms, with disorders of uncontrollable muscle twitches and also spinal cord injuries. And it was a lifesaver in some, but it was a very, very last resort.

Caspar ([01:52](#)):

And then it wasn't until 1985 that they took this incredibly toxic substance and a plastic surgeon injected it into the forehead of someone and noticed that it actually had this pronounced effect on totally flattening it out, paralyzing all the muscles. So then in 2002, Botox cosmetic came around with Allergan starting the whole trend and lots of other companies have, have jumped on board. And in reality, Botox has become so prevalent that it is the most popular noninvasive cosmetic procedure. Now there's been over four and a half million, I think injections in the last year. And here's the wild part is that during the pandemic more and more people turned to Botox cuz they were seeing themselves in Zoom's more and started to say, I don't like how I look. And the thing is, that's fine, it's fine to address things that you don't like in yourself, but how you go about it.

Caspar ([02:53](#)):

And the detrimental side effects must be talked about as well. And in our article we actually posted a fascinating study from the university of Zurich, entitled Altered Cortical Activation from the Hand After Facial Botulinum Toxin Treatment. And that was the title, but let me get into what they actually founded and spell it out just a little bit more. And they found that limited paralysis of facial muscles induced during cosmetic inter interventions designed to smooth lines and wrinkles of the face is sufficient to alter the cortical processing of tactile inputs from the hand. So basically what they were saying is your ability to sense the world through your touch and your hands may be negatively affected by the injection of Botox in the face, which I found is wild. But at the same time, sort of understand it. You're injecting a toxin into an area where there are lots of neurons, lots of nerves right near the brain.

Caspar ([03:53](#)):

And we know everything works together is interrelated. So the fact that actually impacted hand and your, your tactile ability to sense things with your hands made total sense now where it could go from

there. We don't know. And again, I'm not here to say you shouldn't get Botox, but I am here to say, maybe you could try something else. And that's why I'm bringing on someone, you know very dearly here at the center, our own clinical director and our own antiaging expert, Erin Mewshaw and Erin, thanks for being on. And I know you've looked at tons of different options out there for anti-aging rejuvenation, all these different things. I want you to just spell out in simple terms, what are people's options outside of Botox that can be considered safer and something they should be looking at.

Erin ([04:44](#)):

So first I wanna touch on things that you can do at home. Yes, there are procedures that are more naturally based that will help to increase collagen and elastin help with fine lines and wrinkles. But first and foremost, the skin is an outer reflection of what's going on inside your body. So there are things, that are going to destroy collagen, sugar being number one, dehydration, caffeine, alcohol. These are all things that, you know, you need to keep control off, cut off the sugar. Do a month or two where you're not having any alcohol. I know a lot of people do like to have wine at dinner, but that's gonna impact your skin. A lot of people don't drink enough water caffeine, even though people think, oh, it's just a little bit of coffee here and there, but it's a diuretic.

Erin ([05:27](#)):

It's gonna keep you up at night. It's gonna impact your cortisol production, which is going to increase your stress levels. It's gonna make your skin look dull, tired. You're gonna develop bags under your eyes. So these are just basic things that you can do at home. So that'll be number one. Number two is sticking to a good skincare routine. So that would be at least a three step program. So cleansing, toning, moisturizing every day. If you wanna get a little bit fancier, you can add a serum. You can always add night creams. You can do weekly masks. But if you wanna know, you know, some procedures that are more naturally-based, especially ones that we offer here. I know a lot of other places kind of offer some similar treatments, but the biggest thing you wanna do is do help increase collagen and elastin.

Erin ([06:08](#)):

So there's nothing gonna be like Botox, where it's gonna freeze your muscle. There's nothing like that available. So I'm not here to bash Botox either, but I am gonna offer some options for people who wanna go a more natural route. So the first thing would be something that's not invasive. So I'm gonna start with the least invasive first. So there's something called Dermatude. It's a machine and products that were developed in the Netherlands and that is called metaject therapy. So instead of microneedling with needles, it's done with kind of microplastics and it creates like tiny little microperforations in the skin that allow the machine to push product in, to kind of stimulate collagen growth factors, but also will help depending on the product line it's used. So they have multiple serums, whether it's for hyperpigmentation hydration stem cell renewal. And so sitting with some who's, you know, a professional to look at your skin to kind of analyze what your skin needs, because there is no kind of one size fits all treatment.

Erin ([07:05](#)):

So that would be number one that can be done every two to three weeks. Another one would be microneedling with PRP. So that's gonna be a step above the metaject therapy, cuz that's done with sterilized needles. That's actually gonna cause a break in the skin. You're gonna see some bleeding. So microneedling on its own is gonna also increase collagen, some growth factors there, help build and treat elastin. But if you wanna take it even a step above we can do PRP with it, which is where we pull

your blood out. We spin it in a centrifuge. We're gonna separate the red cells and from the plasma, we're gonna take that plasma, which is full of growth of factors and rub it onto the skin after we have needled your skin. So it's gonna help push that PRP deeper.

Erin ([07:46](#)):

So think of the Dermatude, but kind of on steroids a little bit. So that's not done as frequently. It's done, you know, maybe once a month, every six weeks you're gonna be more red afterwards. You're gonna have a few days of downtime, whereas the dermatude you can leave, you can go out afterwards. You're not super red. And then if you want to be a little bit more aggressive, you can also in between your microneedling or Dermatude appointments, you can throw in a laser. So we offer a really great laser from Israel. The company's called Alma. It's called the ClearLift. It's a Q switch laser. It's gonna go deep beneath the dermis and kind of create ablations underneath. So it's, non-ablative on top, meaning it's not going to take off any skin. You can leave directly afterwards. You're not gonna be super red, but it's gonna create these perforations deep beneath the skin.

Erin ([08:33](#)):

So that collagen kind of rushes in to rebuild. So it's kind of stimulating it from the inside out versus the other treatments that are doing directly on top. And that only takes about 15 to 20 minutes. That's done every three weeks. Obviously you need a good cycle of those. You can't just do one and, and expect to receive a great benefit. You need to do a good series. So we're talking at least six to eight treatments. And the other thing I'm gonna mention, which is really big because it's kind of controversial and I wanna say more of the integrated field because everybody knows how toxic sunscreens are. However, we have tested some that are more safe, please, whatever you do wear sunscreen in the, in, in the sun. That is going to age your skin faster than anything else. And I know you're shaking your head at me. But the skin damage you see in your forties and fifties that occurred in your twenties. So, you know, everybody needs to be very careful, even if it's cold outside and you don't, you don't think you're getting any sun exposure. That's really important.

Caspar ([09:31](#)):

Okay. I agree with you. All right. I'm not gonna knock you on the sunscreen. As long as not toxic.

Erin ([09:38](#)):

In ten years I'm gonna do a side by side.

Caspar ([09:39](#)):

I know. No, but that's the thing. I love the sun. I love my vitamin D level. I love just being out without sun or applying anything onto my skin, but I also understand the risks of it too. And I think if I were a woman who is really worried about that, I would absolutely be much more prone to wearing more sunscreen. More of the time. Me, I don't mind my, you know, wrinkles and everything as I age.

Erin ([10:08](#)):

Well let's let's see why.

Caspar ([10:10](#)):

And I have you to do PRP and lasers and everything else. So that's also part of the reason I can go without sunscreen, even though I do wear it, it's not to say, I just try and, you know, go, go without it as much as possible.

Erin ([10:26](#)):

Well, for men, I think, you know, men start to age and it's sexy. Women start to age and all of a sudden that's not sexy, right? So there's a stigma here. There's like for men it's okay. But women, it's not. So it's still important to do. I think we need to change the aging for women, right? It's it should be okay to age gracefully. And naturally we shouldn't have to feel like from media or the TV or looking at Instagram posts from the before and afters, like we have to look a certain way, you know, no matter what you do, how well you eat, how well you take care of your skin, wrinkles and aging is inevitable. There's no way to completely halt that as of now. So as a society in general, we need to embrace that.

Caspar ([11:10](#)):

I completely agree with you. And I think we talk about, and I think you, you chose one of your handles that Age Artfully, right. Is, is about understanding that we all age, it's a process of life, wrinkles, are a process of life over time. In some ways it shows you smiled a lot, right. Or, or did or showed emotion, whatever it is, but that is a process of life. And I think the advent of things like Botox went against that natural aging process, and I do think it gave us an unnatural expectation where women in fifties and sixties have such a, a solid face, right. That's pulled back and stretched across them. But I have to say for us to look at that and say, that is natural. That's not right. And you're right. A much more natural should be applauded. And we should almost be looking at unnatural as well.

Caspar ([12:02](#)):

We know unnatural is usually not healthy. Usually it turns into something else and it turns into a kind of, you know, a, a search for more and more that is unhealthier and unhealthier. So I completely agree that I think there are lots of social dynamics involved in aging that has pushed so many to seek Botox. And I don't think it's at all about feeling guilty if you have or judgment. And if you want to go ahead, but again, understand that there are implications, there are negative adverse reactions to it, and who knows even the long term implications of a heavy toxin being injected and possibly going into certain areas and causing some damage. And now that you have these alternatives, why not seek them? Because I think you can then age very well and not look unnatural because you're actually taking things that are applied naturally.

Caspar ([12:58](#)):

And one of those that I know became very big years ago that we applied, but I want to go into just a little bit more is PRP. And we know Kim Kardashian popularized it with the vampire facial, as they say, but PRP has come a long way. And I know we actually have two advanced ways and I was hoping you could just touch on that briefly on a concentrated version with our TruDose and then activation with light. So can you talk about how PRP has evolved and what we're applying that changes it from what the Kardashians may have applied many years ago?

Erin ([13:33](#)):

Well, when you're talking about something like TruDose, which is a, it's a different therapy, but can also be used for antiaging, hair growth, it could be injected into joints, just depending on what we wanna use it for, but we use AI. So artificial intelligence to kind of calculate how much PRP your body specifically

needs. So a general PRP procedure would just be to draw a set amount of blood, spin that blood, and then take the PRP and inject it or apply it wherever. In this situation we're taking a drop of your blood first, we're putting it on a slide and we're putting it into a computer system that's taking hundreds of photographs at once and then giving a platelet count. And based off that platelet count, that's when AI goes in and it says, okay, based off this particular patient's platelet count, this is how much blood you need to draw in order to get this amount of PRP to help stimulate growth factors. For the TruDose procedure, which is also antiaging.

Erin ([14:33](#)):

That's more done internally. So that's gonna help lay the foundation for your body to create stem cells or generate new stem cells over time. We can also use that for the face. So sometimes patients will come in and we'll do a dual procedure. So we'll do the TruDose therapy, which is where we're injecting that PRP intravenously. And then we're taking the extra and we're applying it to the skin and using microneedling. And when we talk about here microneedling with PRP we don't just do that as one procedure. We're also adding things on to kind of expedite, expedite the healing process. We're using special mass to help calm down the redness in the skin afterwards, we're putting on special gels that have stem cell cytokines and it to speed up the healing process. We're using special lights like Bioptron to increase the circulation. So it's more than just a couple of things. We're kind of using a multitude of modalities to achieve the best results.

Caspar ([15:28](#)):

And if you had someone that said, listen, I'm not ready for the seizures yet, but I do wanna take some actions and, and do it in a more natural way, not chemically-based. What would be some of your top products or even brands that you could recommend to people.

Erin ([15:41](#)):

So are we talking product brands or moreso just some something more natural, like a facial?

Caspar ([15:47](#)):

I would say product brand, something that someone could look into purchase and keep in their house and apply maybe on a nightly or daily basis or something that can help them and know it's not toxic or chemically based.

Erin ([15:59](#)):

So one of my favorite lines is Phyto5 it's from France. However it does have essential oils in it. So if you're sensitive, essential oils, I'm gonna tell you something else to use, but those essential oils are found and formulated in the Swiss Alps. So that whole line is based off the five Chinese elements. So wood, water, earth, metal, water, and each of those elements is gonna correspond with this a pair of organs. So the line isn't just working kind of on top of your skin, it's also helping from an energetic standpoint, which could be a whole other, you know, podcasts on how that line works. But, you know, the basis of that skincare line, which I love is it's based seasonally. So you're changing your products based on what season you're in. And so your skin is gonna go through changes just like the season does.

Erin ([16:49](#)):

It does when it's humid outside when it's dry, when it's more cold. So you're gonna change your products based on that. And you're going off of the TCM. So the Chinese medicine calendar on when to

switch and they have a whole line from day creams to night creams face wash, eye creams, even masks that you can do at home, which are actually the same masks that we use in the treatment with their Phyto5 Bio-drainer, which is gonna help stimulate lymphatic drainage. So that would be number one. And that's really easy. And they also sell a great, it's called a Phyto Ether Serum which you can also put in a diffuser, you can put in a bathtub. So there's a multitude of uses for that line. It goes more than just physical, like I said, and then there's another line it's more naturally based out of New Zealand called Syrene. And that's kind of based on minerals and things from the sea. So that's not gonna have essential oils in it, but it's gonna bring a lot of moisture to the skin. So if you're looking for something more natural, but that's not essential oil based, I would go with something with that.

Caspar ([17:52](#)):

No, those are great tips. And I think anyone listening, you know, it all comes down to the foundation of things, right? As you started this off, if you are eating like crap, lots of sugar, if you're constantly dehydrated and drinking, lots of sugar, if you're drinking multiple cups of coffee a day, if you have a little bit of wine and maybe a little bit more on the weekend all the time, if you're stressed all the time, and if you get poor sleep, which is again, I think I just named like 90% of the American population there. You're probably going to age at a more rapid pace. And that alone is where it starts. So as, as much as these procedures and even Botox, I would say as much as even if you include all of that, if you are not getting those foundational things down, you're in a losing battle, you know, and that's, that's the bottom line of it.

Caspar ([18:40](#)):

So if anyone's listening start there because that's basically free, right? You're cutting things out. You'll probably be saving money starting there. So start there and then move into other things and understand there are natural approaches here. As Erin talked about Dermatude, PRP, lasers, all types of lights. Erin, I'm just gonna point 'em to [innovativemedicine.com](http://innovativemedicine.com) to find more about you at this point. I know you have [Erin@NYCIM.com](mailto:Erin@NYCIM.com) as well. If anyone wants to reach out and contact you about that. And, you know, we're all about providing the solutions and options that are more natural and that can absolutely help to optimize your health while making you look better, cuz that's what it is inside and out. So thank you so much for coming on and, and anyone wants to reach out yeah. Reach out to Erin and she is our anti-aging expert and someone that could help you not use Botox and still look your best. So thank you again, Erin.

Erin ([19:39](#)):

Thank you.