

# Seen At 11: New Low Cost Treatments *Vow To Improve Your Skin Tone*

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NEW YORK (CBSNewYork) — There's a new promise for younger looking skin with claims of no downtime and affordable price tags.

And even better, there are reports of impressive results. Now, some new devices and procedures might just have us saving face with them, CBS2's Kristine Johnson reported.

"I used to have lines around my eyes. This was much deeper, I look much better," said Diana Heisinger.

Heisinger says a device called illuMask has helped her skin look and feel softer and smoother.

"It's the worlds first wearable light therapy mask," said Jay Tapper, CEO of illuMask. "It's as easy to put on as a pair of glasses."

LEDs are placed strategically inside the mask, Johnson reported.

"What they saw was a tremendous difference in the quality of the skin," said aesthetic plastic surgeon Dr. Paul Lorenc.

Doctors have been using light therapy to help build collagen and renew skin cells. This version is worn for 15 minutes a day at home.

Dr. Lorenc took part in the clinical trial and was impressed with the results.

"Patients would not want to give up their mask when the trial was over," he said.

And dermatologist **Jody Levine** agrees there could be a benefit. "It can cause no harm and if there is a little bit of validity, then it's worth trying," said Levine, National Medical Director, AOB Med Spa.

If a mask is not for you, there's also a no-tech, hands-on approach for looking younger, Johnson reported. It's a new skin spa where you can literally work out your face.

"The muscles of the face can be exercised just like the muscles on your body," explained Rachel Lang, owner of Face Love Fitness. "They can be strengthened and toned and will give you a sculpted effect over time."

Lang and her team use a set of tools to tone not just the skin, but also the muscles underneath.

"Our special rollers really lift and plump the muscles," Lang said.

And some good news for both of these options: the mask and the skin treatment both cost around \$30 each.

"I do feel the muscles are more alive. That there is that sense, yea I did a work out," said customer Thais Lima.

The FDA has approved the illuMask.

