**Stretch Your Aesthetic Dollar in Health**

By Shannon Ginnan, MD
Virginia Integrative Health & Hyperbaric

**An Inner Approach to Outer Beauty with Integrative Aesthetics**

In our advanced society, people take advantage of all the technological advancements focused on improving their exterior appearance. Although, what many people don’t realize is they can spend serious money for treatments to improve exterior beauty, but if they don’t maximize internal health, results of any treatment won’t be as optimal, or last as long as when one is in peak health.

It is striking how much better patients respond to aesthetic treatments when they are healthy and balanced. Most non-invasive aesthetic treatments merely provide a stimulus – the treatment creates a degree of controlled damage to the skin or the body, it is the body’s healing response that produces the actual result.

**Addressing Imbalances to Maximize Your Aesthetic Dollar**

This is integral in treatments geared toward improving lines, wrinkles, texture, laxity, or scarring, and all these conditions require the production of new collagen.  A healthy body, with good stores of vitamins C, D, copper, and zinc, all necessary for collagen production, will produce much more collagen than a stressed and nutrient depleted body.

Nutritional deficiencies, excessive intake of inflammatory foods and sugar, elevated toxin levels, over-production of stress hormones, and poor sleep all require our body to use extra energy to function every day.  This negatively impacts the immune system, diminishing healing capacity.

While traditional labs can outline nothing is horribly wrong, they often miss many pieces of the puzzle to get your system “right”.  Functional medicine utilizes advanced metabolic testing, looking at things like gut health, food reactivity, detoxification capability, energy production, intestinal bacteria, inflammatory markers, and micronutrient levels, so we can figure out how to make your body function at peak capacity.

**Functional and Rejuvenating Dermal Treatments**

Consider treatments such as the “Vampire Facelift” utilizing Platelet Rich Plasma (PRP can also be used in joints) from your own blood to stimulate collagen production, Botox, Juvederm or other dermal fillers to smooth those unwanted lines, or even treat migraines. Zerona cold low-level laser lipo is used for fat loss and sculpting, as well as pain and edema. Why not consider advanced metabolic testing, (that’s often covered by many insurances), to keep your body in tip-top shape?  Your aesthetic dollar will go farther, your treatments can be more effective with better results, chances of side effects can decrease, and you may even be able to live longer to enjoy the results!