

Newport Beach, CA, October 15, 2008 – Richard Weiss, M.D. announced the publication of a study entitled “Reduction of Pain and Anxiety Prior to Botulinum Toxin Injections With a New Topical Anesthetic Method” in the Journal of the American Society of Ophthalmic Plastic and Reconstructive Surgery.

Cosmetic botulinum toxin type A injections (BOTOX® Cosmetic) have quickly become one of the most common and popular cosmetic procedures in the United States. Like any injection though, there is the possibility for slight to moderate pain.

The study conducted by Weiss and his colleague Phillip T. Lavin, M.D., Ph.D. examined the effectiveness of vapocoolants as a means to decrease or prevent the pain associated with cosmetic botulinum injections. Because of the possibility for vapocoolants to “overspray” into unintended areas (for example, spray drifting into the eyes during glabellar area injections), Weiss invented a special “comfortshield” to prevent overspray and protect sensitive areas. Weiss and Lavin found that vapocoolants definitely provide an effective and safe means to reduce pain and anxiety prior to injections.

Dr. Weiss is Medical Director of Weiss Cosmetic and Laser Vision Procedures in Newport Beach. He received an undergraduate degree at New York University, a medical degree at Temple University School of Medicine and went on to complete an ophthalmology residency at Georgetown University. He has also taken special fellowship training in ophthalmic plastic and reconstructive surgery at the University of Toronto. Dr. Weiss is also the founder and President of One World Sight Project, Inc., a nonprofit organization dedicated to curing blindness and improving eye care in the developing world.

For more information on Richard A. Weiss, M.D., call (949) 720-1400. For more information on the Weiss ComfortShield, you can view a video here:

<http://www.youtube.com/watch?v=gIYIRBaf68c>