

THE SKINNY

SPRING 2008

INSIDE

WHAT'S NEW

INTRODUCING
BODY SHAPE BY THERMAGE

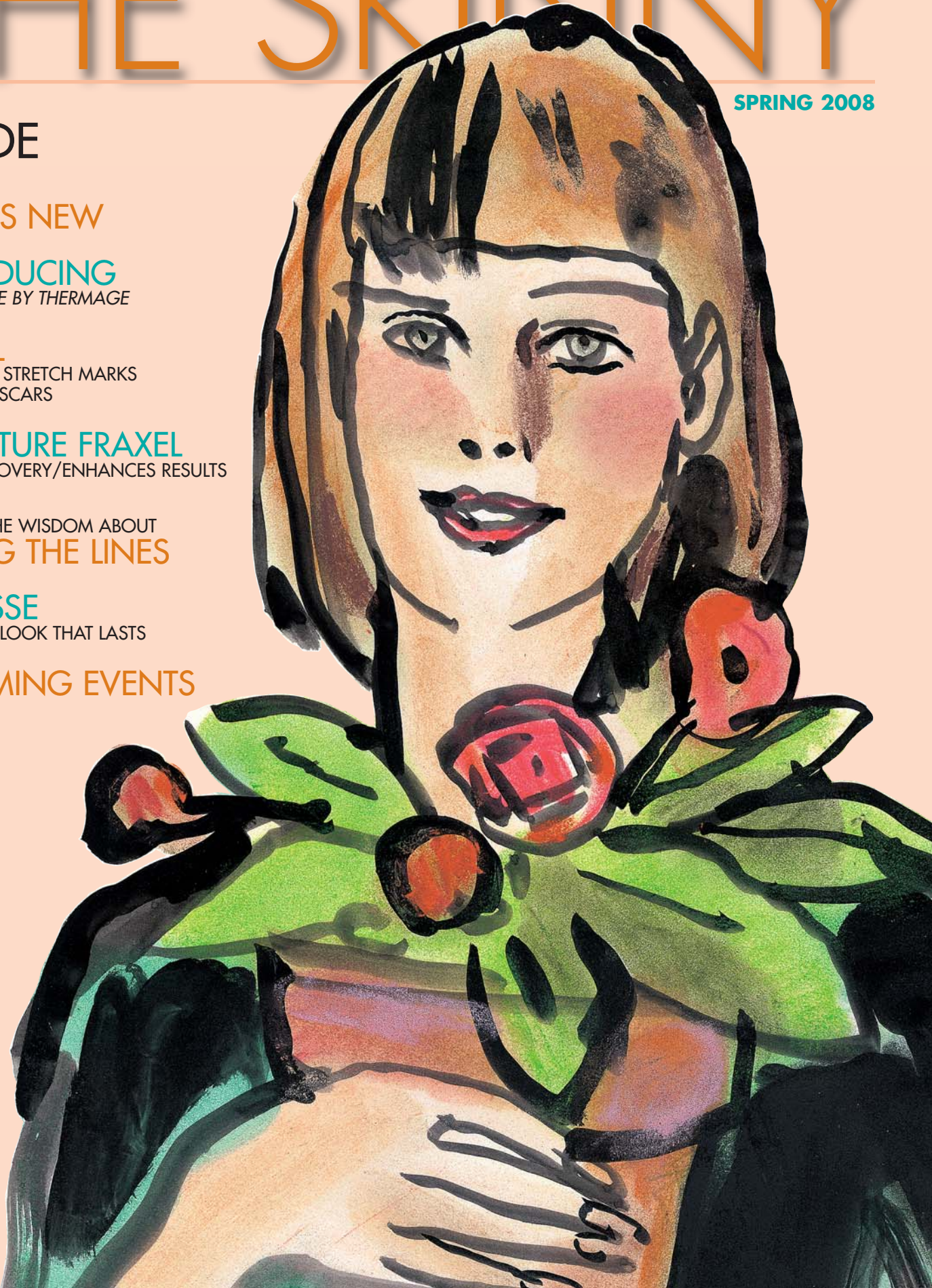
FRAXEL
IMPROVING STRETCH MARKS
AND ACNE SCARS

SIGNATURE FRAXEL
SPEEDS RECOVERY/ENHANCES RESULTS

SHARING THE WISDOM ABOUT
LOSING THE LINES

RADIESSE
A NATURAL LOOK THAT LASTS

UPCOMING EVENTS
AND MORE



WHAT'S NEW



A belated but sincere *Happy 2008!* Before we leap forward with what's new this year, I want to thank all our medical patients, cosmetic and SPA clients, and research volunteers for entrusting their care to Suzanne Bruce and Associates. You made 2007 our best year ever on the cosmetic side. Also in 2007, we welcomed our newest associate, Dr. Miriam Hanson, after enduring a period when our medical-side capacity was reduced significantly. And while we're on this subject, I'd like to thank Dr. Leigh Ellen Eubanks for shouldering all our Medicare and managed-care patients for several months until Dr. Hanson could get on our major insurance plans.

2008 looks like another exciting year. First, with the advent of longer-lasting dermal fillers, you can erase years from your appearance with a variety of treatments, most lasting up to a year or longer. We introduced a number of these new facial fillers in 2007, including JUVÉDERM™ and ArteFill®. We kick off this year announcing the addition of Radiesse® to our anti-aging arsenal. Approved by the U.S. Food and Drug Administration (FDA), Radiesse acts as both a filler and a volumizer for long-lasting (a year or more) correction of moderate to severe facial wrinkles, such as the smile lines between the nose and mouth. Learn more about Radiesse in Dr. Hanson's article on page three.

We love Fraxel and the more youthful look and improved skin texture it gives our clients' faces, necks and hands. This unique fractional resurfacing laser came into its own in 2007 with the release of its second-generation technology. The new machine allows us to better customize settings and go deeper, more comfortably than the original treatment. We are also using Fraxel to reduce the appearance of stretch marks and acne scars. On page five, April Harrison, PA-C, one of our experienced Fraxel providers, shares what she's found from treating her patients' abdomens and acne scars. You can also learn more about our new Signature Fraxel package, which combines fractional resurfacing

with the healing and rejuvenating power of our GentleWaves® and Omnilux™ LED light therapies to reduce redness, swelling and downtime, and enhance results.

Another popular technology that holds additional promise this year is Thermage. In 2007, we performed hundreds of Thermage procedures to help our clients tighten and contour the skin on their faces, necks and bodies. Now we're introducing *Body Shape by Thermage*, with a new deep-contouring tip. This non-invasive procedure can help tighten, firm and shape the thighs, hips and buttocks following just one treatment, without surgery and with little to no downtime. Refer to the article below for more about how *Body Shape by Thermage* can give you tighter, smoother skin.

In December, I participated in a panel of four women at an event called *Keep The Wisdom. Lose The Lines™*. The panel discussed the benefits and safety of BOTOX® Cosmetic and JUVÉDERM™ dermal fillers. Some of the wisdom from that night is shared with you on page four.

2008 will also be a banner year for our Center for Skin Research. We currently have eight enrolling studies, and another half dozen on the horizon. That said, we need your help to fill these studies which offer therapies for acne, rosacea, atopic dermatitis (eczema) and actinic keratoses (sun spots). I encourage you to review our list of enrolling trials online and see if you or someone you know qualifies.

Finally, our SPA at SBA had a great year with a record number of facials that not only refreshed our clients but also did something beneficial for their skin. Our three talented aestheticians have been trained by our dermatologists and have knowledge of the skin that can help you establish a personalized skin-care regimen or treatment plan to improve the appearance of your skin.

Whether you are an established or a potential new patient, we look forward to serving you in 2008. If you are an established client, we will see you soon and will again meet your needs. If you are a prospective patient, we welcome the opportunity to consult with you and bring our expertise as clinically-trained, board-certified skin specialists to solve your medical and cosmetic skin challenges. We encourage you to see the difference that skin care from skin experts can make. At SBA, all our providers and staff are committed to making your skin healthy and beautiful.

INTRODUCING **BODY SHAPE BY THERMAGE™**

Another advance in technology is now available, which improves the results of Thermage skin tightening on the body. Thermage utilizes radiofrequency energy to heat the deeper layers of the skin, achieving skin tightening by contraction of existing collagen and stimulation of new collagen production. The new deep tip delivers heat deeper into the skin than the original body Thermage tip. This deeper heating can deliver body contouring in addition to skin tightening. *Body Shape by Thermage™* is ideal for men and women who are not significantly overweight, but are seeking help to firm sagging skin and reduce unwanted bulges that dieting and exercise alone cannot seem to change.

This new deep tip can be used anywhere on the body except the face and neck. Commonly-treated areas include the abdomen, "love handles", hips, thighs, buttocks and arms. Some results will be seen immediately as the deep contouring tip tightens skin, but improvement

continues for up to six months as new collagen forms and will last two years, possibly longer.

Like other Thermage procedures, *Body Shape by Thermage* is usually done as a single treatment, but can be repeated to achieve more improvement. It doesn't require a topical anesthetic. The level of heat is adjusted depending upon patient feedback, with the target being a sensation of tolerable heat, but not pain. There is no downtime afterwards, and you can return to your daily activities immediately. Thermage is FDA-approved for the non-invasive treatment of wrinkles and temporary reduction of cellulite, but is not yet cleared for body shaping in the U.S.

If you have skin laxity or areas of the body that need contouring, make an appointment with one of our dermatologists or our physician assistant to see if you are a candidate for the new deep tip *Body Shape by Thermage*.

RADIESSE

A NATURAL LOOK THAT LASTS



Soft tissue fillers are becoming increasingly important as nonsurgical treatment options for cosmetic facial enhancement. At SBA, we have done thousands of these treatments over the past few years with the smile lines (the lines running between the nose and the corner of the mouth) as public enemy number one. Today, there are

over a dozen on-label and off-label filler materials – ranging in duration from short-lived to longer-lasting to permanent – already in use by clinicians. Radiesse® is a new soft tissue filler that we recently began using in our practice. It has a long, safe history of use in otology (ears), laryngeal (vocal cords) and dental applications and was approved by the FDA in December 2006 for the use of facial soft tissue augmentation. To introduce you to our latest dermal filler and volumizer, here are answers to the most frequently asked questions we've received about Radiesse.

What is Radiesse?

Radiesse is an FDA-approved injectable synthetic filler that is used to correct moderate to severe facial wrinkles and folds around the nose and mouth, such as nasolabial folds (the smile lines).

How is Radiesse unique?

It is composed of smooth microscopic spheres made of calcium hydroxylapatite in a water-based gel. The spheres form a "scaffold" to support and stimulate the body to produce new collagen.

How does Radiesse work?

It is a dermal filler that stimulates the body to produce new collagen. Once injected, there is a visible fullness giving an immediate result after the first treatment. The results continue to improve after injection due to the formation of new collagen, which plumps up the skin, diminishing and softening the appearance of fine lines and wrinkles.

How long will the results last?

The effects of Radiesse may last up to a year in many patients. The microspheres are made of calcium and phosphate, which is identical to the mineral portion of bone. Over time, the spheres break down and are eliminated by the body.

Is the treatment safe?

Yes, Radiesse is a biocompatible substance. No allergy testing is necessary prior to treatment.

What are the side effects?

Side effects are usually mild in nature. As with any filler, the most common side effects include irritation, tenderness, bruising, and swelling. These are usually short-lived and self-limiting. Less frequent side effects include infection, granulomas, nodules and itching. These can be treated if they occur.

How do I get started?

If you are interested in learning more about this new dermal filler, please make an appointment for an initial consultation with me, Dr. Suzanne Bruce or April Harrison, PA-C in our office by calling 713.850.0240 or e-mailing us at CosmeticAppts@sba-skincare.com.

by Miriam Hanson, M.D.



SHARING THE WISDOM ABOUT LOSING THE LINES

In December, I participated on a panel with my esteemed colleague, Esta Kronberg, M.D., Academy Award-nominated actress Virginia Madsen and her mother, Elaine Madsen. The event was entitled *Keep The Wisdom. Lose The Lines.*™ and was hosted by Allergan, Inc., the maker of BOTOX® Cosmetic and JUVÉDERM™ dermal fillers, and the National Women's Health Resource Center (NWHRC) located online at www.healthywomen.org. The event was held for women to learn about these two wonderful products and procedures from both a medical perspective and from a personal, wanting-women-to-be-informed point-of-view.

As you know from previous *Skinny* articles, we are big on BOTOX® Cosmetic and JUVÉDERM™ because of the excellent results we achieve for our happy, satisfied patients. Actress Virginia Madsen, an outspoken supporter of these products, works in an industry where admitting you use cosmetic procedures to look your best is a taboo. She said she spoke up about using BOTOX® Cosmetic, when asked by a reporter, so that she could encourage other women to seek good medical advice and ask tough questions of their doctors about the safety and efficacy of these products.

In the same spirit, I wanted to share some of the wisdom that came out during our panel discussion that night for those of you who have yet to try either BOTOX® Cosmetic or JUVÉDERM™ dermal filler.

For the fifth year in a row, BOTOX® Cosmetic was ranked the number one physician-administered, non-invasive aesthetic injectable treatment among women and men with more than 4 million treatments provided in 2006. Since FDA approval in 2002, use of BOTOX® Cosmetic among women has increased 283 percent. From 2005 to 2006, use of hyaluronic acid dermal fillers, such as JUVÉDERM™ Ultra and Ultra Plus, among women increased 58 percent. But along with this surge in interest and usage, women and men seeking such procedures need to be smart and informed when it comes to making decisions about their beauty regimen. That means, first, talking honestly and directly about what these procedures can and can't do for you. Next, you should seek out well-trained, qualified aesthetic-specialty physicians who administer science-based and FDA-approved products. Finally, you should always have these treatments administered in an appropriate medical setting.

An on-line Harris interactive survey of 1,300 women age 25 and above was conducted by NWHRC and revealed women's top questions about aesthetic treatments. Here are our answers to the 3 most-asked questions.

Are these products safe?

Yes, BOTOX Cosmetic and JUVÉDERM dermal fillers are approved by the FDA, meaning that extensive clinical data on their safety and effectiveness was reviewed by the FDA prior to approval. BOTOX is approved to treat 20 different conditions in more than 75 countries worldwide and has been approved in the U.S. for more than 17 years to treat a variety of medical conditions. The same formulation was approved in 2002 – as BOTOX Cosmetic – for the temporary treatment of the frown lines, or what Allergan calls the “11’s”. Two recent studies, published in 2004, demonstrated BOTOX's strong safety record. One showed no severe adverse events among 2,300 patients across 36 clinical trials. The other was a first-ever long-term safety study on the use of BOTOX for facial aesthetic procedures. The results indicated BOTOX is safe and well-tolerated when used for multiple treatment sessions over extended periods of time.

Will the results look natural?

We've all heard the myths about BOTOX Cosmetic causing “frozen face” or the “deer-in-the-headlights” look. The real answer is, when administered correctly by an experienced injector, BOTOX Cosmetic and JUVÉDERM will enhance the way you look. BOTOX Cosmetic is used to temporarily relax the dominant muscles that cause us to frown, diminishing the appearance of the “11”. JUVÉDERM dermal fillers work differently, by instantly filling in and smoothing out wrinkles and folds that look like the parentheses along the side of your nose and mouth. They create a smooth, natural look and feel. We often use multiple products during a treatment session, depending on our patients' needs.

How long do these aesthetic injectable treatments last?

BOTOX Cosmetic and JUVÉDERM dermal filler treatments are temporary. Effects of BOTOX Cosmetic can last up to 4 months, while JUVÉDERM dermal fillers can last up to one year.

Responses to all ten questions from the NWHRC survey can be found on our website at www.sba-skincare.com/nwhrc_survey.asp. If you'd like to ask your own questions and discuss whether these procedures are right for you, please schedule a consultation with Dr. Eubanks, Dr. Hanson, April Harrison PA-C, or me by calling 713.850.0240.

by Suzanne Bruce, M.D.

FRAXEL

IMPROVING STRETCH MARKS AND ACNE SCARS

The Fraxel re:store™ laser system is one of the newest, most exciting lasers in our practice. It is a resurfacing laser that treats sun damage and works to contract tissue and build collagen. We use it to treat pigment irregularities, such as melasma (brown or tan patches on the face), freckles, and sunspots, as well as wrinkles, skin texture and enlarged pores. We have also used it to treat other conditions with great success, particularly acne scars and stretch marks on abdominal skin. Fraxel is a safe but aggressive laser with some downtime involved, usually several days to a week. However, the results are well worth it!

Since the laser became available in 2004, we have used Fraxel re:store™ to improve the appearance of stretch marks on the abdomen and other areas. Because approximately 20 percent of the affected area is resurfaced with each treatment, we recommend four to five treatments, spaced four weeks apart. However, even after one or two treatments, a remarkable improvement in the appearance of the stretch marks is seen. And, results keep getting better in the months after the treatment series. This is because the laser stimulates the skin to produce

more collagen, which happens gradually, with full results seen up to six months after the last treatment.

We also use the Fraxel re:store™ laser to effectively treat acne scars. The best results have been achieved on shallow acne scars, but all types of acne scars can look better after being treated with Fraxel. The laser works to resurface the skin, thereby making acne scars smaller. And again, the treatment increases collagen production, which plumps up the skin, giving it a smoother appearance. Results are usually seen after each procedure, although the full benefit is noticed several months after the treatment series is completed. We recommend a package of four to five procedures.

So, if you have stretch marks or acne scars and would like to discuss how Fraxel fractional resurfacing can address them, please schedule a consultation with me or one of our board-certified dermatologists. Call 713.850.0240 or e-mail CosmeticAppts@sba-skincare.com.

by April L. Harrison, PA-C

SIGNATURE FRAXEL

SPEEDS RECOVERY AND ENHANCES RESULTS

Signature Fraxel is a skin rejuvenation treatment, which combines our Fraxel re:store™ laser resurfacing procedure with light-emitting diode or LED therapy called GentleWaves® and Omnilux™. Combining these two forms of LED treatment reduces the downtime associated with Fraxel and enhances the improvement seen when treating facial wrinkles and acne scars.

Our Fraxel re:store™ 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 (blotchy skin). Even delicate areas, such as the neck, chest and hands, can benefit from this procedure. Although downtime is less than with a traditional skin resurfacing, you can experience redness and swelling after treatment. This can last from three to seven days, depending on how aggressive we are with the energy settings. We created the Signature Fraxel to reduce the severity of the redness and swelling, which in turn reduces the downtime for our patients.

When LED light therapy is administered prior to and following a Fraxel treatment, the duration of redness and swelling is typically reduced by two to three days. Furthermore, some patients experience an acne flare-up in the first week or two after laser resurfacing. Using LED light treatments post-Fraxel can help to prevent and treat these acne outbreaks.

There is another benefit to adding these LED light treatments to our traditional Fraxel. Both GentleWaves and Omnilux light therapies have been shown to improve the appearance of fine wrinkles, pores and skin texture by stimulating collagen production. Although it's difficult to quantify, we believe that using LED light along with Fraxel enhances the results of the laser resurfacing on wrinkles and skin texture.

We can explain exactly how we combine lasers and LEDs to improve your Fraxel treatment during your Fraxel consultation. If you are interested, please set up an appointment with one of our dermatologists or our physician assistant by calling 713.850.0240 or by e-mailing us at CosmeticAppts@sba-skincare.com.

by Suzanne Bruce, M.D.



UPCOMING EVENTS

FEBRUARY

WEDNESDAY, FEBRUARY 27

12 noon – 1:00 p.m.

The Center for Cosmetic Dermatology

***Advances in Skin Tightening
and Body Shape by Thermage***

Join us for a small mid-day seminar to learn the latest on one of our more popular procedures. Thermage now offers a new, advanced, deep treatment tip that is producing good results for both facial skin tightening and lower body contouring.

Elena Brown from Thermage, Inc., and Suzanne Bruce will host this event, which will be limited to twenty guests.

Light lunch and refreshments will be served.

MARCH

SATURDAY, MARCH 8

9:00 – 11:00 a.m.

The Center for Cosmetic Dermatology

Start Your Saturday Cosmetic Seminar

Get the skinny on all the latest skin rejuvenation treatments from Dr. Suzanne Bruce and Dr. Miriam Hanson. Come with your questions and bring a friend to learn about our newest procedures, Omnilux™ Skin Rejuvenating Light Therapy and

Body Shape by Thermage™. We'll also cover advances in Thermage and Fraxel and review all the new dermal fillers, including our latest, Radiesse, and introduce you to the skin-soothing and skin-improving services offered by our SPA at SBA. There will be free samples and door prizes. Seating is limited, so reserve your spot today. To RSVP, call 713.850.0240 and press 2, or e-mail gsanchez@sba-skincare.com.

APRIL

SATURDAY, APRIL 26

9:00 – 11:00 a.m.

The Center for Cosmetic Dermatology

Start Your Saturday Cosmetic Seminar

Topics to be announced. For the latest updates on upcoming events, go to www.sba-skincare.com and click on Calendar, or sign up for *The Skin-e-Letter* on our What's New page, and we will e-mail the agenda to you as soon as it's available.

We offer Saturday cosmetic and spa appointments from 9:00 a.m. – 2:00 p.m. in The Center for Cosmetic Dermatology.

To schedule an appointment, call 713.850.0240 and press 2 or e-mail CosmeticAppts@sba-skincare.com or SpaAppts@sba-skincare.com.

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.

HIATUS FOR APRIL HARRISON



As Marvin and Kim sang on the Motown classic, "It just takes two!" And that's how many babies our popular PA, April Harrison, will be delivering in just a few weeks. We are excited about the pending arrival of her and Beau's twin baby girls, but we and many of you will miss her during her three-month maternity leave. April will be leaving in early March, but will return in June. In the interim, Dr. Eubanks, Dr. Hanson and our wonderful, experienced nurses, Maria Antesoda and Marcela Ramirez, will be available to continue any treatment series you may be on with April. They look forward to providing you with the courteous, kind and professional service you've come to know from April and SBA. Well-wishers may e-mail April at aharrison@sba-skincare.com.

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, actinic keratoses (sun spots), atopic dermatitis (eczema), psoriasis, seborrheic dermatitis (flaky patches on the face and scalp) 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.

Suzanne Bruce, M.D. • Leigh Ellen Eubanks, M.D. • Miriam L. Hanson, M.D.

Board Certified, American Board of Dermatology; Fellows, American Academy of Dermatology

SUZANNE BRUCE AND ASSOCIATES, P.A.

The Center for Medical Dermatology, Suite 600, 713.796.9199 • The Center for Cosmetic Dermatology and The SPA at SBA, Suite 650, 713.850.0240
1900 St. James Place, Houston, Texas 77056 • www.sba-skincare.com