

THE SKINNY



SUMMER 2004

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WHAT'S NEW

Summer is in full swing, and it's been a busy first six months at Suzanne Bruce and Associates. There have been some exciting developments since our winter issue, and I finally have been able to slow down long enough to give you the "skinny" on what's new in skin rejuvenation.

First, we are pleased to introduce Megan York, our new patient-care coordinator. Megan is a licensed aesthetician and has been in the skin-care field for five years. She joined us in March and has been working closely with me, other Suzanne Bruce and Associates professionals, and our product representatives to provide information to our patients and assist them in setting up a personal skin-care regimen. Megan is also the primary operator of our new VISIA™ Complexion Analysis System. Utilizing VISIA's high-resolution photography, she can analyze your face for visible and invisible spots, wrinkles, pores, evenness, and porphyrins (an indicator of bacteria in the pores); compare your results with your peers; and help design a skin-care regimen addressing your specific needs. VISIA's results also help our doctors and you decide on what areas to work on first and develop an overall treatment plan. VISIA is now a standard part of our M.D. skin rejuvenation consultation and our nurse and patient-care coordinator skin-care regimen consultations. You can book an appointment with Megan or one of our physicians or nurses by calling our appointment desk at 713.850.0240 and pressing 2 at the prompt.

We are also excited about our latest high tech treatment device, the Aurora™. This new technology combines the use of intense pulsed light (IPL) therapy and radiofrequency. We are using this versatile equipment

for hair removal, especially for those with blond, red, and even white hair. Aurora is also used for our popular FotoFacial™ procedure, and with its acne head can be an effective light treatment for acne.

Our Thermage® facial rejuvenation procedure has proven very popular since it was introduced a little over a year ago. The technology and procedure protocol continue to advance. Both are aimed at producing ever better results while improving patient comfort during treatment. We just introduced our new larger surface area fast tip. Learn more about this skin tightening treatment below.

Our new filler, Restylane®, has also been very popular since its introduction in January. Restylane, a longer-lasting filler, is particularly effective in the nasal labial folds, smile lines, and lips. We have also seen growth once again in 2004 with BOTOX® Cosmetic.

We believe Botox has excellent applications, and you can find out why in our BOTOX® Cosmetic article.

Our Center for Clinical Research is booming with numerous trials currently underway. At this Center, we conduct clinical trials for major pharmaceutical companies and clinical research organizations on exciting new medical and cosmetic products and procedures. To better serve our patients interested in participating in one of our studies, we have revamped our clinical trial website. If you are interested in participating in one of our actively enrolling trials, go to www.sba-skincare.com and click on the research link.

Thanks to all of our patients who keep us so busy. It may delay *The Skinny* occasionally, but it is very gratifying to see happy clients with healthier, improved skin. Enjoy the remainder of your summer.



A NEW TIP ON THERMAGE

Thermage®, our most popular procedure for tightening lax, aging skin, is getting even better. The treatment utilizes radiofrequency energy delivered via a microchip tip to heat the collagen in the lower layer of your skin. Tip technology continues to advance, and we are now treating with the latest tip. It's 50 percent larger and cycles faster than the original tip, which means we can cover the same surface area in 33 percent less time. Also we are using new treatment protocols with lower energy levels, which in turn makes the treatment more comfortable for you.

Thermage's heating action causes deep structures of your skin to tighten immediately. Over time, new collagen grows to further tighten your skin and produce a more youthful appearance. In most patients, results appear gradually over two to six months after treatment. Some people see an earlier response.

So if you've been thinking about giving your face a little lift, we have a great new tip. Call our appointment desk and schedule a consultation to discuss the Thermage® procedure with one of our dermatologists.

BIG ON BOTOX

At The Center for Cosmetic Dermatology, we believe in BOTOX® Cosmetic. Even though we have many happy patients for whom this treatment is now part of their routine, some of you have hesitated, unsure that the procedure is safe and right for you. Dr. Bruce recently attended a focus session with a group of women — some regular BOTOX® Cosmetic users and others who haven't yet received a treatment. Here are a few of the major issues raised by this panel.

HOW EXPERIENCED IS THE PROVIDER?

The dermatologists at The Center for Cosmetic Dermatology are all experienced, having performed thousands of successful procedures since the Food and Drug Administration (FDA) approved Botox for the glabellar area (frown lines) in April 2002. In 2004, our dermatologists have administered over 1,000 treatments. All our doctors are members of the BOTOX® Cosmetic Physicians' Network. We have been a National Training Center for BOTOX® Cosmetic since FDA approval and have trained numerous doctors to become successful providers.

IS BOTOX® COSMETIC SAFE?

BOTOX® is a natural, purified protein. It has been approved for therapeutic indications for 15 years by the FDA. More than two years ago, the FDA approved BOTOX® Cosmetic for facial lines, specifically for frown lines. At The Center, we confidently use this wonderful product on glabellar and other wrinkles, including crow's feet and forehead lines. In 2003, over 35 percent of the BOTOX® Cosmetic we used was in areas other than the glabellar. Our doctors discuss any patient safety concerns prior to treatment.

DOES THE TREATMENT HURT?

Treatments are virtually painless. We use a very small needle to administer the treatment, and most of our patients tolerate the procedure with no anesthesia. For those who request it, we offer a topical anesthetic that temporarily numbs the area being treated. The other aspect our patients love about BOTOX® Cosmetic is that there is no downtime. Patients can resume their normal activities immediately after treatment.

WHAT DO OUR PATIENTS SAY?

Our patients love their appearance: their wrinkles are softer, the angry look gone. Many say it has improved their self-image and given them greater freedom and confidence. One client stated that the procedure increased the enjoyment of her later years.

We are positive that BOTOX® Cosmetic is a unique wrinkle fighter, and it is an important part of our arsenal against aging. To back up that belief, we have several special programs for current and new clients. They include Preceptorship Days, Refer-A-Friend, and Pre-Payment Plan. The particulars on all these programs are outlined on the reverse side and on our website. Want more information or need to book an appointment? Call us at 713.850.0240.

CALENDAR OF

UPCOMING EVENTS

Skin Rejuvenation Seminar

SATURDAY, JULY 31, 2004

9:00 a.m. – 11:00 a.m.

The Center for Cosmetic Dermatology

Join us for coffee and the latest information on keeping your skin looking its best. There will be door prizes, free samples, and time to ask your questions of our board-certified dermatologists.

9:00 a.m. Skin Rejuvenation with FotoFacial™
Treatments and Anti-Aging Regimens

10:00 a.m. Tighter Skin Without Surgery with
Thermage®/ThermaCool TC™

10:30 a.m. BOTOX® Cosmetic: The Wrinkle Relaxer
and Restylane® and Collagen for
Smoothing Wrinkles and Sculpting Lips

For reservations, call our RSVP line at 713.850.0240, ext. 102, or send an e-mail to rorlin@sba-skincare.com. Seating at each seminar is limited.

Skin Rejuvenation Seminar

SATURDAY, SEPTEMBER 11, 2004

9:00 a.m. – 12:00 noon

The Center for Cosmetic Dermatology

The Komen-Houston Race for the Cure®

SATURDAY, OCTOBER 2, 2004

Eleanor Tinsley Park/Downtown

4th Anniversary Open House

SATURDAY, OCTOBER 23, 2004

9:00 a.m. – 12:00 noon

The Centers for Medical and
Cosmetic Dermatology

Please note that we also offer cosmetic appointments every Saturday.

SUMMER SPECIALS

BOTOX PREPAYMENT PLAN

If you schedule and prepay for your next BOTOX® Cosmetic treatment on the day of your current treatment, you will receive \$2.00 off each unit of Botox on that next treatment. The special price applies only to the number of units that you pay for ahead of time.

BOTOX REFER-A-FRIEND PROGRAM

When checking out, pick up one of our Refer-A-Friend cards. Your name goes on that card, and when you give it to a friend who becomes a new BOTOX® Cosmetic patient, you will receive a \$2.00 per unit savings on your next Botox procedure.

BOTOX PRECEPTORSHIP DAYS

As a member of the BOTOX® Cosmetic National Education faculty, Dr. Suzanne Bruce trains other physicians on how to properly administer Botox. On these preceptorship days, we offer a \$2.00 per unit discount on Botox. Dr. Bruce does the actual treatments.

Note only one savings offer can be used on each treatment session.

MEETING MEGAN SPECIAL

Meet with Megan York, our new patient-care coordinator, and receive **10 percent off** the purchase of any Obagi, M.D. Forté, Perricone or SkinMedica regimen on the day of your visit. Offer good until August 31, 2004.

AURORA ACNE SPECIAL

Receive **20 percent off** when you purchase a package of eight Aurora acne treatments. Offer good until August 31, 2004.

Would you like to be notified of upcoming specials? Send your e-mail address to rorlin@sba-skincare.com, and we'll put you on our mailing list.

PICTURING YOUR COMPLEXION

We are proud to announce the addition of the VISIA™ complexion analysis system to our offerings at The Center for Cosmetic Dermatology. VISIA utilizes high-resolution digital photography to take close-up color photographs of the skin, which can literally see every pore. The system can also take special ultraviolet photographs that show the subsurface sun damage. Then a sophisticated computer program analyzes the image and rates it on a variety of features, such as wrinkles, sunspots, pore size, and evenness of color. Each individual is compared to a database of similar age and skin-type people who have been previously photographed and analyzed. The database (currently just available for women) was developed by Proctor and Gamble during testing of some of their Oil of Olay™ skin-care products. By this comparison, a percentile ranking can be generated. For example, if a woman has an 86th percentile score on wrinkles, it means she has fewer wrinkles than 86 out of 100 women of her same age and skin color.

There are two main reasons we are so excited about this technology. First, it gives our female clients a chance to see how they compare to their peers and see what areas need treatment. For our male patients, absolute counts are produced offering them an indication of what problems to attack first. Second, VISIA gives us an objective way to judge the improvement that our clients get from the skin rejuvenation regimens and procedures that we offer. In almost all of the anti-aging regimens and many of the procedures that we offer, the results are seen gradually over time rather than instantaneously. The two main exceptions to this rule as far as procedures go are fillers, such as collagen or Restylane®, in which results are seen immediately, and Botox, where results show up in about a week. In procedures such as FotoFacial™, Cool Touch®, and Thermage®, the improvement occurs gradually over weeks and months. Sometimes, it can be hard to remember exactly what the wrinkles and brown spots looked like three months before. VISIA and our new digital photography system help tremendously with documenting the changes.

For skin rejuvenation regimens, VISIA can help as a motivational tool. Some people find it difficult to stick with a program of applying an anti-aging product every morning and night for months on end.

It helps to have visual feedback, seeing the improvement in before-and-after pictures. With VISIA, we take a baseline set of photos, then repeat them at three and six months to see the progress that has been achieved, not only in the visual images, but in the wrinkle and evenness scores. The regimens that we recommend are generally combinations of prescription drugs, such as Avage or Renova, along with products from our skin rejuvenation lines, M.D. Forté®, Obagi Nu-Derm™, N.V. Perricone, and SkinMedica™.

One of our favorite anti-wrinkle products is the High Potency Face Firming Activator by Dr. Perricone. The reason it's so much fun to use is that it's one of the few topical products in which you can actually see a

difference in the appearance of fine wrinkles in 20 or 30 minutes. We use the VISIA to demonstrate this to clients. We'll take a photograph and get a wrinkle score, then apply the Face Firming Activator and wait 20 minutes before taking another photograph. Almost always the appearance of the skin improves and the wrinkle score declines in the second photo. You can really see a difference in fine wrinkles. After seeing the before-and-after photos, patients say they never miss a morning application.

If you would like to get a VISIA complexion analysis, you can call to schedule

a VISIA appointment with our patient-care coordinator, Megan York. The cost of the VISIA complexion analysis is \$50, but we have several ways to receive a complimentary session. If you purchase a skin rejuvenation regimen from The Center for Cosmetic Dermatology, the baseline VISIA and a follow-up in three-to-six months are both free. Another way to get a free VISIA is to schedule a skin rejuvenation consultation with one of our four board-certified dermatologists at The Center for Cosmetic Dermatology, Dr. Leena Bhat, Dr. Leslie Tenaro, Dr. Leigh Ellen Eubanks, and Dr. Suzanne Bruce. There is a charge for the consultation itself. The third way to get a free VISIA is to purchase a package of skin rejuvenation treatments, such as microdermabrasion or FotoFacial™.

Call today to schedule your VISIA complexion analysis. The photos must be taken makeup-free, so come to the office without makeup or be prepared to wash off all makeup (except eye makeup). You can apply makeup after your session.

VISIA COMPLEXION ANALYSIS

Includes:

- Digital high-resolution photographs and computer analysis of your complexion.
- Consultation with our nurse or aesthetician to start you on an anti-aging skin-care regimen.
- Cost is \$50, but is free with either the purchase of one of our skin-care regimens or a package of skin rejuvenating treatments.

MD SKIN REJUVENATION CONSULTATION

Includes:

- A VISIA Complexion Analysis.
- Consultation with one of our board-certified dermatologists regarding what regimens and/or procedures are recommended to solve your skin-care concerns (such as wrinkles, sunspots, melasma, acne, etc.).
- There is a fee for this consultation.

THE VERSATILE AURORA

The newest skin-care technology at The Center for Cosmetic Dermatology is the Aurora™. This very versatile piece of equipment has three different interchangeable treatment heads and can be used for three different skin problems. The Aurora is excellent for acne treatments, FotoFacial™ skin rejuvenation treatments, and permanent hair reduction.

The Aurora utilizes a combination of two different types of energy — intense pulsed light (IPL) and radiofrequency — which we believe works better than either one alone. The company has trademarked the term elos™ technology which stands for electrical-optical synergy.

When the Aurora is used to treat acne, it can be used as an additional treatment along with traditional therapies, such as Retin-A and antibacterial agents. It can also be used as a stand-alone treatment for people who either can't tolerate or don't respond well to drugs, such as oral antibiotics and Accutane®. The Aurora treatments are performed in the office twice a week for four weeks. After that, some patients may need one to two treatments per month on an ongoing basis to maintain control. With the above treatment regimen, patients with acne of severity grades one through three showed resolution of 70 to 80 percent of their acne lesions. Patients with more severe acne (grade four – nodulocystic) showed resolution of 50 to 60 percent of their lesions.

The Aurora acne treatments are well tolerated by patients and do not require the use of topical anesthetics. Each treatment takes only 10 to 15 minutes. The face might be slightly pink afterwards, but it generally resolves quickly. Complications are rare; blisters have been reported at treated areas in less than one percent of cases. Approximately 10 to 20 percent of patients might experience a flare of acne before

improvement occurs.

The Aurora can also be used for permanent hair reduction on any area of the body. The exciting news here is that Aurora is more effective in treating red and blonde hair than other laser or IPL systems because the Aurora combines optical and radiofrequency energy. Even with this advantage, however, fine, light hair requires more treatment sessions than coarse, dark hair. Our most popular treatment areas are bikini and underarms, followed by face, legs, and abdomen. At The Center, our three registered nurses who have extensive experience in using IPL for hair removal perform these treatments.

The third use of the Aurora is our most popular procedure, the FotoFacial™. The reason the FotoFacial is so popular is that it addresses all three of the major manifestations of sun damage: brown spots, red blood vessels, and wrinkles. The optical and electrical energy used in Aurora helps to eliminate brown sunspots, shrink red blood vessels, and stimulate new collagen production, thereby lessening wrinkles. Five treatments are generally performed at three-week intervals. To maximize comfort during the procedure, a topical anesthetic is applied one hour before the procedure. A full-face treatment takes only 20 to 30 minutes, and as with most of our procedures, normal activities can be resumed immediately after the appointment.

If you would like to schedule a consultation visit with one of our dermatologists to determine if you are a candidate for treatment with the Aurora, please call our Center for Cosmetic Dermatology office. If you have any additional questions about the Aurora, please call our patient-care coordinator, Megan York, at 713.850.0240, extension 105.

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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