



A Facial and Botox for the Pits

The Underarm Overhaul at Shizuka New York Day Spa

NEW YORK, NY – A cleanser enriched with exotic Moroccan Lava clay lifts away surface dirt and debris, a refreshing toner clarifies the skin, and a silky-smooth moisturizer with light floral notes is applied to instantly hydrate the skin. A doctor enters and, after analyzing the newly-clean skin, makes a series of precise Botox injections. By the way, this is all taking place under the arms!

Manhattan aesthetician Shizuka Bernstein and plastic surgeon Robert Silich, M.D. have collaborated to create **The Underarm Overhaul** (\$1500 at the Shizuka New York Day Spa - 7 W 51st St, 6th Fl), a comprehensive underarm treatment that deep cleans the underarms, removes unwanted hair, and significantly reduces sweat for up to 6 months.

A celebrity red carpet secret for keeping dry under the bright lights, Botox was approved by the FDA for severe underarm sweating (hyperhidrosis) in 2004. While most people, celebs included, do not exhibit severe sweating, Botox injections can help to reduce embarrassing sweaty “pit stains” during the warm summer months. This technique of Botox injection, also known as Intradermal Botox, targets sweat glands beneath the surface of the skin rather than facial expression muscles. Similar to traditional Botox, results last 4-6 months.

Prior to injection, Shizuka and her staff give the underarms a cleansing “facial” using the Shizuka New York Skincare System, her original line of products that use innovative natural ingredients including sake, whole plant mushroom extract, rice bran, pearl protein, hops, sage and water sourced from Mt. Fuji.

Also included in the Underarm Overhaul is a complimentary underarm waxing using an organic soy-based wax. Clients may also opt to upgrade to Intense Pulsed Light hair removal for an additional \$100.

The Underarm Overhaul brings this often-neglected area from the pits to the pedestal as the perfect treatment for those brutal Manhattan summers!

About the Shizuka New York Day Spa and Dr. Robert Silich:

Founded by master aesthetician Shizuka Bernstein, the Shizuka New York Day Spa has been featured in numerous television programs and *Best of Beauty* issues, including New York Magazine and Allure, for its unique combination of Asian aesthetics and Western dermatology. A full-service day spa offering facials, massage, hair removal and nail treatments, Shizuka New York Day Spa also offers the latest in medical cosmetic services—including Botox, Restylane, and Juvederm—performed by Robert Silich, M.D.

Dr. Silich was listed as one of New York Magazine’s Best Doctors in 2006 as the youngest plastic surgeon to have been recognized. He has appeared as an expert on CNN and his work has also been featured in The New York Times, The New York Post, The Washington Post, The New York Daily News, Elle, W, Quest, Hamptons and Gotham, among others. Dr. Silich and Shizuka work together at the Shizuka New York Day Spa to create uniquely synergistic treatments for maximum anti-aging results.

For more information, please contact Lance Suzuki at (212) 644-7400 or Lance@ShizukaNY.com: