

# THE SKINNY



WINTER 2006

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## WHAT'S NEW



2006 is well underway and we're just now getting the winter issue of The Skinny to you. This issue is usually written during our holiday break in the mountains of New Mexico, but with no snow this year, we had kids to entertain, and visiting petroglyphs beat out writing paragraphs. Things are really hopping around our place, so here's what's new at Suzanne Bruce and Associates (SBA).

With the completion of our new Center for Skin Research, we rang in this year with eight currently or soon-to-be enrolling trials. Having its own home has been wonderful for our clinical trial division. For more information, please read the related Center for Skin Research article and check on our website for a list of current trials.

We also are pleased to announce the opening of The Spa at SBA. Housed in our expanded Center for Cosmetic Dermatology, The Spa offers a select menu of skin-care treatments that are good for your skin and make you feel good. We are skin experts, and we have coupled our dermatological knowledge and an esthetic touch to make your spa experience at SBA special. We also wanted to have fun with this new venture so we will be hosting a series of special events on skin care and makeup for adults and teens, including moms and daughters, over the coming months. Learn more about The Spa, its services and upcoming special events on the insert.

We are always on the look out for new services that can improve the appearance of the skin and reverse the effects of sun exposure and

aging. We recently introduced a new facial laser treatment called Fraxel™. This skin-rejuvenating procedure uses a laser to do a partial, or what's called a fractional, resurfacing of the skin. Fraxel is designed to give the face, neck or hands an overall fresher and smoother appearance. We are seeing improvement in the appearance of fine lines around the eyes, more even coloring, and a reduction in brown spots, especially with melasma patients. Read more about this procedure below.

With spring and summer just around the corner, now is the perfect time to schedule a series of hair removal treatments so you'll be ready for the upcoming shorts and bathing suit season. Intense pulsed light (IPL) hair removal was one of our first two cosmetic procedures at SBA. We now utilize a variety of equipment to treat all types of hair and skin types. Our permanent hair reduction specialists, Maria Antesoda, RN, and Marcela Ramirez, RN, give you their up-to-date views on getting rid of unwanted hair in their interview on page 6.

We wanted to update you on what's happening with two of our hottest selling products for 2005. ZENO™ is the hand-held acne treatment device that is picking up awards and recommendations from various magazines. For the latest on ZENO, including our 30-day no-risk guarantee, visit What's New on our website. PREVAGE™ MD is the new name for one of the strongest antioxidants around. A half-strength version is now available in department and specialty stores. Read about the differences between the two formulations on page 5.

We have made a number of special purchases and are passing the savings on to you. Check out our Specials on Obagi Nu-Derm™ and SkinMedica™ products and on our longest-lasting filler, Sculptra™.

We're excited about our new space and our new services and the opportunities they give us to better meet your needs. As always, your support has made this possible. Thanks for helping us grow and be able to make all these new services and facilities available.

## A NEW WAY TO RESURFACE THE SKIN

# FRAXEL

Creating younger-looking skin with minimal downtime has always been a credo at The Center for Cosmetic Dermatology. Skin resurfacing is considered the gold standard for improving the appearance of facial wrinkles, acne scars and brown spots. However, because of the long healing time, skin resurfacing has not been practical for many of our patients. Now we can offer our clients many of the benefits of skin resurfacing with an innovative laser called the Fraxel™.

Originally ablative methods, such as dermabrasion and CO<sub>2</sub> laser resurfacing, were used to resurface skin. Because these procedures abrade or burn off the entire skin surface at one time, they have a long downtime and a risk of infection, scarring and pigmentation changes.

Our Fraxel laser treatment is a breakthrough approach to resurfacing the skin. The laser produces thousands of tiny, but deep, columns of treatment in your skin. During a full-face procedure approximately 20 percent of the skin surface is affected by the laser, leaving the surrounding 80 percent of the skin unaffected and intact. This "fractional" treatment allows the skin to heal much faster than if the entire area were treated at once, using the body's natural healing process to create new, healthy, tighter tissue to replace skin imperfections. With Fraxel, you will see improvement in skin texture, acne scars, wrinkles and discolorations such as sunspots and melasma. Even delicate areas such as the neck, chest and hands can benefit from this therapy.

In March 2005, the U.S. Food and Drug Administration (FDA) granted approval for the marketing of the Fraxel laser for skin-resurfacing procedures. Four months later, the FDA cleared the Fraxel laser for the specific treatment of melasma, a facial skin pigmentation that presents as patterns of dark brown patches and is associated with pregnancy, female hormonal activity and certain drugs. Often referred to as blotchy skin, melasma generally resides deeper in the dermis and has therefore been more difficult to clear with traditional laser and intense pulsed light (IPL) modalities. Fraxel's deep penetrating treatment can significantly restore a more even appearance to the skin.

Clinical studies suggest that an effective treatment regimen is three to five sessions, spaced no closer than two weeks apart. Most patients tolerate the one-hour full-face procedure well with the use of a topical anesthetic, chilled air blown on the skin being treated, and, if desired, an oral pain medication. Prior to the procedure a blue dye is applied to the skin, and it is washed off afterwards. Makeup may be applied immediately following the procedure. Post treatment, you will experience a mild-to-moderate sunburn sensation for about an hour and then virtually no discomfort. Redness and swelling generally resolve in two to three days, but the skin may have a pinkish or red tone for seven to ten days. After the swelling subsides, the skin may go through a dry, flaking phase that lasts anywhere from 3 to 14 days. Use of a moisturizer helps to improve the dryness. Strict sun protection is recommended to safeguard the newly healed skin. Over the following weeks and months, your body repairs the deeper dermal tissue that has been affected by the Fraxel treatment. What you'll see is the beneficial changes associated with a healthy, more youthful appearance.

## SUZANNE BRUCE, MD AND MEGAN YORK INTRODUCE THE SPA AT SBA

The Spa at SBA is a new venture for Suzanne Bruce and Associates. Designed to provide a variety of facial treatments, The Spa offers a relaxed setting where our clients can enjoy unique combinations of traditional spa services and proven skin-rejuvenating therapies. Here, Dr. Suzanne Bruce and Megan York, Director of Spa Services, answer questions about The Spa and its services.

**Q.** *Dr. Bruce, The Spa adds another dimension to your dermatological practice at Suzanne Bruce and Associates. What is the reasoning behind adding these services?*

**Dr. Bruce:** As a dermatologist, when it comes to skin care, I am always looking for scientifically proven treatments that offer real benefit to our patients. At the same time, many of our patients have told us over the years how much they love their facials, asking us why we don't offer them here. So I sat down with Megan, who has been with SBA for two years and is a licensed esthetician, and we developed a unique set of facials that would offer our clients the pampering they would get at a spa along with the benefits of real skin therapies they would expect from us. We wanted to provide our clients with the best of both worlds.

**Megan:** Generally, a facial is given to provide relaxation – a time to relax and enjoy. But now, here at The Spa, we have combined medically-effective treatments, such as microdermabrasion and GentleWaves®, with the relaxation of a facial. Our facials have a scientific basis and provide a more therapeutic approach to skin care, yet the atmosphere is tranquil and peaceful. Individuals enjoy a respite from the stress of the day and feel pampered; yet the facial is good for the skin, leaving it glowing and healthy looking.

**Q.** *Megan, what is your experience?*

**Megan:** I am a licensed esthetician, which means I have met the requirements set by the State and am qualified to administer beautifying, cleansing and exfoliating treatments for the skin. Before coming to SBA, I worked in a more traditional spa-type setting, offering facials, skin analysis and other treatments to clients, but I came here because of all the advances that a dermatological practice like ours could offer our clients. I have been working side-by-side with Dr. Bruce and the other dermatologists at The Center for Cosmetic Dermatology since early in 2004. My knowledge of the skin and the various medical and cosmetic skin-care treatments available has been greatly enhanced during this time. I am thrilled to have this opportunity to use my esthetic skills and the knowledge I've gained at SBA to provide our clients with unique services at The Spa.

**Q.** *What types of services are available at The Spa?*

**Dr. Bruce:** Most of our offerings are facials with a medical orientation. Each one provides a bit more aggressive treatment than might be offered in a non-medical based spa. All our facials feature microdermabrasion that exfoliates the top layer of dead skin cells, helps with brown spots and minimizes pores. For acne and skin rejuvenation, we



offer a combined microdermabrasion and Levulan® and blue light treatment. This treatment requires a medical consultation before it can be administered.

**Megan:** In addition, we offer skin-care consultations to help our patients in setting up a home skin-care regimen and one-on-one makeup lessons to introduce our clients to our popular glō™minerals makeup that contains a broad-spectrum UV sun block and has added antioxidants. Finally, to complement The Center's hair removal treatments, we provide professional waxing services, including brow, underarms, bikini and more.

**Q.** *The addition of microdermabrasion would enhance the efficacy of a facial. Are there other benefits to treatments at The Spa as well?*

**Dr. Bruce:** Another factor that I think is important in facials is the consideration of an individual's personal skin-care regimen. If someone is on a medically-prescribed regimen, it is very important to coordinate all treatments, even a relaxing facial. For instance, Tazorac, Accutane, topical and oral medicines might make a person's skin more sensitive. Megan is very familiar with dermatological drugs and their effects and can advise an individual as to what treatment, what facial, might be most effective. It is part of our process in The Spa to inquire about a person's skin care before any treatment is started. And I would recommend to anyone who is going to have a facial, here or anywhere, to mention prescriptions and over-the-counter products they are using before having any type of facial.

**Megan:** In my years of working with Dr. Bruce and the other dermatologists at our clinic, I have learned not only about the benefits of drugs that might be prescribed, but also about the potential side effects of everything from oral antibiotics to topical vitamin A treatments. Before I administer a facial, I talk with my client and discover what his or her skin-care routine is. This way, I know what to recommend – and can avoid the use of a treatment that might be too harsh or damaging to his or her skin.

**Q.** *Are the dermatologists involved with clients at The Spa?*

**Megan:** My staff and I administer the treatments personally – the facials, the microdermabrasion, the GentleWaves® treatment, the waxing. One of our treatments does require a consultation from a dermatologist before it can be administered, but the others can be done based on our experience and the knowledge of the individual's skin-care history. However, if there is ever an occasion when a question arises or if I see something that I think needs medical attention, a doctor, nurse, or physician assistant is available right then. If there's any question, I can take advantage of another level of skin-care expertise. It's an ideal situation.



# THE SPA AT SBA SERVICES

## REJUVENATING FACIAL

Our exclusive treatment begins with a medical microdermabrasion to bring forth the healthy skin below. You will also be pampered with a relaxing facial and be renewed with warm lavender-scented towels. While receiving a facial steam treatment, enjoy a hand and arm massage. We will also provide extractions – if needed – and to further enhance your skin, a customized mask and cream will be applied.

## BLUE LIGHT SPECIAL

For acne or skin rejuvenation, we offer a unique combination of medical microdermabrasion plus the clinically proven Levulan® Kerastick® and blue light procedure. Exfoliating the skin with microdermabrasion prior to the Levulan®/blue light will enhance your results. A soothing treatment cream will follow the blue light session. A medical consultation is necessary for this treatment.

## TEEN FACIAL

Our teen facial is specifically designed for young skin needing a special touch. It includes a deep cleansing, medical microdermabrasion, extractions, if needed, and balancing treatment mask. We will also teach you how to take care of your face and maintain healthy skin.

## GENTLEWAVES® FACIAL

This treatment is specifically designed to reduce pore size, sun damage, and fine lines around the eyes and mouth. We begin with a deep cleansing of your skin and microdermabrasion exfoliation, followed by a non-invasive LED GentleWaves® treatment to begin stimulating your own collagen and slow down the enzymes that break down dermal tissue. To complete your experience, enjoy a facial massage. Afterwards, we will apply a skin-renewing mask and cream. This treatment is recommended as a package of 8.

## PROFESSIONAL WAXING SERVICES

We offer the following professional waxing services: brow shaping, lip, chin, underarms, half leg, full leg, bikini, Brazilian and back.

## MAKEUP

A one-on-one lesson teaches you how to apply the “makeup that is good for your skin,” glō™ minerals. This beneficial makeup contains a broad-spectrum UV sun block, along with the added antioxidants C, A, K, E and green tea. On the day of your lesson, you will receive ten percent off any makeup you purchase.

## UPCOMING EVENTS

Check the Calendar page on our website for more details about these events and updates on future events.

### THURSDAY, MARCH 2

1:00 – 3:00 p.m.

#### The Spa at SBA Event

#### *SkinMedica™: The Science of Beautiful Skin*

Presenters: Michele Cappi, SkinMedica, Inc.  
Megan York, The Spa at SBA

Learn about the benefits of using human growth factors to stimulate collagen production and improve your skin.

### FRIDAY, MARCH 24

10:00 a.m. – 3:00 p.m.

#### The Spa at SBA Event

#### *Free glō™minerals Makeup Sessions*

By appointment, call 713.850.0240 and press 2

Want to try this wonderful line of mineral-based makeup...for free? Join us for a free makeup session with The Spa's Megan York and Maria Martinez and our glō™minerals rep, Andrea T. Massarano.

### FRIDAY, MARCH 10

10:00 – 11:00 a.m.

#### The Spa at SBA Event

#### *Obagi® System: Transforming Your Skin*

Presenters: Suzanne Bruce, M.D.  
Sabrina Janecka, Obagi Medical Products, Inc.

Discover the benefits of this powerful skin rejuvenation program, which helps reduce wrinkles and brown spots and improves skin texture.

### SATURDAY, APRIL 29

9:00 – 11:00 a.m.

#### The Center for Cosmetic Dermatology

#### *Saturday Cosmetic Seminar*

Come hear and ask questions of our team of dermatologists about all the latest skin-rejuvenating procedures: Fraxel, FotoFacial and FotoFirm, Thermage, CoolTouch, BOTOX Cosmetic, Restylane and Sculptra.

All sessions will have refreshments, door prizes and featured product specials.

## WINTER SPECIALS

We are offering specials on certain products from our Obagi Nu-Derm™ and SkinMedica™ lines. These product specials are good through March 31, 2006. The filler special on Sculptra™ (see the related article below) is good through April 30, 2006.

### OBAGI NU-DERM

- 20% Off – Foaming Gel
- 35% Off – Eye Cream
- 10% Off – Obagi Nu-Derm Starter Kit
- 10% Off – Obagi Nu-Derm Travel Kit

### SKINMEDICA

- 10% Off – TNS Recovery Complex®
- 10% Off – TNS Body Lotion
- 10% Off – Vitamin C Complex
- 10% Off – Retinol Complex
- 10% Off – TNS Illuminating Eye Cream
- 5% Off – Dermal Repair
- 5% Off – Ceratopic®

### SCULPTRA

- 20% Off – Sculptra™ Procedure

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## SPECIAL OFFER SCULPTRA

Through the end of April 2006, we are offering a 20 percent discount on the facial filler, Sculptra. Sculptra was FDA-approved in 2004 to treat facial fat loss in HIV patients. It has been used since 1999 in Europe to treat age-related contour irregularities. It is considered "off-label" to treat non-HIV patients with Sculptra in the U.S., but it is legal. We have been treating both medical and cosmetic patients since 2004. Dr. Suzanne Bruce was one of the original U.S. physicians selected and trained by Sanofi-Aventis, the maker of Sculptra, in the use of this product. Sculptra is currently undergoing clinical trials in the U.S., seeking FDA approval for treating age-related contour irregularities.

The main advantage of Sculptra over other fillers, such as collagen or Restylane®, is that it can last longer, up to two years after the first treatment session in most patients. However, treatment results will differ for each person.

The filler is administered through injections. An anesthetic cream is applied ahead of time and that makes the injections very tolerable. Unlike traditional fillers, which show results immediately, the filling effects of Sculptra appear gradually as the particles of injected Sculptra stimulate new collagen production. Most patients require two to three sessions spaced six weeks apart to achieve optimal correction. The actual number of treatments will vary depending on how deep the initial folds are.

If you have questions about Sculptra or would like to schedule a consultation, please call 713.850.0240 and press 2.

## AT THE CENTER FOR SKIN RESEARCH NEW SPACE

In late October 2005, The Center for Skin Research moved from its home of five years in The Center for Cosmetic Dermatology into its own 1,800 square foot office adjacent to the Cosmetic Center. Over the past five years, our research division has grown dramatically. By late 2004, it was obvious that it needed its own exam rooms, its own lab and photography room, and larger offices for its coordinators, support staff and visiting monitors. So the planning was done, and the build-out is now complete.

We are also pleased to announce the addition of two new Coordinator Assistants, Kristy Madia and Sue Shannon. Both women have been with SBA for some time as medical assistants in our medical and cosmetic practices. Kristy and Sue will be working with our two clinical research coordinators, Sandy Nero and Jasmine Leung, RN-BSN. We have also added a full-time photographer, Colleen Gath, at SBA who will be assisting with clinical photography for our various studies.

We worked on approximately twenty medical and cosmetic dermatology studies for pharmaceutical companies and clinical research organizations in 2005. 2006 should be another record year for this group. We are presently enrolling participants in a variety of interesting studies. To learn more about our currently enrolling trials, call 713.850.0240 and press 3 or visit our website at [www.sba-skin-care.com](http://www.sba-skin-care.com) and click on Clinical Trials.

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## NEW NAME FOR A PROVEN PRODUCT PREVAGE MD

The hottest new product in our office in 2005 was Prevage™. Now known as PREVAGE™ MD, this anti-aging treatment marketed by Allergan contains idebenone 1%, scientifically shown to be the most powerful antioxidant when compared to the other popular antioxidants on the market today. Idebenone protects your skin from environmental stressors known to cause skin aging, including UV light, air pollution, ozone, and cigarette smoke. Its antioxidative power has been shown to reduce the appearance of fine lines and wrinkles, to reduce skin roughness and dryness, and to even skin tone and restore youthful-looking skin. The idebenone 1% formulation is still only available from physicians. However, Elizabeth Arden is now marketing a half-strength idebenone formulation confusingly under the old name PREVAGE™ through department and specialty stores.

So what difference does a higher concentration of idebenone make? According to Allergan, only PREVAGE™ MD can claim that in just 4 weeks clinical study patients experienced a 21% reduction in the appearance of fine lines and wrinkles and a 41% improvement in the overall appearance of the skin. In another study, subjects using idebenone 1% reported a 29% reduction in the appearance of fine lines and wrinkles, a 26% reduction in skin roughness and dryness, a 37% increase in skin hydration and a 33% improvement in skin's overall appearance. You can find out more about this potent antioxidant at [www.prevagemd.com](http://www.prevagemd.com) or by calling one of our patient care coordinators. You can purchase PREVAGE™ MD at your next appointment.

## AN INTERVIEW WITH RNS MARIA ANTESODA AND MARCELA RAMIREZ

# HAIR REDUCTION



Permanent hair reduction is one of the most popular cosmetic procedures at The Center for Cosmetic Dermatology. The procedures are easily tolerated and effective. Here, Maria Antesoda and Marcela Ramirez, both registered nurses, answer questions and talk about recent advances in the permanent hair reduction field and the services offered at The Center. Go to [www.sba-skincare.com](http://www.sba-skincare.com) to see the full interview.

**Q. Have you seen many changes or advances in cosmetic dermatology procedures in recent years – particularly in permanent hair reduction?**

**Maria:** In all phases of treatment here at The Center, we are always seeking the most effective procedures. Dr. Bruce is always searching and researching to find the best and the latest for her patients and our clients. But, it's not just new for new's sake. When new equipment is mentioned in one of her journals or at a meeting, Dr. Bruce investigates. When new applications are discovered, she goes to conferences – or sends us. It is her dedication to excellence that inspires all of us to provide the utmost in care for everyone who comes to us. And it is her insistence on knowing all we can that drives us to perform at our best. She sets the standard and expects us all to follow her lead.

**Marcela:** Our new permanent hair reduction laser is just one example of the level of commitment here at The Center for Cosmetic Dermatology. In October 2005, we added the Cutera® CoolGlide Vantage laser. However, we didn't just randomly select the Cutera. Over the summer months, we brought in five or six different types of lasers. We worked with each of the different machines, trying the equipment out and evaluating each machine's benefits. We questioned the consultants, and we went to seminars. After careful deliberation, we decided on the Cutera.

**Q. What is unique about the Cutera and what are its benefits?**

**Maria:** The Cutera is a versatile laser. As a hair-removal system, it offers permanent hair reduction. Because of its longer wavelength, it is particularly suited for patients with darker skin types.

**Marcela:** It's a nice complement to the EpiLight, which uses intense pulsed light (IPL) for hair removal and is particularly effective on clients with lighter skin.

**Q. Does the Cutera work on all skin types?**

**Marcela:** Yes, it can be used on all skin types. However because it is an Nd:YAG laser rather than an IPL device, the Cutera is ideal for individuals with darker or tanned skin. The long-pulse Nd:YAG laser beam bypasses the melanin layer and goes directly to the hair follicle. We have used it successfully on our African American, Asian, Indian and Middle Eastern patients and our tanned patients. Before, we had to be very careful with our EpiLight settings when treating these patients and treat at lower energy levels, which usually translated into more treatment sessions to achieve the desired results. Now, we can provide effective results in fewer treatments more safely. The risk of superficial burns is greatly lessened, virtually eliminated.

**Q. Is permanent hair reduction possible for blond or light hair?**

**Maria:** Because it contains very little pigment, blond or light hair is difficult to treat effectively with any laser or IPL system. We can get some reduction with the Aurora, which uses a combination of IPL and radio frequency energy, but it takes many treatments to achieve any meaningful results.

**Q. Where can the Cutera laser be used?**

**Marcela:** Both the Cutera and the EpiLight can be used anywhere on the body where there is hair, except around the eyes. We treat legs, bikini area, underarms, stomach, back, chest, arms and face. For women, the bikini, underarm and face are the most frequently-treated areas. For men, the back, neck and beard are the most common treatment sites.

**Q. What percentage of your patients are men?**

**Maria:** Most of our patients are women, about 80 percent. But more and more men are realizing the benefits of permanent hair reduction. With men, ingrown hairs and infected follicles can produce unsightly bumps and blemishes – particularly on the neck. Using the Cutera, these blemishes are pretty much eliminated.

**Marcela:** And now that we have the Cutera for darker skin, African American men and women can be treated very successfully. African-Americans, men in particular, often suffer with razor rash, and these treatments can eliminate many of the problems related to shaving.



**Q. Many places – spas and beauty salons – advertise hair removal treatments.**

**Are these the same treatments you offer here at The Center?**

**Maria:** It's hard to guess what other establishments might offer in the way of hair reduction, but as RNs with years of experience, Marcela and I both know how to administer these treatments to achieve the best results for our patients. Hair removal is not a guessing game. I have heard stories of technicians reading guidelines and guessing about the level of intensity – that's not how we operate. Hair removal requires precise calculation. The procedure is important and must be performed safely. It should not be treated lightly as simply a beauty decision. We are both licensed and certified on our hair removal equipment.

Suzanne Bruce, M.D. • Leena S. Bhat, M.D. • Leigh Ellen Eubanks, M.D. • Leslie J. Tenaro, M.D.  
Board Certified, American Board of Dermatology; Fellows, American Academy of Dermatology

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