



DERMATOLOGY



Pictured: Margo Weishar, MD (Top Doctors 2018)

Margo Weishar, MD

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Q: “Aesthetic dermatology” is a term that encompasses a wide array of treatments. What’s one of the most popular?

A: The Picogenesis Laser is the most popular for rejuvenation. A picosecond is a trillionth of a second, and that’s the length of each laser pulse. It allows us to target pigmentation in the skin and shatter it on contact. The body can then clear it naturally. It also stimulates the cells to produce new collagen, so there’s both a brightening and a smoothing effect. Because the pulse is so short, heat doesn’t build up in the skin and there is no disruption on the skin’s surface, so there’s no healing involved.

How has an innovation like that changed your practice?

A: The trend in recent years has been toward treatments that not only deliver results but also entail no downtime for recovery. Many of our patients today are happy with subtler tweaks that won’t disrupt their lifestyles rather than procedures that will produce more dramatic effects but may require time to heal. That’s a real shift from the earlier days. With increasing demand for innovative approaches the public is constantly barraged with the latest

and supposedly greatest treatments. It can be hard for someone to separate fact from fiction. Before we introduce any new treatment, it’s put through an extensive vetting process including scientific review and testing on patients to make sure that it delivers results and it is safe and comfortable experience.

Q: What led you to this specialty?

A: I come from a very visual family. My father was an artist and my mother was an art historian. When I was in medical school, I was fascinated by the ability of the wonderful dermatologists on staff to make a diagnosis based upon a color, shape and pattern on the skin, often when other specialists couldn’t. Aesthetic dermatology requires an artistic eye. Faces are not symmetrical. So we have to know the science and the capabilities of the technology. But we also need to be able to step back and see the treatment as an art.

Q: What’s the most common reason patients come to you?

A: It’s usually not something specific, but, rather, they come in because they look in the mirror and don’t feel like themselves. One common problem that can start by the 30s is the loss of the volume and structure in the face. As we age, things happen under the skin that cause it to lose its support. Without treatment, that progression forms the effects that we associate with aging. I started rebuilding volume back when there were no deep, injectable fillers. Today, there are so many products. The goal with every patient is to have them look like they feel.

Q: With such extensive treatments and products available now, are your patients coming to you at an earlier age?

A: I like to say there’s been a democratization of aesthetic dermatology, and it’s led us to the idea of “prejuvenation.” We’re doing preventative treatments at a younger age to keep from doing restorative treatments later on.

Q: What’s an initial consultation like?

A: We’ll get to know you and your goals. From there, we’ll craft an individual treatment plan. For anyone interested in learning more, we invite you to upload a selfie at springhousederm.com/bewellphilly and we’ll get back to you with some ideas on where you may want to begin your dermatologic treatment.

