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The picture was taken for the "Dream Pink" photo exhibition, which was presented at the Ramat Aviv Mall

# WOMEN'S HEALTH AND AESTHETICS

# SHE FOUND HER INNER POWER

• Irit Mathias

**M**irit Grinberg burst into the limelight in 1997 when, at age 17, she won the Miss Israel World beauty contest.

Born and raised in Beersheba, Grinberg worked as a bartender and, at the same time, posed for campaigns and fashion productions. In 2005, she married Yaniv Midan, and the couple had four children.

In July 2020, Grinberg shared on social media that she was dealing with a rare form of breast cancer. She courageously documented the entire process of her disease -- the fight and the recovery -- and thereby gave strength to other women struggling with their own battles.

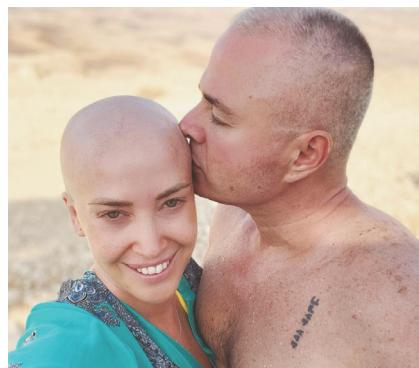
## **When did you find out you had cancer?**

In May 2020, toward the end of the first corona lockdown, I discovered a lump in my breast that changed shape and size. I had a gut feeling that I should immediately go to have a mammogram and an ultrasound, which I had neglected to do for three years after giving birth. Four biopsies were taken from me within a few days. Within a week, my family doctor told me the diagnosis over the phone.

## **How did you react?**

I broke down. I cried, and my heart sank. But I quickly recovered my composure and started to be practical. It is more correct to say that I listen to my husband, as he was very practical.

I was diagnosed at stage 2-3.



with three infected glands and three tumors on the same side. I underwent chemotherapy, a mastectomy and radiation. I did the chemotherapy treatments at Ichilov Hospital, where the staff were extremely kind and caring.

The day that I found out that I was sick and digested the reality, I saw how difficult it was for Yaniv. He didn't know how to respond. I asked him not to look at me with pity and not to act differently toward me. I said that from now on, we were simply in survival mode. I don't think I could have gotten through that period without my husband. He managed my illness, took care of our four children, and gave me the time to recover, both physically and mentally.

## **How did the disease affect the lifestyle at home?**

My husband stopped everything for a year (work, etc.) and devoted himself to the children and me. As the parent who had taken care of the children every day all day, I realized that if I didn't take a step back, I wouldn't be in the position to recover. And I needed to do that. So I relinquished control. The older children helped as much as possible with the youngest child, who was three years old. Only today, a year and a half later, am I starting to come back to myself. I remember the first time I went to pick up my son from kindergarten and he asked me why I had come and if I was already healthy.

## **Have you stayed in touch with the hospital staff?**

To this day, I have a special relationship with the oncology



▲ Photo by Daniel Komemi



▲ Photo by Nir Salkman



▲ Emotion underwater (Photo by Ynon Gal-On)

department at Ichilov. The nurses there give their heart and soul to each and every patient. I met soulmates there, some of whom are no longer with us and some who, like me, have overcome the disease. My husband and I go to the ward regularly to distribute delicious food to the patients or just to pamper the doctors and nurses with coffee and pastries. We help many patients by offering them the knowledge and connections we gained at the hospital. That way, we help to make their landing softer.

## **Is your life back on track?**

Life has not yet fully returned to its course. My body is tired. I'm tired. Taking anti-hormonal pills



▲ Photo by OR Ghefen

for ten years disrupts sleep and disrupts my mood. I hope that I will now be able to get back to normal.

## **What is your message to other women?**

My message to women is this: Go and get checked. There are many women who simply think it won't happen to them or are afraid of the results. It's better to get the results early than to go through the suffering of the treatments. From the age of 25, every woman should go regularly to get checked.

For women who are dealing with the disease, here is my advice: Every day of treatment, dress up nicely, put on makeup, and feel good about yourself. That is what I did every two weeks. Strange as it may sound, I looked forward to those mornings. Know that it passes, and know how to "enjoy" the experience, even if it is unpleasant. You might also learn something new about yourself.

## **What are you doing these days?**

Today I work as a teacher at an elementary school. I am rebuilding my children's trust in me, especially the youngest one. My mind is constantly working.

# WHY IS YOUR SKIN BREAKING OUT?

• Olivia Smith

If you've ever asked yourself "Why am I breaking out?" you are not alone. There is no shortage of confusion when it comes to adult acne, but this article is here to help. The skin care experts at Dermalogica explain the reasons why most people break out, and they offer advice on how to avoid the most common acne triggers, or at least learn to manage them.

## CHRONIC STRESS

Acne is one of the first signs of a chronically stressful lifestyle. Adult acne is particularly common among



More people than ever are experiencing adult acne linked to chronic stress, hormonal changes, lifestyle and environment

women, who are twice more likely to experience severe stress and anxiety than men. Chronic stress triggers an increase in stress-related hormones, which send the skin's sebaceous (oil) glands into overdrive. This slows down cell turnover, which creates the ideal conditions for acne breakout. Stressed skin also tends to look tired, uneven, and prematurely aged.

To reduce the effects of stress on the skin, start with deep, slow breathing. This helps to decrease tension and anxiety. In addition, incorporate preventative measures into your skin care regimen, such as exfoliation and a weekly masque to help reduce congestion in the pores.

## HORMONAL FLUCTUATIONS

Research has linked the sebaceous glands to the endocrine system. The former are regarded as "the brains of the skin." Stress plays a significant role when it comes to hormones. When the body produces excessive amounts of hormones, such as cortisol and adrenaline, the adrenal glands produce less progesterone, which is a natural anti-anxiety substance. This hormonal shift can lead to an internal imbalance, which can lead to breakouts.

It is helpful to track the instances when you experience breakouts. If you notice a regular pattern, such as breakouts after menstruation or routinely stressful encounters, talk to a skin therapist about how to adjust your skin care regimen accordingly. If pregnancy, menopause, or a medical concern arises, talk to your doctor.

## ENVIRONMENTAL FACTORS

From smoggy cities to humid summers, your skin might break out when it is exposed to certain types of pollution, weather conditions, and seasonal changes. It is important to adapt your routine to respond to your skin's changing needs. Exfoliation is an effective way to protect the skin against breakouts, as it rids the face of dull, dead skin cells. A product by Dermalogica called Daily Milkfoliant is a calming, oat-based powder exfoliant that smooths and soothes the skin. Another Dermalogica product, Daily Superfoliant, is a highly active resurfacer that helps combat environmental triggers that accelerate skin aging.

## LIFESTYLE HABITS

Smoking, under-cleansing the skin, wearing tight or itchy clothing, taking certain medications – all these are lifestyle habits that can affect the severity of one's breakouts.



For more skin care tips and to learn which skin care products are right for you, go to [dermalogica.co.il](http://dermalogica.co.il)

Certain makeup, hair and skin care products may contain pore-clogging ingredients that can trigger or exacerbate acne. To help keep pores clear, you can double cleanse your skin daily with Dermalogica's Pre-Cleanse and Special Cleansing Gel.

## UV EXPOSURE

UV radiation dehydrates the skin, which can cause it to over-produce oil. Thus the skin ends up even oilier, which can cause breakouts.



To keep breakouts under control, focus on managing stress and eating healthy, supplement your skin care routine with the right products, and seek professional advice

In addition, using the wrong type of sunscreen can clog the pores, thereby creating the breeding ground for breakouts. You can protect your skin

with a wide range of SPF products. Opt for a lasting matte finish by applying an SPF moisturizer such as Dermalogica's Oil-Free Matte SPF 30 every day.

## SUGAR CONSUMPTION

Eating an excess of sugary, refined foods can contribute to breakouts by triggering more oil production in the skin. To help promote clear skin, choose to eat whole grains, vegetables, and foods that are rich in antioxidants, such as beans, berries, apples, and leafy greens. You can reduce the amount of excess oil on the skin by using salicylic acid and clay-based products such as Dermalogica's Sebum Clearing Masque.

If you have taken all the above-mentioned measures and are still breaking out, it is recommended that you see a professional skin therapist to help discover the root cause(s) of your breakouts and obtain a personalized product prescription.

Dermalogica's products and treatments are very popular in Israel and around the world among professional skin therapists, doctors, cosmetic institutes, and health and spa centers. All Dermalogica products are vegan and are not tested on animals. They are available on the official website in Israel ([www.dermalogica.co.il](http://www.dermalogica.co.il)) and at authorized Dermalogica points of sale, such as cosmetic salons, the spa centers of the Isrotel hotel chain. ■

# THE NEW FACE OF FACELIFTS

• Lea Weiss

Cosmetic treatments have come a long way in recent years. Gone are the days of major surgeries with long recovery times. Facelifts, for example, have been greatly improved. Today, the procedure is combined with special materials that help preserve the treatment.

A new variation of the facelift has conquered Hollywood celebrities and is taking the world by storm – the mini facelift. It is a cosmetic procedure with one of the highest satisfaction rates. It's a lighter version of the facelift, whereby patients look and feel younger with minimal pain and recovery time.

Dr. Avry Raveh, an accomplished Israeli plastic surgeon, explains. "A mini facelift is a different version of the traditional facelift. It is a much less invasive variation of full facelift surgery. With age, the face loses its natural, youthful appearance. The skin loses its elasticity, and it stretches and droops. A mini facelift is a surgical procedure that treats loose skin and signs of aging in the face and jaw. It is a gentler surgical technique that helps treat the jaw lines and sagging cheeks. It is a relatively quick procedure that requires less recovery time than a full facelift. A series of incisions along the hairline correct the appearance of the sagging skin that is usually found around the neck and jawline."

## WHAT IS THE SECRET OF ITS SUCCESS?

Raveh says, "The secret to perfect results of the mini facelift depends on the degree of stretching. My expertise as a surgeon is to find the right balance. I stretch the tissue that is under the skin, and I place the skin gently to attain a natural result."

The mini facelift has become very popular with people in their 40s. But the procedure is suitable for anyone who is suitable in terms of the deterioration of the lower third of the face. The final result of the mini lift will be seen after a few months. The results should not be judged for at least six months after the operation.

No one can stop time, so even a day after the operation, the aging process of the skin and fat cells is taking place. After a few years, the treatment can be repeated to improve the traction. If necessary, additional procedures can be done to maintain the overall effect.



## A NATURAL, YOUTHFUL APPEARANCE

A mini facelift allows for a much more natural result than would be expected with a full-stretch surgery. The recovery time is much shorter, and the result preserves one's youthful appearance.

Another advantage of the mini facelift is the gentle effect it has on the lower part of the face because no amount of fillers, injections or sculpting can treat the natural sagging that occurs.



## PRESERVING THAT NATURAL LOOK

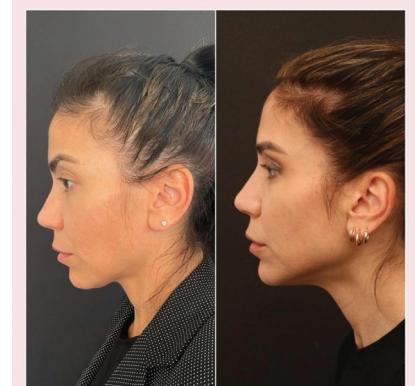
To preserve the natural appearance that results from a mini facelift, the Sculptra treatment was developed. It is designed to firm the skin and keep it vital looking.

"Sculptra is the development of a material that is used as a new bio-stimulator," says Raveh. "Sculptra, which contains micro-particles of polylactic acid, is currently among the most prominent innovations. It greatly encourages the production of collagen fibers in the skin and thus improves the appearance and quality of the skin. The procedure is done through a controlled inflammatory process that occurs in the skin. The results provide a natural and gradual restoration of the face, alongside the return of the volume that was lost."

## HOW DOES IT WORK?

Sculptra stimulates a biological process in the body to produce collagen in the form of networks. Two to four treatments are required, and it takes a few weeks to attain the optimal effect. The end result is firmer, tighter skin.

Raveh says, "At our clinics in Kikar Hamedinain Tel Aviv, Dr. Dan Zeituni, who deals in aesthetic medicine, administers injection treatments, including complementary treatments for the maintenance and preservation



Before After

of the surgical procedures provided at the clinic.

"In preservation processes of this type, Zeituni makes injections in the area of the sides of the face and neck. The wonderful thing about this substance is that it causes the production and renewal of collagen. The creation of such an endogenous substance that belongs to the body itself breaks down more slowly, thus the effects last longer," he explains.

"This procedure is ideal particularly for women who have undergone facelift surgery in order to maintain the results of the surgery or for skin that has many wrinkles. This is a complementary treatment that preserves the results of the mini facelift. Besides maximizing mini facelift surgeries, Sculptra is an example of a material that is relevant to anyone who wants to improve their skin's macroelasticity," concludes Raveh.

# Collagen: THE BUILDING BLOCK OF BEAUTIFUL SKIN

• Olivia Smith

**C**ollagen is the main protein in the body. It provides support to the skin the way scaffolding renders support to a building. Located in the deep dermis layer of the skin, collagen fibers give the skin stability and keep it smooth and rich in moisture.

For the skin to look healthy and youthful, it requires high levels of collagen fibers. Every year, we lose about 1% of the amount of collagen we have in the body. By the time we reach age 45, we lose up to 25% of our natural collagen. As a result, we develop wrinkles, the contours of the face weaken, and we can say goodbye to firm skin.

## SO WHAT CAN WE DO?

It is possible to restore the skin's lost collagen or delay the rate of its dissipation. A healthy diet and controlled exposure to the sun can help. In addition, there are products on the market

that claim to contain collagen, but not all of them do.

Today, there is another solution. Dr. Lehavit Akerman is a specialist in dermatology. She says, "In my clinic, I treat collagen deficiency by injecting an innovative substance called Sculptra. It produces natural collagen and restores the structural support of the skin that has been lost over the years as part of the natural aging process. The Sculptra treatments gradually restore the skin's capabilities. The product helps to increase volume, renew the skin, and smooth out wrinkles. The results last for two years."

**The Sculptra treatment is suitable for the lower part of the face – that is,** the mouth area, the neck, and the jaw line. The treatment can also be applied to the arms, the stomach, the buttocks, and the back of the hands.

## WHAT IS THE PROCEDURE?

"After applying an anesthetic

cream and cleansing the designated area, I inject the Sculptra substance using a needle or a cannula (a thin tube) under the skin," says Akerman. "I inject between one and three bottles of the substance once or twice, depending on the condition of the designated area of the body and the result the client wants to achieve."

In essence, the face is like a tower of cubes. If the base (collagen) is not firm and stable, the entire face will not stand up well, so to speak. Thus primarily, the basic structure must be strengthened, and that is exactly what Sculptra does.

## A TIP FROM THE EXPERT

Sculptra is an excellent treatment, says Akerman, but it's very important that it be adapted to the individual – that is, to the person's needs, the condition of the skin, and the desired effect. "As good as a treatment is, if it is not adapted to the individual – it will not yield a good result," she stresses. ■



**N**ew at the clinic of dermatologist Dr. Lehavit Akerman, the new Spectra version of the laser platform-based Q-Switched Nd:YAG from laser giant Lutronic.

The device, which has six different laser wavelengths, has a wide variety of skin treatment goals. The treatments are administered efficiently, with minimal recovery time.

- Treatment of wave pigmentation in dark skin
- Treatment of skin redness
- Tattoo removal
- Renewal and rejuvenation of the skin
- Reduction of age spots and sun spots

- Reduction and/or removal of congenital spots
- Treatment of all types of acne

**In most cases, the laser treatments do not injure the skin, do not require a recovery period, and has no side effects. The device integrates well into a program combined with several other devices for a more effective result. The outstanding advantage is its efficiency and safety compared to previous types of treatments.**

**The procedure varies from one treatment to another.**

**Improving the quality of the skin:** For those who have wrinkles and open pores, this treatment

is the ideal way to renew and rejuvenate the skin. The process is quick and incurs no pain and no recovery time.

**Age spots, sun spots and freckles:** This spot removal treatment uses a wavelength that reduces the possibility of side effects after the treatment. Suitable for all skin tones, the unique combination of the device allows for optimal adjustment to the patient's skin.

**Reduction of acne and skin redness:** The wavelength used in this treatment makes it possible to reduce an inflammatory reaction. Yellow laser has a high level of absorption of the energy in the blood vessels. This allows for the

calming of the inflammatory reaction (active acne or redness) and the reduction of blood vessels in the treated area.

**Treatment of melasma and improvement of skin tone:** Melasma, which means "black spot," is a common skin disorder. This is the first device in the world to receive FDA approval for the treatment of melasmas. The treatment uses the double pulse technology. There is also a laser wavelength that helps lighten melasma pigmentation by targeting the melanin cells.

Price for treatment: NIS 2,000. Depending on the condition of the skin, two to five treatments are recommended. ■

To contact Dr. Lehavit Akerman, call 054-264-6114 | [drlehavit](#)

# AESTHETIC TRENDS FOR 2023

• Olivia Smith

The esthetic market post COVID shows an increase in awareness about esthetic treatments. There has been a growth in demand for facial vs body treatments. Patients are also younger than in the past, and they are seeking new ways to rejuvenate their skin.

In 2021, the global non-invasive esthetic treatment market was estimated at \$53 billion. This trend continues in 2022.

In Israel, people have access to the most advanced treatments and technologies from all over the world. The use of energy-

based devices as part of the daily clinic, in addition to fillers and toxins, enables the clinic to offer a holistic approach and tailored treatments for each patient.

The innovative technologies provide impressive results for hard to treat areas. These revolutionary technologies make it possible to customize treatments for a wide range of skin conditions.

**Here are some of the new treatments of 2023 for rejuvenating the face and body, treating skin texture and laxity, and shaping lips that look and feel natural.**



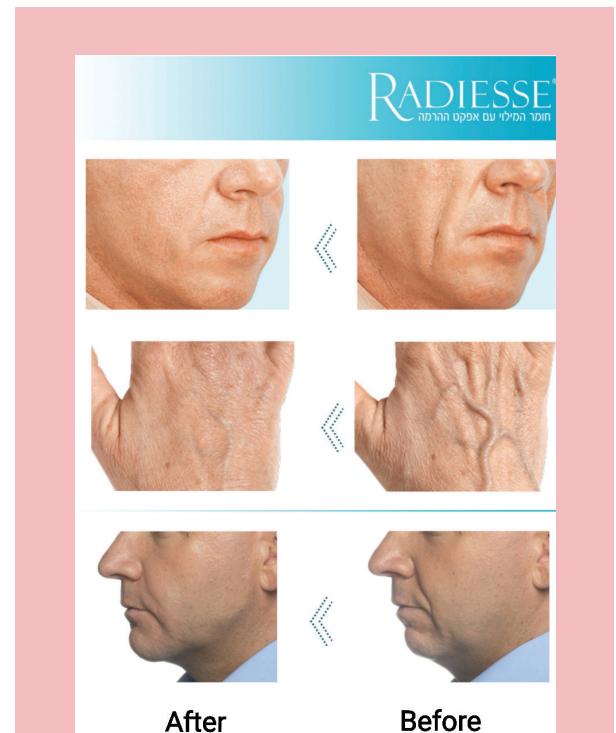
## MORPHEUS8 – THE ULTIMATE SKIN TIGHTENING

Morpheus8 is the breakthrough device that everyone is talking about. Developed by InMode Israel, Morpheus8 is gaining momentum worldwide as a revolutionary device designed to treat skin texture, skin laxity, and tightening.

Morpheus8 treatment for the body is suitable for the effective treatment of stretch marks, cellulite, and loose skin. The recommended areas for treatment of the face are the jaw line, neck decollete eyes, cheeks, and forehead. The treatment is suitable for all skin types and shades.

Morpheus8 combines micro needles and powerful radio frequency technology. The penetration of the needles, which is minimal, encourages cell renewal in the deeper layers of the skin. Heat is transmitted through the needles, causing an increased production of collagen, which helps tighten connective tissue and break down fat.

This treatment is a significant step in obtaining optimal results for tightening and improving skin laxity in the lower part of the face and neck and body, with minimal recovery time. Throughout the treatment, the doctor has complete control over the intensity, the desired frequency, and the depth of the treatment required, providing maximum efficacy with minimum risk. A series of three to five treatments is recommended for the optimal result of firmer and tighter skin.



## RADIESSE – THE UNIQUE FILLER WITH TRIPLE ACTION

The secret behind a well-contoured face is an effective filler. Radiesse, approved by the FDA, is a calcium-based filler that creates a three-pronged effect: filling, lifting, and rejuvenating the skin.

Its great advantage lies in its ability to instantly fill wrinkles and deep folds without inflating the affected area. The treatment is effective for lifting, toning, restoring volume, and contouring the face. In addition, it improves the skin's texture by encouraging the production of collagen and elastin in the injected area. The esthetic effect is maintained for a long time and is characterized by stronger, healthier, and more radiant skin.

In recent years, Radiesse has been adjusted to treat skin texture in additional areas of the body, such as inner arms, thighs, knees, stomach, and hands.

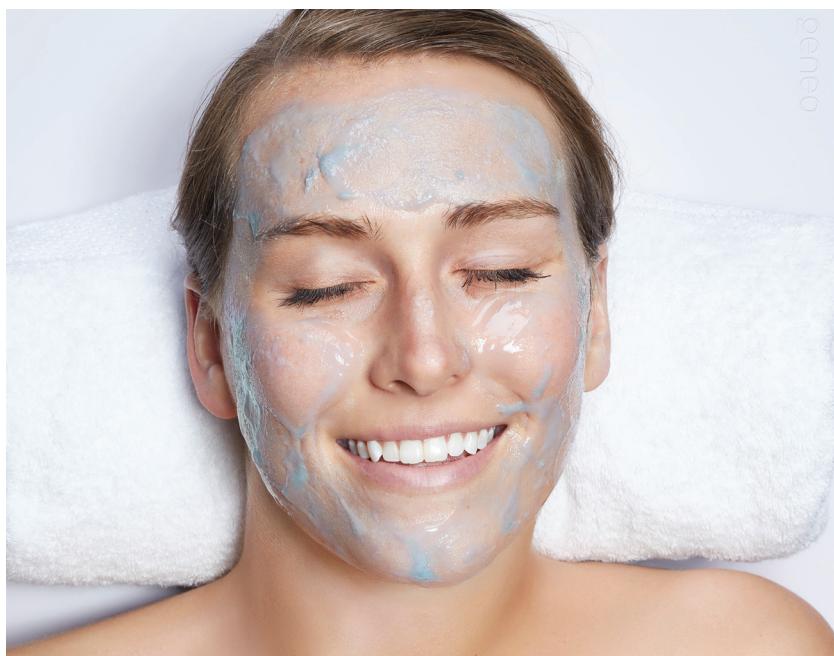


## STYLADE LIPS PLUS FOR FULL LIPS WITH A NATURAL LOOK

Lip shaping and filling is a popular treatment in the field of esthetic medicine that influences global beauty trends. Stylage Lips Plus is a new product from Laboratoires Vivacy France. Hyaluronic acid injections to the lips are a popular treatment to give the lips a full and sensual look.

Stylage Lips Plus contains lidocaine, which numbs the injected area. Stylage Lips Plus contains a natural antioxidant that protects against free radicals that break down the injected hyaluronic acid, thus ensuring that the result is maintained for at least one year. In addition, it adds increased moisture to the injected area.

The product was created to address the trend of full lips while ensuring a natural look and feel.



## GENEO – THE PERFECT FACIAL

**The ultimate facial treatment platform for achieving fresh, youthful-looking skin. unff, natyrallooking skin. It is the only device on the market that offers a unique combination of advanced technologies – Triipolar RF, Oxygeneo, and ultrasound – that work on both the exterior and interior of the skin.**

Geneo offers effective treatments through encouraging the natural processes of skin rejuvenation. The power of natural oxygenation, complemented by the anti-aging effect of Tripollar RF, both further enhanced by ultrasound, offer immediately visible skin improvement and long-term rejuvenating effects.

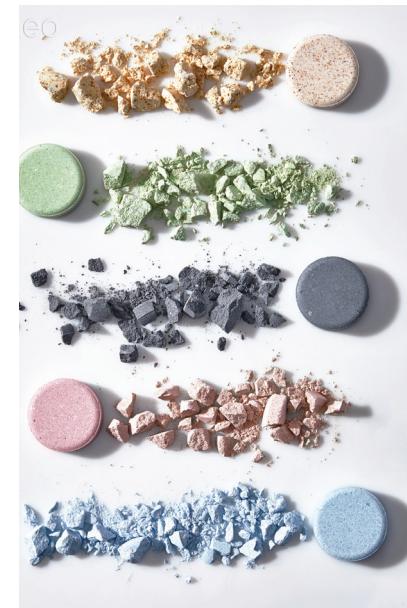
The unique treatment protocol is based on the innovative OxyPod capsule, which combines the beneficial active ingredients together with the exfoliating and oxygenating elements. By using the OxyPod, it prepares the skin for treatment and infuses the active ingredients in a single action, thus ensuring a safe and highly effective result.

Geneo treatments are suitable for a wide variety of skin types, ages, and needs, making it a perfect solution for ongoing maintenance of the skin, for targeted treatment of specific skin conditions, and for maintenance and enhancement of skin improvement following a surgical procedure.

The different capsules target various skin conditions and promise immediate results:

- Balance: A charcoal-based capsule for cleansing and soothing irritated and oily skin
- Revive: A capsule-based on red algae to smooth wrinkles and improve skin texture
- Illuminate: A kojic acid-based capsule with vitamin C to lighten, reduce pigmentation, and balance skin tone
- Hydrate: A capsule based on blue spirulina that refreshes and revives dry and dull skin, leaving it moisturized, glowing, and replenished

Detox: A capsule based on green tea that reinforces the skin's protective barriers against free radicals and other environmental damages, thus delaying the signs of aging such as fine lines, wrinkles, and liver spots. ■



# HOW CAN INTERVENTIONAL RADIOLOGY IMPACT WOMEN'S HEALTH?

**While historically surgery was the only treatment available, today new medical advances offer promising treatments for women**

• LIDAR GRAVÉ-LAZI

"Women, as patients, place a higher value on preventive behavior, report more symptoms, and are more likely than men to seek treatment for most diseases," Dr. Zalman Itzhakov, an interventional radiologist and the Chairman of the Diagnostic Imaging Institute at the E. Wolfson Medical Center recently told *The Jerusalem Post*.

Dr. Itzhakov sat down with *The Post* to discuss advances in women's health, primarily in the field of Interventional Radiology (IR).

"Historically, traditional surgery was the only treatment available to alleviate many life-altering symptoms for women," he said.

The last two decades, however, have seen significant advances as IR has developed new image-guided techniques to deliver minimally invasive, targeted treatments for conditions impacting women's health, with less pain and shorter recovery

time than open surgery, he explained.

"IR offers significant benefits in treating unique women's health conditions – from infertility and uterine fibroids to pelvic venous disease – and can improve their quality of life," he said.

**Infertility** is a leading issue in women's reproductive health.

According to Dr. Itzhakov, blocked fallopian tubes are a common cause of this condition.

"Fallopian tubes connect the ovaries and the uterus. During ovulation, the fallopian tubes carry an egg from an ovary to the uterus. If an egg is fertilized by sperm, it moves through the fallopian tube to the uterus for implantation. When a fallopian tube is obstructed, sperm can't fertilize an egg," he said.

Common reasons for blocked fallopian tubes, he explained, include "scar tissue due to pelvic inflammatory disease, endometriosis, uterine fibroids, and pelvic adhesions from past surgery."

"An IR treatment called fallopian tube recanalization (FTR) may be an option for those with this condition and

can also be an alternative to in vitro fertilization (IVF)," he said, adding that FTR has a "better pregnancy rate compared to IVF."

Another common condition mainly found in reproductive-age women is uterine fibroids, benign (non-cancerous) tumors arising from the muscular layer of the uterus.

"They are often found incidentally during a routine gynecology exam," he said. "The most common symptoms are abnormal uterine bleeding, pelvic pain, and reproductive dysfunction such as infertility or miscarriage."

Dr. Itzhakov said that being overweight, having high blood pressure, having a family history of fibroids, and being over 40 without having children are associated with an increased risk of developing the condition.

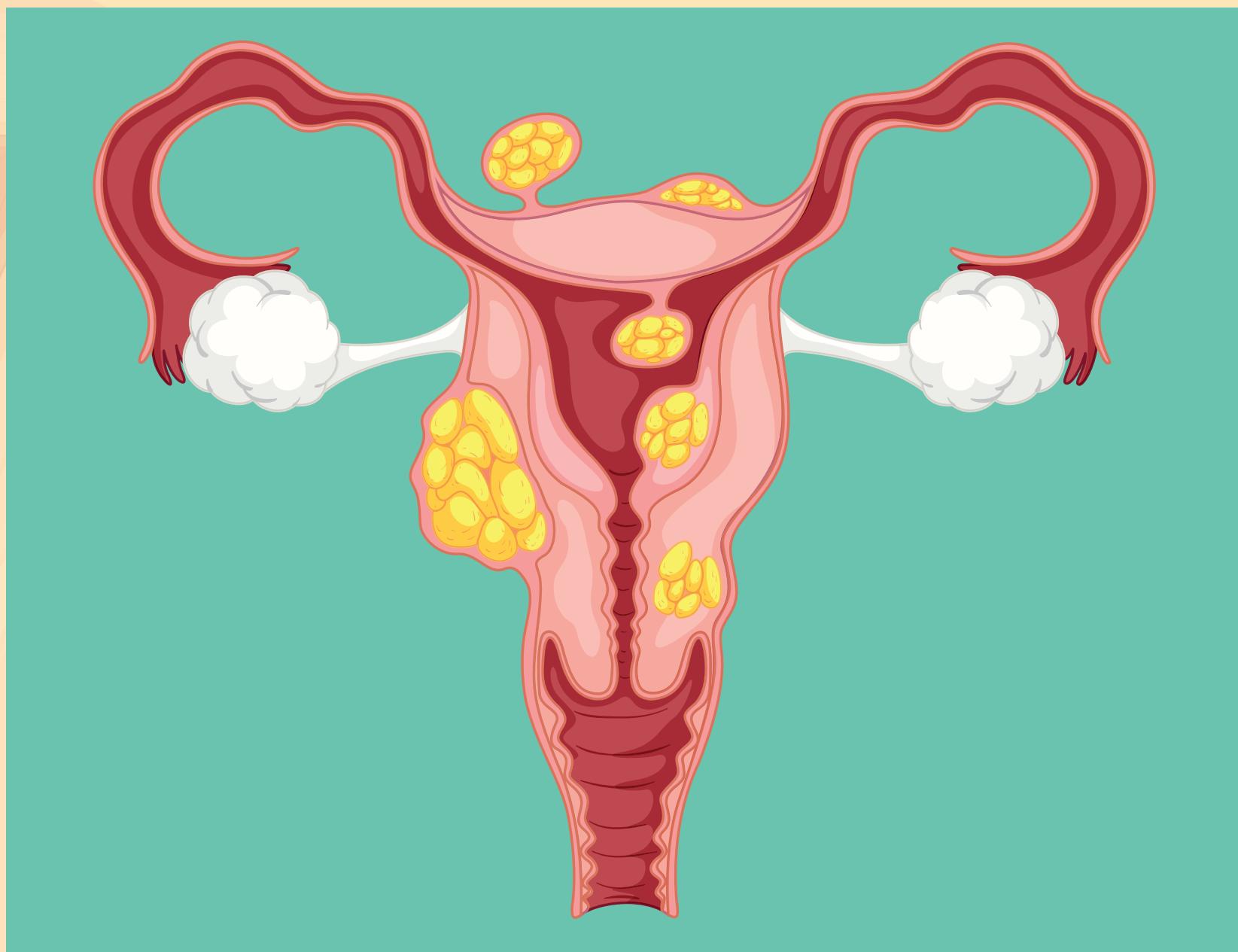
"Diagnosis is made based on medical history, pelvic examination, ultrasound, and hysteroscopy examination," he said. "Additional evaluation is needed when intervention is planned, or malignant disease is suspected."



▲ Dr. Zalman Itzhakov  
(Photo by Moran Nissim)

Dr. Itzhakov said that, unfortunately, most women believe that the only treatment available is a hysterectomy, which is the complete removal of the uterus.

"IR can offer minimally invasive treatment, **uterine fibroid embolization**, as an



▲ Uterine fibroids ([Freepik.com](https://www.freepik.com))

alternative to procedures such as hysterectomy," he said.

The procedure is under sedation and involves inserting a thin catheter to access the artery feeding the fibroid guided by x-ray. Then, once a catheter is in position, tiny particles are injected to block the small vessels of the fibroid. When embolization is completed, the catheter is removed.

"This procedure can help preserve fertility, control symptoms, and improve quality of life," he said. "Most women return to their regular activity in about one week."

**Pelvic Venous Disorder (PeVD)** is another condition affecting women, characterized by the presence of dilated veins in the pelvic area, which causes chronic pain.

The average diagnosis time for the syndrome is four years, with pain levels increasing throughout those years.

"When there is a problem of venous drainage, the blood fails to drain upwards towards the heart, and the veins in the pelvic area enlarge, pressing on nearby organs, which is the source of the syndrome's pain," he explained.

When the symptoms are

more advanced, Dr. Itzhakov recommends a highly effective, minimally invasive procedure in an outpatient clinic.

The procedure, he explained, involves inserting a thin catheter into the afflicted veins with local anesthetic and guided by ultrasound and x-ray. Once a catheter is in place, metal coils are inserted, and a liquid embolic agent is injected, causing venous occlusion to stop pelvic vein reflux.

"From the technical aspect, the success rate of these treatments stands at 95% from the clinical aspect, and about 80% of the

patients report high satisfaction within two weeks," he said.

According to Dr. Itzhakov, although women "tend to make most of the healthcare decisions within families," many are still unaware of the advances and possibilities for women's reproductive health.

"Today, there are more options and better treatments than ever before," he said. "If you struggle with infertility or other life-altering conditions of the pelvis, IR can improve your quality of life and offer treatments without the pain and inconvenience of invasive surgery." ■

# Menopause: PROBLEMS AND SOLUTIONS

• Olivia Smith

**M**enopause is taking center stage. Today, it is in the spotlight: of the medical establishment, private companies, the film industry, and life in general. This significant length of time in a woman's life is being recognized as "the first age," says Dr. Fanny Bar Levy.

A senior gynecologist and pioneer in aesthetic vaginal treatments in Israel, Bar Levy sees this age as a flourishing time for women, an age where a woman can choose how to improve her life and talk openly about the struggles, the phenomena, and the consequences. For years, women have been embarrassed to share their concerns about menopause and the general discomfort they experience. Today, they are no longer willing to accept a decline in their quality of life so early in their lifespan. They want to feel young, vibrant, and relevant.

Menopause affects the vagina and its function due to the cessation of menstruation and the decrease in the female hormones progesterone and estrogen. Bar Levy talks about the innovative solutions for the problems that are encountered during this time frame.

**The problem:** Vaginal dryness (genitourinary syndrome of menopause, or GSM)

This condition often causes repeated inflammation, pain during intercourse, and constant discomfort. In many cases, this leads to avoidance of intercourse and thus has a direct impact on the level of marital satisfaction. Vaginal dryness ranges from general discomfort in the vagina, such as itching and friction, to pain during intercourse.

**The solution:** The initial treatment for vaginal dryness is based on the application of a hormonal ointment. In addition, vaginal reconstruction is possible using advanced equipment that combines laser technology with RF radio waves and micro-needling. This modern procedure is used to solve functional problems such as alleviating vaginal dryness or itching and strengthening the pelvic



floor. The laser energy creates heat, and the radio waves cause the tissue to shrink.

The treatment is painless and does not require any recovery time. Immediately after the treatment, there is long-term relief. Other treatments that restore the vagina are provided in private clinics, such as PRP, which is based on plasma taken from the patient's blood.

**The problem:** Urinary incontinence

One in three menopausal women suffers from urinary incontinence and urinary frequency. The cause is the weakening of the tissues in the area of the urinary tract and the weakening of the muscles of the the pelvic floor.

**The solution:** Urinary incontinence treatments include a change in lifestyle, along with drug treatments or surgery. In addition, advanced technological treatments are currently offered, such as laser and radio waves. The laser rays gently heat the muscle tissues that control the activity of the bladder and encourage their regeneration. Another form of treatment is Botox injection. This is an easy, temporary treatment tha is carried out in a clinic. It creates a delay in the conrtraction of the bladder muscle. The weakening of the bladder muscle reduces involuntary contractions, thus preventing urinary incontinence.

**The problem:** The aesthetic aspect

With age, thinning, drooping, and wrinkling are changes that occur to the vagina, similar to the process that the skin on the face undergoes. The vagina experiences loss of volume, thinning of the vaginal lips, drooping, wrinkling, darkening, and pigmentation. This may affect a woman's self-confidence and take its toll on marital intimacy.

**The solution:** The condition can be treated using laser or radio wave instruments, which allow restoration and renewal of the tissues both aesthetically and functionally. In certain situations, surgical intervention of the vaginal narrowing can be considered. In recent years, there has been a significant increase in the number of women who undergo this surgery. This fulfills the desire of women to enjoy an aesthetic appearance and experience a sense of feminine well-being, regardless of their chronological age. ■

To schedule a consultation appointment at the  
Dr. Fanny Bar Levy Clinic: Tel: 077-2307-1214  
Website: <http://www.drbarlevy.co.il>

# BEAUTY NEWS

• Irit Mathias



## ABSOLUTELY GORGEOUS

Lancôme's Absolu Rouge lipstick has been reinventing itself for decades. This year, the iconic brand is renewed with L'Absolu Rouge Cream and Drama Matte lipsticks, which provide a wide range of colors that enhance the lips throughout the day. The lipsticks Grand Rose Extracts™ -- a mixture of high-performance active ingredients from the heart of the rose with a unique molecular seal. The formula is enriched with Moisture Lock Complex, which provides up to 18 hours of nourishment.

The lipstick glides on easily and creates a creamy, luminous finish, thanks to 30% of moisturizing ingredients made from roses. The Absolu Rouge Matte formula contains Sublimatte Complex, which gives a precise matte finish in one stroke. Absolu Rouge Matte harnesses the power of intense pigments to create a powdery matte finish with lasting, luxurious comfort that doesn't dry out the lips. Available in 30 shades, from creamy to matte.



## HIGHLIGHT

Becca Cosmetics products have found a new home at Smashbox. Becca's Shimmering Skin Perfector™ Pressed Highlighter in Champagne Pop is now available at Smashbox. The ultra-creamy formula renders a natural, luminous glow. Shimmering Skin Perfector™ Pressed is a best-selling highlighter with an ultra-creamy formula that easily absorbs into the skin to provide a natural, luminous glow.



## KYLIE'S LIPS

Kylie Cosmetics launches two new lipstick series. My Lip Shine Lacquer Bundle contains eight shades of a lightweight, two-in-one formula that delivers the color payoff of a lipstick and the luminous shine of a gloss. Featuring a non-sticky, comfortable texture, the lacquers nourish the lips while creating an ultra-soft texture. They contain hyaluronic acid, which renders soft lips and a full look.

The lipsticks are vegan, gluten-free, paraben-free, and not tested on animals. The shades are 90's Bby, a pink rose; Felt Cute, a warm pink nude; A Whole Lewk, a berry mauve; Dinner At Mine, a pink mauve; It's The Gloss For Me, a warm brown nude; Everything and More, a raspberry mauve); and Don't @ Me, a vibrant red.

The Kylie Cosmetics Lip Blush was developed for those who like a matte lip shade with a lighter, more emphasized finish. The textured lipstick's formula allows for comfortable application with intense pigment that lasts up to eight hours. The creamy lipstick with a powdered texture is not drying and is comfortable on the lips throughout the day. The ultra-light formula provides a transparent and long-lasting color boost. The velvety color, which comes in four shades, allows you to easily add additional layers to create a darker or lighter shade. Available at Super-Pharm.

## BRIGHT LIPS

NARS, a leading global makeup brand, launches Afterglow lip shine from the Afterglow lipstick collection, for a radiant look for the lips. The innovative formula provides a sensual cloak of shade and sheen for the appearance of fuller lips. The formula contains strawberry seed oil and pomegranate extract to nourish the lips and protect them from environmental damage. The lipsticks are available in 10 shades: Orgasm, a peachy pink with golden glitter; Triple X, transparent; Supervixen, a shimmery hot pink; A-Lister, transparent with a golden shimmer; Unbroken, a shimmering cold purple; Aragon, a red-brown; Turkish Dekifgt, a milky pink; Chelsea Girls, a hot pink; Nympho, a cold brown-oval; and Lover To Lover, a shimmering cold pink.

Available at the NARS brand store in the Ramat Aviv mall, the Grand Mall in Haifa and online.



Noa Kirel

## IT'S SHOW TIME

Showtime is a brand of care products, makeup and accessories developed by Israeli singer Noa Kirel together with Super-Pharm. Kirel has aligned herself with international stars such as Selena Gomez for Rare Beauty; Ariana Grande for REM Beauty; Rihanna for Fenty Beauty; and Lady Gaga for Haus Labs.

The eye shadow palette contains a variety of powerful colors. The face and body mist gives the skin a glowing tanned tone, available in two shades. Liquid shimmer provides a tanned look and is available in two shades. The stick contour and highlighter Dark Side of the Moon comes in two shades. Black mascara creates cat's eyes. Dram Clear Mascara is a transparent and durable eyebrow mascara. The eyebrow shaping pencil and eyeliner create cat's eyes. Snap Snap Eyeliner has a diamond stamp. Lip oil, which renders a bright look and softens and moisturizes the lips, is available in four colors. Long-lasting liquid lipstick with a strong pigment and matte finish is available in seven colors. The pencil for sketching and designing the lips comes in four colors. The lip gloss in a sparkling transparent color is available in two shades. A tint with a mousse texture comes in four colors. All are available at Super-Pharm branches and Super-Pharm online.



## EYES IN THE SKY

Maybelline New York has launched a new mascara called Sky High Cosmic, which joins the sensational Sky High mascara. The jet black mascara gives eyelashes the maximum effect of extension and volume. It has an innovative silicone applicator that is extremely long and flexible, which enables you to reach the base of the eyelashes, capture and separate and give maximum length and volume to each eyelash. Sky High Cosmic's formula contains bamboo extract and fibers that help create the appearance of long, natural eyelashes. Available at Pharma chains.

You can forget about clumsy TV armchairs

# Meet the ultimate armchairs



It turns out that right under our noses, there is a revolution in the design of comfortable armchairs, and there is no longer a need to compromise on those that look big, heavy and clumsy!

The Israeli company Idan manufactures comfortable armchairs, and since it is local, it can adapt them to your body structure and personal taste.



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