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by **Jennifer Uptide**
photos by **Alison Dunlap**

Reimagining Skin Care

At **Reimagine Aesthetic Institute and City Dermatology Institute**, Dr. Imran Amir and his staff offer an array of innovative solutions to maintain the health and beauty of the skin.



As the founder and director of **City Dermatology Institute and Reimagine Aesthetic Institute**, **Imran Amir, M.D.**, spends his days treating patients of all ages for matters involving general dermatology—meaning moles, rashes, and skin cancer, among other skin conditions.

He also has a considerable arsenal of energy-based devices and other “tools in the toolbox” to help patients who wish to undo the damage done by factors such as ultraviolet light, stress, the elements, and age. By using these tools to unlock the human body’s potential to self-heal and rejuvenate, he can give the skin of the face, neck, and body a refreshed and more youthful appearance.

“In the past several years, aesthetic, antiaging, and rejuvenation sciences have gotten a much better understanding of how skin restoration, repair, and rejuvenation happens,” he says. “The discovery of human stem cells and their ability to repair the body has revolutionized what we can do in cosmetic dermatology. The new technology has developed into highly specialized lasers that target the desired area with extreme precision without causing unnecessary harm to tissue.

“Over the past 15 to 20 years,” he continues, “we have moved toward procedures that provide maximum benefit with minimal downtime. We now know what kind of stimulus to provide, what kind of nutrition to provide, and what kind of energy to provide to reverse the effects of aging.”

Services include everything from fractional skin resurfacing, to high-intensity focused ultrasound skin tightening, to SculpSure noninvasive laser lipo-reduction, to radiofrequency microneedling, to liposuction through VASER shape and Cynosure



Smartlipo. Dr. Amir also provides injectables such as botulinum toxins such as Xeomin.

Dr. Amir customizes each treatment plan based on a patient's age, skin tone and texture, and precise goals, as well as the underlying damage to the skin.

"We want to provide procedures that carry the least downtime and the most impact," he says. "We never force anything on anyone, and I always let people know all their options. It's important to come to someone who understands the skin, who has all the options available, and who knows how to use those options to help people achieve their goals without harming the skin."

Each patient interaction begins with a face-to-face meeting. This enables Dr. Amir to examine the patient's skin and understand the patient's perspective, both of which help him determine the most appropriate path forward.

"Most patients want minimum but positive change so other people notice that they have been refreshed, without knowing how," he says. "We can also provide maximum change for people who want to take that approach. I encourage people to express to me the good and bad about what they see when they look in the mirror. What do you like, and what do you have concerns about? We don't want to change what they like, which leaves us to focus specifically on what's bothering them."

"Some patients want to achieve results that can be accomplished only through a face-lift, which we do," he continues. "At the same time, another person will have goals that can be achievable by laser or radiofrequency treatment. Knowing the difference between the two, that's where the art and science come in."

Dr. Amir performs all procedures in one of two state-of-the-art medical facilities in Bucks County. He prefers to perform procedures in awake patients and pain-free, under local anesthetic, to limit the risk of general anesthesia and also to let the patient provide feedback during the procedure.

The cosmetic dermatology aspect of Dr. Amir's practice feeds the general dermatology side of the practice, and vice versa. For example, Dr. Amir might be meeting with a patient for a potential cosmetic procedure and, in the process, detect skin cancer in need of prompt removal. Likewise, a patient coming in for a skin-cancer screening or to have a rash checked out might inquire about softening wrinkles or tightening the skin of the neck.

Dr. Amir has rebranded his practice to underscore the importance of imagination behind the cosmetic image restoration he can provide. Thus, the new identity is known as Reimagine Aesthetic Institute. He and his team will always maintain the high level of quality care and attention, whether patients are looking to restore lost facial volume, regain a youthful glow, or address serious diseases that afflict the skin.

"There's a big advantage coming to a practice like ours, because we know everything there is to know about the skin," he adds. "We're a complete practice with all services under one roof. Every day we're treating the most intimate aspects of people's lives, meaning their health and their appearance, and we take that responsibility very seriously." ■



About Dr. Imran Amir

Imran Amir, M.D., received his dermatological training at Thomas Jefferson University Hospital in Philadelphia. During his residency, he received the Stetwagon Award from the College of Physicians of Philadelphia for his outstanding research projects. He also received training in Mohs micrographic and reconstructive surgery and cosmetic dermatological surgery at Mount Sinai School of Medicine and Medical Center in New York City, a certification that enables him to treat most skin-cancer cases, as well as offer cutting-edge cosmetic procedures.

Dr. Amir is board certified in Dermatology and Dermatologic Surgery by the American Board of Dermatology and a fellow of the American Academy of Dermatology, the American College of Mohs Surgery, the American Academy of Cosmetic Surgery, the American Society for Dermatologic Surgery, and the American Society of Laser Medicine and Surgery.

Dr. Amir has received Castle Connolly's "Top Doctors" honors for the past five years, has made *Philadelphia* magazine's "Top Docs" list every year since 2018, and has been named a *Suburban Life* "Top Physician" for the past several years.

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