

THE SKINNY



WINTER 2009

GRAND OPENING

THE NEW SPA AT SBA

SHAPING UP

WITH VELASHAPE

EVOLENCE

FOR A NATURALLY,
YOUNGER-LOOKING YOU

SBA RESEARCH

TRIALS WITHOUT TRIBULATION

STILL THE ONE

FRAXEL FOR SKIN RESURFACING

ANOTHER ADVANCE

IN BODY BY THERMAGE

WHAT'S NEW

AT SUZANNE BRUCE AND ASSOCIATES

Happy 2009! Since this is the first issue of the New Year, I'm reminded of the old saying, "Out with the old and in with the new." And that phrase has often captured the feelings of how things have happened over our 12 years at Suzanne Bruce and Associates. But since our practice is a business, it might be better put: "Transition from the old into the new." There has been and is so much change going on in the world of dermatology and skin care; there is always something new and exciting for our patients and, for that matter, our staff to experience. So in this issue, we want to share some of the new transitions going on at SBA.

The first is the official opening of The SPA at SBA. Years in the planning, The SPA now has moved from the Cosmetic Center into its own elegant, tranquil home next to our Center for Medical Dermatology. Our three talented aestheticians – Maria, Amanda and Shea – have been personally trained by me and my fellow skin-care professionals to bring you the best in spa services that can actually benefit your skin. Read more about the new SPA beginning on page three.

One of the more exciting advances over the last five years has been the ability to tighten the skin without surgery. Thermage, introduced in 2002, has been and remains the leader in this field. There have been many transitions with this technology over the years, expanding the treatment from the upper forehead to the entire face, eyes and body. In 2009, what's new is a larger treatment tip for our body shape procedure that dramatically reduces treatment time and makes the treatment more comfortable. *Body Shape by Thermage* tightens and contours skin on the abdomen, hips, thighs, buttocks, arms and even those pesky "love handles." It also can improve the appearance of cellulite. Learn about the new Body Tip 16.0 on page six.

Speaking of cellulite, our SPA also offers an improved treatment that helps transform the body and reduce cellulite. We helped pioneer one of the early devices to treat cellulite, and now after extensive trial runs on our staff and our patients, we are pleased to offer a new, much-improved generation of this equipment. It's called VelaShape, and this procedure has shown some impressive results – flattening tummies and shaping thighs with just four to six 45-minute treatments. See how this new technology can help shape you up on page seven.

In 2008, another exciting transition took place. At the American Academy of Dermatology meeting last February, a new fractional resurfacing laser – the Fraxel re:pair – was introduced, and revolutionized the way skin resurfacing is done. We've now been offering the Re:pair procedure for almost a



year, and the results we've achieved with wrinkles, scars, skin texture and tightening of the face and neck is remarkable. No doubt, this procedure is our most aggressive and requires some planned downtime; but at the beginning of a new year, when we make our resolutions about improving things, we present to you our experience with the Fraxel re:pair and Fraxel re:store procedures on page six.

The dermal filler market continues to grow and evolve, and an exciting new, longer-lasting collagen filler, Evolence®, is now cleared by the Food and Drug Administration (FDA) and available in our office. We are hosting a Power Lunch on Evolence on February 25 from 12 noon to 1:00 p.m. in the Cosmetic Center. Learn more about this new collagen filler and how to sign up for this seminar on page seven.

Another dramatic transformation that has been taking place is in our Center for Skin Research. As many of you know, our research group – now entering its 10th year – performs clinical trials for major and emerging pharmaceutical companies on new medical and cosmetic drugs and cosmeceutical products. 2008 was a record year for this business with many trials, most of which we can't specifically discuss because of the need for confidentiality. Still, we want to share with you what this group does and what it offers our patients throughout the practice.

Our final transition is a personal one, and in one way or another has, and will, affect our loyal customers. With an all-female provider practice, babies are part of our business. And amazingly, we had eight of them born in 2008. That has made keeping our schedules open without long wait times difficult at times. Add to that the departure of Dr. Miriam Hanson to Canada to follow and marry the man of her dreams, and it's put a strain on even the most loyal of you. But the transition is coming! By the time you receive this *Skinny*, all of our new mothers will be back in place and ready to serve you. On the new dermatologist front, Dr. Kristel Polder will be joining us in July after she completes her residency at University of Texas Health Science Center Houston. A Wichita Falls native and graduate of Texas A&M, Kristel will be training with us this winter and spring so she'll be ready to serve you come summer. We also are attempting to add yet another dermatologist by July. We are committed to building our capacity to meet the growing demand we have experienced and to make it convenient for you to see us when you want.


Come experience the new SPA. Join us for the Power Lunch. And thank you all for your business and support. We look forward to helping you with all your health and beauty skin needs in 2009.

GRAND OPENING

THE NEW SPA AT SBA

We are thrilled that The SPA at Suzanne Bruce and Associates has its own home in Suite 675, next door to our Center for Medical Dermatology, and own phone, **713.850.0470**. We can now offer you cutting-edge spa services that can truly benefit your skin in a beautiful, peaceful setting. When you step into the new spa, your senses are immediately calmed, and you are soon in the capable hands of our talented aestheticians.





When we first began offering facials a few years ago, our goal was to combine the best of both worlds – the scientific advances of dermatology and the soothing touch of experienced aestheticians – to provide our spa clients with services that can truly benefit their skin. Our aestheticians – Maria Martinez, Amanda Parrish and Shea Wood – were personally trained by our dermatologists so they are up-to-date on the latest advances in skin care and cosmetic dermatology. They can answer your questions about how to care for your skin from a deep knowledge base. If needed or required, medical assistance from a board-certified dermatologist is just a few steps away.

Along with that expertise, we have chosen proven technologies, like microdermabrasion, light-emitting diode (LED) therapy and microcurrent, to incorporate into our facial treatments. Microdermabrasion is not new, but it is a cosmetic skin treatment that has withstood the test of time. Our aestheticians use a crystal-free system, which gently abrades away the top layer of dead skin cells with a diamond-chip surfaced wand. As we age, the natural cell turnover of our epidermis slows down. Exfoliation helps get rid of dull surface skin cells, revealing brighter, smoother skin underneath. It can also benefit acne-prone skin by unclogging pores and reducing blackheads and whiteheads. Many of our facials incorporate this treatment.

LED light treatments, such as Omnilux, are a great addition to a facial or as a stand-alone treatment because the therapeutic lights can benefit both aging and acne-prone skin. The most benefit is seen when the light treatments are done in a series once or twice a week over a four to five week period. For skin rejuvenation, red and infrared light is used. Those wavelengths stimulate new collagen production, which helps reduce wrinkles, smooth the skin and improve its texture. For acne, red and blue light therapies are used. The blue light helps eradicate *P.acnes*, the bacteria that cause acne. The red light has an anti-inflammatory effect, thus helping redness in the acne lesions resolve faster.



The microcurrent procedure is another skin-rejuvenating treatment. A safe, low-level electric current is applied to the face, which helps stimulate and increase muscle tone in the thin sheet of muscle that lies underneath the facial skin. When the muscle is plumped up, the face looks lifted and less saggy. It is a great “pick-me-up” before a party or big event when you want to look your best.

We offer many other services – peels, tinting, waxing, brow shaping, makeup and our newest, the VelaShape for cellulite and body shaping. You can read more about this exciting second-generation technology on page seven.

In addition to providing outstanding hands-on treatments, our aestheticians can customize a home skin-care regimen that addresses your particular concerns such as acne, rosacea and sensitive or aging skin. To help you stay on track, we offer before-and-after photography at no charge when you purchase a skin-care regimen. Seeing the improvements in your skin quality in photos can really motivate you to stick with your program.

Another feature of our SPA, of which we are very proud, is the original artwork by Houston artist Ted Cowart. Ted’s art is shown in galleries in Houston, Santa Fe and Palm Springs. You can see more of Ted’s work at www.cowartfineart.com. Each of our treatment rooms has beautiful paintings, which will transport you to a lovely tranquil place as you enjoy your facial or other treatments at The SPA at Suzanne Bruce and Associates.

So come, relax, refresh and rejuvenate your skin and spirit. Experience the difference that spa services from skin experts can make. For a complete menu of our spa services, visit www.sba-skincare.com. To make an appointment, call **713.850.0470**.



STILL THE ONE

FRAXEL FOR SKIN RESURFACING

Five years since its introduction, the Fraxel brand is a leader in laser skin resurfacing. At Suzanne Bruce and Associates, we have performed hundreds of Fraxel re:store and re:pair laser treatments and love the results we get with both. The re:store was the first fractionated laser on the market. It was FDA-cleared in 2004, followed by its more aggressive cousin, the re:pair, which was FDA-cleared in 2007.

Both lasers can take years off the appearance of your skin by helping reduce sun damage, which shows up as wrinkles, brown spots, rough texture and large pores. Both can also improve acne or other types of scars, such as those caused by surgery or injury. The re:store can greatly improve the appearance of stretch marks.

Both lasers use a unique, patented way of delivering the laser energy by "fractionating" it into thousands of microbeams (no bigger than a hair strand) of laser light. By treating with these tiny beams of laser energy, the procedures are safer with less risk of side effects, such as pigmentation changes and scarring. Because the re:pair laser uses CO₂, which vaporizes tissue

rather than coagulating it like the re:store erbium laser, it can achieve in one or two sessions what would take four to six sessions with the re:store.

At the time of consultation, we can discuss whether you would rather have a series of four to five re:store treatments, with less downtime, or one re:pair treatment with more downtime. We will show you pictures of what you can expect, with redness and swelling, at various days post-recovery.

After both lasers, we highly recommend coming back during the healing phase to receive Omnilux skin-rejuvenating light therapy. These light-emitting diode (LED) treatments speed resolution of the redness and swelling and help improve the results of the laser resurfacing by stimulating collagen. With both lasers, your results will continue to improve for up to six months after the procedure.

If you would like to learn more about how the most popular fractional lasers can give you a younger, rejuvenated appearance, please call for a consultation appointment at **713.850.0240**.

ANOTHER ADVANCE

IN BODY BY THERMAGE

Our most popular procedure to tighten lax skin is Thermage™. Thermage uses radiofrequency energy to heat the deeper layers of the skin, achieving skin tightening by contraction of existing collagen and stimulation of new collagen. A year ago, a new deep tip (heating down to 4.3 mm+ in the skin) was introduced as *Body Shape by Thermage*, offering not only skin tightening, but also body contouring. Our patients have achieved improvement on their abdomens, "love handles", hips, thighs, buttocks and arms. However, some of the downsides were the length of treatment – up to 2-¼ hours – and the sheer fatigue that sets in with that length of treatment.

So in 2009, we are pleased to introduce another technological advance, the Thermage Body Tip 16.0 that treats more than five times the area of the existing body-shaping and cellulite tips. This new tip allows us to complete body treatments in half the time – closer to an hour. It definitely reduces the fatigue factor for our patients; but another plus of the BT 16.0 is that the treatments are more comfortable. This new tip delivers the radiofrequency/heating in a new way. The energy is more even, and the cooling mechanism helps

provide a more consistent skin temperature so the treatment has no spike or pinch at the end of each four-second pulse.

The new BT 16.0 tip was put to the test in two trials – one clinical and one customer preference. 138 total patients were treated at 13 sites in the U.S., Mexico and Asia. Feedback was positive from both patients and clinicians alike. As the top provider of Thermage treatments in Houston, we are the first to be able to offer this new tip. So now you can experience the benefits of a tighter, more contoured body in less time and with more comfort. We also now use this tip for the temporary reduction of cellulite. There is no downtime after the *Body Shape* procedure, 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.

To schedule a consultation to discuss whether *Body Shape by Thermage* is right for you and can help you achieve the skin tightening or cellulite reduction results you are seeking, call **713.850.0240**, and press **2**.

EVOLENCE

FOR A NATURALLY, YOUNGER-LOOKING YOU

Evolution, FDA-approved in April 2008, is the newest dermal filler to hit the U.S. market. Developed by an Israeli company, Evolution is marketed here by OrthoNeutrogena Aesthetics. We use Evolution to correct wrinkles and folds, such as smile and marionette lines, and fill contour deficiencies or defects of soft tissue, such as cheeks, chin and nose. Here are some of the most commonly-asked questions we receive.

What is Evolution made of?

Evolution is made from purified porcine (pig) collagen. It is processed in such a way that it is nearly identical to human collagen. Therefore, no skin pre-testing for allergic reactions is needed as it was for older bovine collagen. There were no allergic reactions in the clinical trials for FDA approval of this filler.

Why should I choose Evolution?

Evolution is unique in a number of ways. First, there is very little swelling or redness after injection. Also bruising is much less with Evolution because collagen naturally causes hemostasis (clotting of blood). Finally, collagen fillers, including Evolution, have always been known to be a soft, natural-appearing filler.

How long will Evolution last?

The filler is expected to last at least six months. The longer duration than previous collagen fillers results from cross linking using naturally-occurring sugar molecules – ribose – just as the body naturally does.

What are the disadvantages?

Evolution can not be used in the lips. In the future, we expect Evolution Breeze to be FDA-approved and be excellent filler for lip augmentation.

How can I learn more about Evolution?

Come to our Power Lunch on Evolution scheduled for February 25 from 12 noon to 1:00 p.m. at our Center for Cosmetic Dermatology. Dr. Suzanne Bruce and Jill Germann, Houston Territory Manager for OrthoNeutrogena Aesthetics, will give a brief talk and answer your questions. All attendees who book an appointment for Evolution at the seminar will get a discount on their procedure. Seating is limited to 20, so RSVP early by calling **713.850.0240** ext. **114**, or sending an email to us at apatterson@sba-skinicare.com.

SHAPING UP

WITH VELASHAPE

VelaShape is the latest breakthrough, FDA-approved medical device for circumferential reduction and cellulite treatment of the abdomen, buttocks and thighs. It uses a combination of radiofrequency and infrared energies to precisely target and heat fatty tissues within the treatment area. In addition, vacuum and tissue manipulation evens out the skin to reveal a smoother, tighter figure.

The VelaShape procedure is done once a week for at least four weeks to see the initial improvement. Best results occur with five or six treatments, so we sell an initial package of six. To continue to improve, we recommend periodic maintenance treatments.

Gradual improvement of the abdomen, buttocks or thighs can be seen following the first treatment with the skin surface looking smoother, firmer and tighter. Results in circumference and cellulite reduction will be most apparent six to eight weeks following the

final treatment session. In clinical trials, the average reduction in circumference was 1 inch, with a range of reduction from one-half to three inches.

Treatment is safe and effective for all skin types and colors. There are no reported short- or long-term health risks. Most patients find VelaShape comfortable, like a warm deep tissue massage. It is normal to experience a warm sensation for a few hours post treatment. Your skin may also appear red for several hours.

In order to achieve and maintain the results of your treatment, it is essential to keep your weight stable. Weight gain will reverse the improvement, so following a healthy diet and exercise program is important.

If you want to see if VelaShape will help you firm up and reduce your cellulite, please make an appointment with Dr. Bruce or her physician assistant, April Harrison, by calling **713.850.0240**.

SBA RESEARCH

TRIALS WITHOUT TRIBULATION

Clinical research is an integral part of Suzanne Bruce and Associates. 2009 marks our 10th year conducting skin-related studies for major and emerging pharmaceutical companies. We help these companies; and the clinical research organizations, who often oversee their trials, test new oral and topical medications for conditions such as acne, actinic keratoses, hyperhidrosis, psoriasis and rosacea. All are seeking FDA approval. Some are new therapies and others are generic drugs. As a clinical research site, we are part of an important process, helping innovative remedies prove their worth and safety and make their way to market. We see our work with generics, when they make the grade, as a way to lower the cost of medication for consumers.

We also do cosmetic studies. We've conducted a variety of dermal filler trials – both permanent and temporary. These projects and our medical studies provide us the opportunity to see first-hand what's new and innovative in dermatological science. But just as importantly, it gives our research patients a chance to advance science and possibly benefit from the therapies being tested. Like our medical and cosmetic patients, our clinical research participants receive excellent care and service. They can receive free skin exams from a dermatologist or physician assistant and usually undergo blood, electro-cardiogram and other tests – again at no charge. Sometimes these tests alert patients to an abnormality or other health issues that they were unaware of and that could negatively impact their lives.

There can be a natural aversion to being a study patient. There may be a concern about the safety of the trial. After all it's a test medication. There may also be concerns about lack of

information about the drug or being trapped in a trial once it begins. The first two are clearly, carefully addressed during a screening visit to see if you have the condition, or enough of the condition, to qualify for the study. Our clinical research coordinators (CRCs) go over the study with each patient. Before someone can join a trial, the individual must review a detailed informed consent with our CRCs and doctors or physician assistant about exactly what's involved and what will happen during the study. The third concern is also addressed in the informed consent – that is, letting all participants know that they are free to leave a study at any time for any reason.

In 2008, our Center for Skin Research initiated 15 trials and continued work on seven others and four follow-ups. It was our busiest, most rewarding year ever. We added a third CRC, Amy Fletcher, a certified clinical research professional. We also hired our second research assistant, Nadia Nassaj. Both assistants work closely with our CRCs and the investigators in conducting and recording the results of our trials. We also hired a full-time recruiter, Deann Kaiser, to contact new and established patients who express an interest in participating in a particular study. Our long-time CRCs, Jasmine Leung and Sandy Nero, research assistant, Sue Shannon, investigators Suzanne Bruce, M.D., and April Harrison, PA-C, and our Director, Malcolm Waddell, round out our research team.

If you would like to learn more about participating in clinical trials or see a list of currently enrolling trials, please visit our website at www.sba-skincare.com and click on the link to our Center for Skin Research or call us at **713.985.0210**.

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