

THE SKINNY



WINTER 2007

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WHAT'S NEW



Happy 2007! I hope you are as excited as we are about what's in store this New Year. There is much that's new at Suzanne Bruce and Associates (SBA) to tell you about, so let's get right to it.

With the 2007 Houston Marathon just completed, I came across a recent study that evaluated whether marathoners were at greater risk of developing melanoma, the most dangerous form of skin cancer. The details from this study are highlighted on the back page and should have you "running in" to see your dermatologist soon.

2007 will be the year of the cosmetic filler. This month, Allergan, the maker of BOTOX® Cosmetic, launched its new hyaluronic facial fillers, JUVEDERM™ Ultra and Ultra Plus. The U.S. Food and Drug Administration (FDA) is reviewing both Medicis' Perlane™ (a sister product to Restylane®) and Dermik Aesthetics' Sculptra™ with approval anticipated in the months ahead. We also have two cosmetic fillers under study in our Center for Skin Research. On the back page, you'll find an article on JUVEDERM™ and some thoughts on how it stacks up against the leading hyaluronic filler, Restylane®.

There is good news for cellulite sufferers. Our VelaSmooth™ procedure has advanced. We recently started using a new contour applicator in conjunction with our original applicator. Maria Martinez in The SPA at SBA is reporting improved results and happier patients with fewer treatments required. We've also introduced our Signature VelaSmooth package. Read all about it below.

While we're on the subject of The SPA, we are offering a number

of new treatments, including new facials and new peels. We've also moved our popular DiamondTome™ Peel (microdermabrasion), our VibraLight Yellow for skin rejuvenation and VibraLight Blue for acne, as well as our VelaSmooth treatments, to The SPA. You can now get a free skin-care consultation from one of our skin-savvy aestheticians. January marked the inaugural mailing of the SPA_e_Letter. This short monthly e-mail newsletter highlights monthly specials on procedures and products in The SPA. To learn more about all the new things The SPA now offers, see the insert.

April Harrison, PA-C, has now been with us for nineteen months, and she has built a loyal following of patients. Still, the role of a physician's assistant, particularly in a medical and cosmetic dermatology practice, is fairly new. We thought it would be fun and informative to re-interview April about being a PA at SBA and how she serves our patients. You'll find her insightful comments on page five.

2006 was a banner year for our Center for Skin Research. Our business doubled last year following its move into its own space. We worked on a record number of studies, and, as of this writing, are currently enrolling on a large number of trials. Get more information by visiting our website at www.sba-skincare.com and clicking on "Clinical Trials."

With so many new things happening in the world of dermatology, we introduced "Short Takes on Skin Care" in our last issue. It's back and can be found on the insert along with all Upcoming Events including our first Saturday Seminar for 2007. Finally, Dr. Bhat, after three years with SBA and almost seven years as a practicing dermatologist, has decided to take a well-deserved breather. She is loved by her patients and by all our staff and will be missed. We wish her the best.

As we start 2007, I want to thank all of you who have chosen our practice to meet your medical and cosmetic skin-care needs. Be assured that we remain committed to offering you the latest, most effective dermatological and spa services and customer service second to none.

ADVANCES IN VELASMOOTH

In June 2005, the FDA granted clearance to the VelaSmooth™ medical device to be marketed for temporary reduction in the appearance of cellulite. In September 2006, Syneron Medical Ltd., the manufacturer and distributor of the VelaSmooth, introduced the new Contour Applicator™, a smaller, versatile treatment head for the VelaSmooth System. The new applicator can be used in combination with the original Body Applicator™ to further enhance the effects of the cellulite reduction therapy. The Contour Applicator can target the chin, knees, "love handles" around the waist, and other hard-to-get areas, such as the arms, neck, bra line and back of the calves.

The VelaSmooth treatment utilizes four different modalities to achieve reduction of cellulite: conducted bipolar radio frequency, infrared light, massage and suction. The radio frequency and infrared light heat the fat tissue, and the massage and suction help to mobilize trapped fluid from the fat. This results in a smoother, less-dimpled surface. Many patients describe the treatment as an intense deep-tissue massage.

The areas most commonly treated are the abdomen, thighs, hips and buttocks. Generally, more treatments translate to better results, so we offer packages of eight treatments (once a week for eight weeks).

Each treatment lasts 30 to 60 minutes, depending on the surface area being treated. Maintenance treatments are recommended once every four to six weeks. We also offer a Signature VelaSmooth, which starts with a vibradermabrasion to exfoliate the outer most layer of your skin. This exfoliation helps the VelaSmooth deliver the heat to the treatment areas more quickly. We complete the treatment with GentleWaves® to boost your treatment and help with collagen production, sun damage and elasticity.

One of the first published studies of VelaSmooth was in 2004 in the *Journal of Cosmetic Laser Therapeutics*. In that study conducted on 35 women with cellulite, all study patients showed some level of reduction in thigh circumference after eight weeks of treatment. The mean decrease in circumference was 0.8 inches, and some patients had reductions of more than two inches. All patients showed some level of improvement in skin texture and cellulite. About 23 percent reported "excellent" or "very good" improvement, 35 percent of results were "good" and 42 percent showed "mild" improvement. Analysis of pre- and post-study digital photographs revealed an average 40 percent improvement in the cellulite.



OUR UNIQUE SPA AT SBA EXPANDS

Like all good ideas, it came from our patients. The SPA at SBA is now just over a year old, and we've gotten such a wonderful response from our clients that we've expanded its offerings and its hours.

Now housed in several rooms in our Center for Cosmetic Dermatology, The SPA is developing its own space and environment with an opening later in 2007. Here's why we think The SPA is so special and what's happening in this newest part of our practice.

The SPA was conceived with several core values. First, spa services should not only be relaxing but also be truly beneficial to your skin. Second, our spa customers would benefit from the expertise of our dermatologists. Third, our customers could benefit from the advanced technologies that are employed in our Center for Cosmetic Dermatology. Finally, our spa clientele would receive first-class customer service.

Our original line up of services included a carefully-designed array of facials along with waxing and makeup services. We have now added a Hydrating Peel, Vibradermabrasion, and VibraLight Yellow – all targeted at skin rejuvenation. We have increased our capabilities to treat acne and improve the appearance of acne-prone skin with the Blue Light Acne Facial and VibraLight Blue. We augmented our waxing and makeup offerings with brow and lash tinting and brow shaping. We also moved our DiamondTome® Peel and VelaSmooth cellulite treatment, adding a Signature VelaSmooth offering. There's more on the latest advances in VelaSmooth on page two.

Megan Paschall, our SPA Director, and her fellow aestheticians, Maria Martinez and Amanda Parrish, now offer services not only on weekdays but also on Saturdays from 9 a.m. to 2 p.m. All three have worked with our board-certified dermatologists, deepening their knowledge of the skin and skin care. All three offer a free aesthetician consult, which includes a VISIA™ Complexion Analysis to let you know (1) where your skin stands on spots (pigmentation), pores, wrinkles, evenness, porphyrins (bacteria) and UV spots (sun-damage that doesn't show up in normal ambient light) and (2) how it compares to peers that match your age and skin type. With that analysis as a guide, you receive a one-on-one consult to develop a personal home skin-care regimen and discuss in-office treatment options that will address your concerns.

Want to experience the difference that spa services from skin experts can make? Call our SPA at **713.850.0240** and make an appointment. Want to learn more about what The SPA at SBA offers? Visit our website at www.sba-skincare.com and click on "The SPA at SBA" link. You can even sign up for our SPA_e_Letter that keeps you up-to-date on our latest SPA offerings and our monthly procedure and product specials.

UPCOMING EVENTS

FEBRUARY

SATURDAY, FEBRUARY 10

9:00 a.m. – 2:00 p.m.

Saturday Cosmetic and SPA Appointments

SATURDAY, FEBRUARY 17

9:00 a.m. – 2:00 p.m.

Saturday Cosmetic and SPA Appointments

WEDNESDAY, FEBRUARY 21

8:30 a.m. – 11:30 a.m.

BOTOX® Cosmetic Special with Dr. Eubanks

Call 713.850.0240 for an appointment

SATURDAY, FEBRUARY 24

9:00 a.m. – 2:00 p.m.

Saturday Cosmetic and SPA Appointments

MARCH

SATURDAY, MARCH 3

9:00 a.m. – 2:00 p.m.

Saturday Cosmetic and SPA Appointments

SATURDAY, MARCH 3

9:00 a.m. – 11:00 a.m.

Start Your Saturday Cosmetic Seminar

Seating limited, RSVP 713.850.0240

(Refer to our website for more details)

SATURDAY, MARCH 10

9:00 a.m. – 2:00 p.m.

Saturday Cosmetic and SPA Appointments

SATURDAY, MARCH 17

9:00 a.m. – 2:00 p.m.

Saturday Cosmetic and SPA Appointments

SATURDAY, MARCH 24

9:00 a.m. – 2:00 p.m.

Saturday Cosmetic and SPA Appointments

SATURDAY, MARCH 31

9:00 a.m. – 2:00 p.m.

Saturday Cosmetic and SPA Appointments

For more details and the latest updates on upcoming events, go to www.sba-skincare.com and click on Calendar.

SIGN UP

FOR OUR COSMETIC AND SPA E-LETTERS

Want the skinny on skin care and specials in the Cosmetic Center and The SPA? Sign up for our Skin_e_Letter and SPA_e_Letter on the What's New page at www.sba-skincare.com.

SHORT TAKES ON SKIN CARE

Here are the latest advances on procedures, products and programs:

Zeno MD – There's a new, improved Zeno. The new MD model, only available in offices like ours, can now perform 150 spot acne treatments with each tip. It's more convenient than and comparably priced on a per-treatment basis with the over-the-counter Zeno and its 60-treatment tip. Zeno MD comes with its own carrying case with mirror, making on-the-go acne treatments a breeze. We offer a no-risk 30-day satisfaction guarantee.

ELASTiderm™ Night Eye Cream – This new rejuvenating eye cream from Obagi uses a unique, patent-pending combination of ingredients to rejuvenate your skin at night. It works to build collagen to reduce the appearance of fine lines and wrinkles while also helping your skin replenish elastin to increase skin firmness. Our Center for Skin Research was involved with the trials for this new product. The overall study results showed statistically significant improvement in patients applying ELASTiderm twice daily.

TNS LipPlump System – This two-step lip treatment features NouriCel-MD®, a proprietary mix of human growth factors. This new SkinMedica™ product works to decrease the look of fine lines, improve contour around the lips, plump and enrich natural color. It's also our February product special.

Fraxel® – The new Fraxel SR-1500 laser marks the first expansion of this fractional resurfacing laser since its introduction in 2004. This laser can penetrate up to 30 percent deeper, providing patients a safe and non-invasive treatment option for skin conditions ranging from mild sun damage to severe acne scars. We are awaiting our upgrade which should be installed soon.

CURRENT TRIALS

AT THE CENTER FOR SKIN RESEARCH

The Center for Skin Research is our dermatological research division. We conduct clinical research trials for major pharmaceutical companies and clinical research organizations seeking FDA approval. The research involves testing investigational drugs and treatment devices for a wide variety of skin problems, such as acne, atopic dermatitis, eczema, psoriasis, seborrheic dermatitis and skin aging.

Interested in taking part in one of our clinical research trials? Eligible participants receive investigational treatment at no cost and compensation for time and travel. For more information on currently enrolling trials, call **713.985.0210** or check on our website under Clinical Trials.

PHYSICIAN ASSISTANT

APRIL L. HARRISON, MPAS, PA-C

Q. Ms. Harrison, your education and training have earned you a degree as a Physician Assistant (PA). Please tell us more about this field?

A. A physician assistant is a health-care professional who is licensed to practice medicine with physician supervision. That supervision does not mean that the physician has to be in the room with the PA when she sees patients. It means that the supervising doctor oversees the PA's training and development and ultimately the work that PA does with patients – just like a supervisor in any other business. A PA can conduct physical examinations, diagnose and treat illnesses, order and interpret tests, offer counsel on preventive health care, assist in surgery, and write prescriptions in most states. Here at SBA, I work under the supervision of Dr. Bruce, and provide both medical and cosmetic services. Dr. Bruce and I have a close working relationship. She trained me in all cosmetic procedures; we consult on procedures and technologies; and I treat both my own and some of her patients.

Q. The training and education to obtain your certification as a physician assistant runs parallel to that of a physician. Do you see and handle the same type of dermatological patients as a physician?

A. Yes, my patients are exactly the same. I am licensed to practice medicine, and the only medical limitation a physician assistant has is that I cannot perform unsupervised major surgery. As part of my PA degree, I studied pharmacology at UTMB and am licensed by the state to prescribe medications.

Q. Do you belong to professional associations?

A. Yes, I am a member of the Society of Dermatology Physician Assistants, the Texas Academy of Physician Assistants, and the American Academy of Physician Assistants.

Q. Tell us your experience since you started here at Suzanne Bruce and Associates in mid-2005.

A. For the first few months, I shadowed Dr. Bruce, expanding my knowledge of dermatology and my skills, learning from her. Whatever procedure or treatment that she recommended, I watched and learned from her, adding what I knew from my past experience at MD Anderson. As I learned, I began to administer the procedures and see patients just as Dr. Bruce does. Now, I see patients for everything from consultations to treatments. I also work in The Center for Clinical Research as a sub-investigator on various clinical trials.

Q. What types of patients do you see in your practice at SBA?

A. I treat patients with the same types of concerns that the physicians do. Here are some examples of patients whom I have helped over just the past few weeks:

◆ One of my appointments was with a woman who was concerned about brown spots, broken capillaries, age spots and a red, ruddy complexion. From an earlier consultation, she had decided on a series of FotoFacial™ treatments to correct the problems. She came in an hour before her appointment with me, and a medical assistant applied a numbing cream. Then, I administered her first FotoFacial on her face, neck and chest. She will return for more treatments over the coming months.

◆ With her son's wedding coming soon, a patient decided it was time for BOTOX® Cosmetic injections to lessen the wrinkles between her eyebrows and on her forehead and to soften her crow's feet. I administered the treatment to the problem areas.

◆ Thermage®, an excellent solution for loose skin, was the answer for a patient who wanted a rejuvenated look for a college reunion. I used Thermage to tighten the skin on her lower jaw along the jowl line, on her face and under her chin.

◆ Another individual came in for the fifth and final treatment in a FotoFirm™ series. This procedure uses intense pulsed light and a collagen-building laser to reduce freckles, rosacea, large pores and wrinkles. She will be returning in the next six to twelve months for a maintenance treatment.

◆ I have seen several patients who are using Restylane®, a dermal filler, to soften prominent nasolabial folds (the diagonal line between the nose and corner of the mouth) and reduce marionette lines (the vertical lines at the corners of the mouth). After the area to be treated has been numbed by one of our medical assistants, I administer the Restylane via tiny injections.

◆ One individual came to me recently to discuss a remedy for freckles, brown spots and crow's feet – and an overall rejuvenation for her skin that was showing the effects of aging. She was very knowledgeable and had read about treatment possibilities in our newsletter, *The Skinny*. I determined Fraxel® would be the best option for her. Fraxel is a laser we use to resurface the skin. I answered her questions, and we discussed possible side effects. She then made an appointment to start a Fraxel treatment series.

◆ I am treating another patient for loss of volume in her face. She originally came in concerned about sunken cheeks, nasolabial folds and marionette lines. I recommended Sculptra™, a synthetic, injectable filler that we use to treat wrinkles and contour irregularities. It can last up to two years. Sculptra requires two or three sessions every three to four weeks. I will be seeing her for her final treatment soon.

◆ I was recently treating a patient with sclerotherapy for her leg veins, and I noticed a suspicious mole on her leg. As SBA is a medically-based dermatology practice, we were able to further investigate the mole and determine its pathology.

Q. You also mentioned The Center for Clinical Research. What is your capacity in this department of Suzanne Bruce and Associates?

A. I am active in different studies at The Center for Clinical Research, and I see patients there almost daily, following their progress and determining the usefulness of different drugs. For instance, I am sub-investigator now on an acne study that is trying out combinations of different drugs and in a psoriasis study to determine a new drug's effectiveness.

Q. It sounds like you have enjoyed all aspects of your practice since joining SBA. How would you sum up your experience so far?

A. Every day is interesting and exciting. I really enjoy seeing and treating patients and getting to know the new patients and understand their concerns. I am challenged to stay on the edge of the latest developments in dermatology and administer the best treatments possible. I am honored to work with the top cosmetic dermatologist in Houston.

JUVÉDERM

NEW YEAR, NEW FACIAL FILLERS

As the New Year begins, we are pleased to introduce JUVÉDERM™ Ultra and Ultra Plus, two new facial fillers from Allergan, Inc., the maker of BOTOX® Cosmetic. Approved by the FDA in June 2006, JUVÉDERM injectable gel is a hyaluronic acid (HA) dermal filler with a technologically-advanced formulation. That formulation results in a malleable smooth gel that flows easily into the skin, creating a smooth, natural look and feel. JUVÉDERM also contains the highest concentration of non-animal and cross-linked HA of any dermal filler. Based on findings from its FDA clinical trial, these attributes provide optimal results with a single treatment in the majority of patients with the correction lasting up to six months or longer.

HA is a natural complex sugar found throughout all living organisms. It retains water, absorbing up to 1,000 times its weight and, thus, can add volume to the skin's surface. Restylane®, approved by the FDA in 2003, is the best known HA filler, and we have been using it successfully for over three years to restore volume and correct the appearance of facial wrinkles and folds. It's the cross-linking of the HA, according to Allergan, that makes JUVÉDERM unique. Cross-linking is a chemical process in which individual chains of HA are chemically-bound (cross-linked) together, changing liquid HA into a gel – the firmer the gel, the greater the degree of cross-linking. Our bodies absorb cross-linked HA more slowly, resulting in a longer duration of effect.

JUVÉDERM is available in two formulations. JUVÉDERM Ultra with less cross-linking HA is for more versatility in contouring and volumizing facial wrinkles and folds. JUVÉDERM Ultra Plus is a more highly cross-linked robust formulation for volumizing and correcting deeper folds and wrinkles.

Of the two formulations, JUVÉDERM Ultra is the one competing most directly with Restylane. So which is better or lasts longer? Since

there have been no head-to-head double-blind, randomized and controlled clinical trials in the U.S. comparing these two fillers, the answers to those questions are unknown. The FDA's approval of JUVÉDERM was based on a clinical trial comparing various formulations of JUVÉDERM against ZYPLAST®, a collagen dermal filler.

In Canada, JUVÉDERM has been available for five years, and according to Jean D. Carruthers, M.D., clinical professor of ophthalmology at the University of British Columbia, "It has never really caught on in Canada the way Restylane did." Dr. Carruthers believes that a lack of focus on the product by Inamed, whom Allergan acquired in March 2006, may partly account for this result. "It will be hard for JUVÉDERM initially to budge Restylane, because Restylane has been the 'gold standard' among cosmetic fillers," Dr. Carruthers says. However, she goes on to say, "The initial research seems to show that there are some benefits of JUVÉDERM over Restylane in terms of perhaps slightly easier flow when it's being injected, and possibly slightly less swelling after injection."

Our position is we think both fillers will provide excellent results for our patients, and we see the addition of both JUVÉDERM gel fillers as more weapons in our arsenal to combat the signs of aging.

We are currently a little over a month into Allergan's JUVÉDERM Experience Trial (JET) being conducted in our Center for Skin Research. JET is a multi-center, open-label experience trial to evaluate persistence and satisfaction with JUVÉDERM Ultra. There are 12,000 patients nationwide participating in JET. All have undergone correction of moderate to severe facial wrinkles and folds, such as nasolabial folds. Patients are to return for follow-up examination by their treating physicians three, six and nine months after their JUVÉDERM treatment. JET is not a formal clinical trial like the one used to approve JUVÉDERM, but it has given us a chance to try this exciting new product several months before its launch.

Adverse effects should be similar to those possible with other dermal fillers. You may experience swelling, lumps/bumps, bruising, itching, and/or discoloration at the injection sites. All should resolve in seven days or less.

RUNNING A HIGHER RISK

Congratulations to all the marathon runners who competed in the Houston Marathon on January 14. Now that the race is over, you should run over to the dermatologist's office for a complete skin exam. A new study by dermatologists at the Medical University of Graz in Austria shows that marathoners have an increased risk of developing melanoma, the most dangerous skin cancer.

The researchers studied 210 white male and female marathoners aged 19 to 71, comparing their melanoma risks against 210 age-and-gender-matched white men and women who were not distance run-

ners. All were given total-body skin exams and surveyed about their sun exposure history.

Runners had more "atypical" moles (usually large, asymmetrical, irregularly-bordered moles with varied colors), more lesions suggestive of basal and squamous cell carcinoma, and more solar lentigines – so-called age spots that really result from sun damage. All of these are risk factors for melanoma.

The study's authors attributed the increased risk of melanoma to a combination of excessive exposure to the sun's ultraviolet rays and depleted immunity from all the high-intensity exercise, which may have left them more vulnerable to skin damage. With this increased vulnerability, all you marathoners should wear your sunscreen every time you run and should have a full-body exam on a regular basis so that your skin stays healthy for the long run.

Suzanne Bruce, M.D. • Leigh Ellen Eubanks, M.D. • Leslie J. Tenaro, M.D.

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