

THE SKINNY



SPRING 2005

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WHAT'S NEW



What a perfect day to be writing the *Spring Skinny!* The weather is gorgeous, the humidity is low, and spring flowers are beginning to appear everywhere. Spring is a time of renewal and new possibilities, and we are eager to share "What's New" in skin care with you.

Each spring, the American Academy of Dermatology and the Houston Dermatological Society sponsor free skin cancer screenings. May is Skin Cancer Awareness Month, and in Houston on Saturday, May 7, at several sites around the city, dermatologists will be volunteering their time to provide these screenings. As part of the awareness effort, we have two articles this month on skin cancer. First, Dr. Leslie Tenaro discusses the causes of skin cancer and what you can do to prevent it. Second, Dr. Leigh Ellen Eubanks dispels a common misconception about the benefits of a base tan. On another medical front, there are new findings about the cause and treatment of acne. You'll find an update on the research and latest treatment options for this problem skin condition that affects teenagers and many adults.

Spring is always one of the busiest times around The Centers as everyone is thinking summer and wanting to look their best in shorts and swimsuits. Treatments for leg veins and hair removal are very popular this time of year as are our FotoFacial™ and FotoFirm™ procedures. One of our newest, exclusive treatments, VelaSmooth™ cellulite reduction, has taken off, and I am sure will be another springtime favorite.

We are excited to announce our latest addition to our treatment staff. Maria Uribe Martinez has been promoted to patient-care coordinator. Our patients love Maria, who started as a medical assistant with us in 2001. Maria assists our doctors with skin rejuvenation consultations and provides microdermabrasion, VelaSmooth, and skin-care consultations. We also are pleased to announce that Marcela Ramirez, RN-BSN, is now working full-time. She started with us as a medical assistant in 2000 and has been providing a wide variety of cosmetic skin-care procedures on a part-time basis since May 2003. You can find out more about Maria and Marcela on our website by clicking on "About Us." Both Maria and Marcela look forward to being of service to you.

We recently announced our 2005 BOTOX® Cosmetic Programs for first-time and established patients. This wrinkle-relaxing treatment is one of our most popular procedures, and we want to encourage those still thinking about having that first treatment to take the plunge. For our established BOTOX® Cosmetic patients, we have a new VIP program. See the insert for details on these two money-saving specials. We also have a new Restylane® Rewards Program. Rewards begin with your first or next treatment, and you can earn rewards totaling \$375. Again check the insert for all the particulars. These and other special offers first appeared in our new e-mail newsletter, the *Skin e-Letter*. Our premiere issue was sent to subscribers in March and our second issue will be out

around the first of June. To sign up, e-mail us at skin_e_letter@sba-skin-care.com or call Amanda at 713.850.0240 ext. 114.

While we're on the subject of BOTOX® Cosmetic, our doctors are often asked about new wrinkle creams. Some raise the question in their advertising of whether they are better than BOTOX®, so we decided to give you our answer to that question in the article, "Better Than Botox?," on the back page.

Let me close with two reminders. First, our Center for Skin Research (CSR) has new studies looking for participants. CSR is the dermatological research division of Suzanne Bruce and Associates and conducts clinical research trials for major pharmaceutical companies and clinical research organizations seeking Food and Drug Administration (FDA) approval. If you are interested in participating or know someone who might be, please go to our website and click on "Clinical Trials" and then on "Trials." On June 3, we are hosting our second Saturday morning cosmetic seminar for 2005. This seminar will present the latest ways to take care of your skin and the options for skin rejuvenation. See the insert for more information.

As always, thanks to all our loyal patients and enjoy this spring weather while it lasts.

PREVENTING SKIN CANCER



May is National Melanoma/Skin Cancer Detection and Prevention Month. The month is dedicated to increasing public awareness of the importance of skin cancer prevention, early detection, and treatment of basal cell, squamous cell, and melanoma. The American Cancer Society estimates that during 2004, about

one million new cases of basal cell or squamous cell carcinoma and 59,350 new cases of malignant melanoma will be diagnosed. It is also estimated that skin cancer will claim the lives of approximately 9,800 Americans. When detected early, skin cancer is highly curable.

Exposure to ultraviolet light (UV) from either the sun or a tanning bed appears to be the most important environmental factor involved in the development of skin cancer. Being light skinned, with a tendency to burn easily and tan poorly is also a very important risk factor. Persons with a personal or family history of skin cancer are also at increased risk.

It is important to examine your skin every month to detect skin cancer at an early stage. Get to know the pattern of moles, blemishes, freckles, and other marks on your skin so you can detect any changes. One way to do this self-exam is to stand in front of a full-length mirror. A hand-held mirror can be used for areas that are hard to see. All areas should be examined, including the lower back, buttocks, back of the shoulders, and backs of the thighs. Spots on the skin that are changing

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SPRING SPECIALS

SPRING SKIN REJUVENATION SPECIAL

Buy a package of either five FotoFacials or five FotoFirm treatments and get five GentleWaves® Classic treatments for only an additional \$125. This is a savings of \$125. The GentleWaves treatments enhance the collagen-stimulating effects of the FotoFacial™ and FotoFirm™ treatments.

INTRODUCTORY OFFER ON GLO™ MINERALS LIPSTICK

Our glo™ minerals line of base make-up has proven very popular. Customers who requested that we order lipsticks from this line have loved them. So we are offering a 20 percent introductory offer on glo™ minerals lipsticks. We offer seven different colors so there's sure to be one just right for you. This offer is for a limited time only.

PERRICONE SPECIAL

We are offering a special 20 percent savings on N.V. Perricone HP Body Toning Lotion with the purchase of either HP Eye Therapy or HP Face Firming Activator. This offer is for a limited time only.

UPCOMING EVENTS

SATURDAY, MAY 7, 2005

Free Skin Cancer Screenings

9:00 a.m. – 1:00 p.m.

Several locations in the Greater Houston Area

For locations, go to: www.aad.org/public/SkinCancerScreenings

WEDNESDAY, MAY 11, 2005

Memorial Women's Club Presentation *

Lakeside Country Club

SATURDAY, JUNE 4, 2005

Skin Rejuvenation Seminar

The Skinny on Skin Rejuvenation

9:00 a.m. – 11:00 a.m.

The Center for Cosmetic Dermatology

* Private group presentations are not open to the public.

Our dermatologists are often asked and accept, when possible, invitations to speak to outside groups on skin-care issues. If you have a group that would like to request a presentation, please send an e-mail to Kelly Goodman at kgoodman@sba-skincare.com or call 713.850.0240, Ext. 107.

START YOUR SATURDAY SEMINAR

THE SKINNY ON SKIN REJUVENATION

SATURDAY, JUNE 4

9:00 TO 11:00 A.M.

What causes the skin to age and what can be done to rejuvenate it? Dr. Bruce and Dr. Eubanks will present the full story on the causes of and cures for photodamage and aging skin. Over the past few years, there has been an explosion of new technologies and treatments in cosmetic dermatology. From BOTOX® Cosmetic to Sculptra™, from FotoFacial™ to VelaSmooth™, we will discuss and answer your questions on the latest treatments for wrinkles, brown spots, red blood vessels, acne scars, cellulite, and sagging skin. Our topics will include:

- **Causes of photodamage and its effects on the skin**
- **Skin rejuvenation agents and regimens**
- **Peels and microdermabrasions**
- **Treatments for skin aging**
 - **GentleWaves® LED Photomodulation**
 - **FotoFacial™ and FotoFirm™**
 - **Cool Touch CT3™**
 - **Thermage™**
 - **BOTOX® Cosmetic**
 - **Collagen, Restylane®, and Sculptra™**
- **VelaSmooth™ Cellulite Treatments**

Join us for coffee and a lively conversation about your skin and how to keep it looking its best. There will be door prizes and other goodies. Please call Claudia at 713-850-0240 ext. 100 or e-mail her at calanis@sba-skincare.com for reservations.

GOT TO KNOW NOW?

You're not alone. If you can't wait three months for your next *Skinny*, join our list of e-mail newsletter recipients. The *Skin e-Letter* features the latest advances in cosmetic dermatology – new procedures and new products.

Be one of the first to hear about monthly specials and promotions and upcoming events. Our next issue will be sent out in June. So sign up now at skin_e_letter@sba-skincare.com.



THE BASE TAN MYTH

I recently gave a talk about my favorite myths or misperceptions that patients have about their skin and skin care. One is that a base tan is good for you and protects your skin.

This base tan idea is one promulgated by the Indoor Tanning Association, a trade and lobbying group for indoor tanning manufacturers, distributors, facility owners, and members from other support industries. On its website, ITA states, "A tan is the body's natural protection against sunburn. Your skin is designed to tan as a natural body function. [A base tan] enables vacationers to gradually increase their exposure to ultraviolet light in a non-burning fashion." This opinion stands in stark contrast to the position of the American Academy of Dermatology (AAD). The AAD states, "UV radiation from the sun, tanning beds, or sun lamps may cause skin cancer. While skin cancer has been associated with sunburn, moderate tanning may also produce the same effect. UV radiation can also have a damaging effect on the immune system and cause premature aging of the skin, giving it a wrinkled, leathery appearance."

Dr. S. Elizabeth Whitmore, Associate Professor of Dermatology, Department of Dermatology, Johns Hopkins University School of Medicine, conducted a study in 2001 on the effects of indoor tanning on the skin. That study showed that the UV exposure received from a tanning bed might be just as harmful to the skin as outdoor sun exposure and lead to the same molecular changes believed to be neces-

sary for the development of skin cancer. "There is no such thing as a safe tan," says Dr. Whitmore, "a suntan is the skin's response to an injury, and every time you tan you accumulate damage to the skin, as well as accelerate the aging process and increase your risk for skin cancer. As long as indoor tanning for cosmetic effects is permitted in this country, there needs to be increased educational efforts informing the public of the risks of this type of tanning."

The ITA estimates that as many as one out of every 10 Americans will visit an indoor tanning facility this year. In particular, the use of the salons by teens has grown significantly in recent years. The big concern is the link to skin cancer and its most dangerous form, melanoma, especially among younger women. The annual incidence of melanoma in the U.S. rose to 8.7 per 100,000 for women age 15 to 34 in 2001, up from 7.3 per 100,000 just 10 years ago, according to the National Cancer Institute.

Besides the risk of skin cancer, tanning ages the skin. A common lament of many of our patients is the sun exposure that they got during their youth and the damage it has done to their skin. The effects of sun damage that we treat in our office include fine lines and wrinkles, age spots and pigment changes, telangiectasia (blood vessels), enlarged pores, roughness, lack of elasticity (collagen loss), dryness, and uneven skin tone.

So what's the alternative if you or your teen want to be tanned? There are really two safe, UV-free ways of getting that golden glow. First, many spas and salons offer spray tans. This treatment applies an FDA-approved ingredient that reacts with the skin to give a tanned appearance. The other alternative is tanning creams. Many use the same ingredient as spray tans. Most are available over the counter. Protecting your skin from damaging UV rays will preserve your natural beauty and decrease your risk of skin cancer.

2005 COSMETIC PROGRAMS

FIRST TIMER'S OFFER — Allergan, Inc., the maker of BOTOX® Cosmetic, in late 2004 conducted a survey of people who fit the description of its typical BOTOX® Cosmetic customer but who had not yet tried the procedure. What Allergan found was that many of those surveyed wanted to try BOTOX® Cosmetic but thought they couldn't afford it. So, for those of you who have never tried BOTOX® Cosmetic, we are offering to treat any single area for just \$300 (up to 20 units).

VIP CARD — For our established BOTOX® Cosmetic patients, we issue the card after your next, regular-priced visit. The VIP Card entitles you to graduated savings on your second, third and fourth treatments. Just present your card, and you will receive 5, 10, and 15 percent respectively on these subsequent appointments. The cards are good for up to one year from date of issue.

For details on these two new programs, please call our office.

RESTYLANE REWARDS PROGRAM — We are pleased to introduce Restylane Awards, an exciting new patient rewards program from Medicis Aesthetics, the maker of Restylane®. You can receive rewards valued at \$375. After each Restylane treatment, you can choose to receive a gift card from Barnes and Noble, Neiman Marcus, Nordstrom or a prepaid Visa Gift Card. The rewards grow as shown below. We will provide you with your normal invoice/encounter form and the non-bar coded end flap from the Restylane box(es) used in your treatment. You will also be provided instructions on how to log-on to the Restylane website and claim your rewards. For more information, please visit www.RestylaneUSA.com and click on Restylane Rewards.

Initial Treatment \$25 gift card	1st Follow-up within 6 months of first treatment \$50 gift card	2nd Follow-up within 6 months of last treatment \$50 gift card
3rd Follow-up within 6 months of last treatment \$75 gift card	4th Follow-up within 6 months of last treatment \$75 gift card	Bonus Reward for completing 4th follow-up \$100 spa gift certificate

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size, shape or color must be evaluated promptly. Any unusual sore, lump, blemish, marking, or change in the way an area of the skin looks or feels may be a sign of skin cancer. The skin might become scaly, crusty, oozing, or bleeding. Most skin lesions are not skin cancers, but only your dermatologist is trained to make that determination.

The doctor screens for skin cancer the same way you would, by examining the entire skin surface. She will pay special attention to the sun-exposed surfaces at highest risk and those areas, such as the back, that patients have trouble examining themselves. If you are fair-skinned and have a history of sun exposure, you should schedule an examination with us annually. If you have had a previous skin cancer or pre-cancerous lesions, we may want to see you even more often.

Remember that skin cancer is preventable. Stay out of the sun to avoid skin damage. If you must be in the sun, exercise "sun sense." Avoid sun exposure when UV exposure is the greatest (usually 10:00 a.m. to 3:00 p.m.) and always use a sunscreen. An SPF of 15 is adequate protection for routine daily activities. If you must be in bright sun or out for an extended period of time, in addition to a high SPF sunscreen, we recommend keeping exposed areas of the body covered with comfortable sun-protective clothing. Also we recommend broad-brimmed hats to protect your face and neck.

Here at The Center for Medical Dermatology, we look forward to seeing you for a complete skin exam, showing you the signs and symptoms of skin cancer, and reinforcing the wisdom of practicing "sun sense" and monthly self-exam.

Houston-area dermatologists will be offering free skin cancer screenings on Saturday, May 7, at several locations around the city. For a list of locations, see "Upcoming Events" for a link to the American Academy of Dermatology website.

ACNE UPDATE

Recent research is advancing our understanding of the cause of acne and finding new ways to treat it. Investigators from the Harvard School of Public Health found a positive association between teenage acne and teenage milk intake. Instant breakfast drinks, sherbet, cream cheese, and cottage cheese were also significantly associated with acne, but other dairy foods, soda, french fries, chocolate candy, and pizza were not. The authors of the study postulate that hormones or other bioactive molecules in milk stimulate acne in teenagers. More studies are needed to actually prove that milk intake causes acne. In the meantime, however, if your teenager is battling acne, there is probably nothing to lose by trying a dairy-free diet to see if that helps. Just be sure to have him or her take calcium and vitamin D supplements. For patients who want to learn more about the possible effects of diet on acne, I recommend Dr. Nicholas Perricone's book, *The Acne Prescription*.

Just as hormones in milk can be associated with acne, we know that teenagers' acne closely parallels their levels of hormonal activity.

Androgens are the male hormones that kick in at puberty in both young men and women. Androgens stimulate the oil glands to produce oil, which starts the acne process. The active oil glands tend to get blocked by oil and skin cells, thus creating "clogged pores" (blackheads and whiteheads). The blocked pores trap bacteria below the surface, and these bacteria grow, resulting in red bumps and puss-filled cysts.

For young women, one treatment option that can modulate the acne-causing hormones is birth-control pills. Research has shown that one of the best birth-control pills for young women prone to acne is

The use of lasers and light is another rapidly growing area of acne treatment.

Yasmin. Yasmin contains the synthetic progestin drospirenone, which is different than the progestin in the other birth-control pills on the market. It blocks the action of androgens, which is how it works to suppress acne. Yasmin provides 99 percent efficacy as a birth-control agent, and unlike some birth-control pills, it does not tend to cause weight gain.

Another rapidly growing area in acne treatment is the use of lasers and light. These treatments are particularly helpful for people who either can't tolerate or are not candidates for Accutane®. There are a multitude of lasers and light sources on the market. We have three in our office. First is the Aurora acne treatment system. It uses a combination of blue light, which kills the acne-causing bacteria and radio frequency, which helps to shrink the sebaceous gland. Treatments are done either once or twice a week for a series of eight, then once a month for maintenance. The CoolTouch® laser is another option that treats acne scarring in addition to active acne. Heat generated by the laser helps to kill bacteria, shrink oil glands, and stimulate new collagen production, which improves acne scars. Treatments are done once a month for four to five months. The third light-based acne treatment we have is called photodynamic-therapy (or PDT for short). First, a medication called Levulan is applied to the skin, then a blue light is shined on the skin to activate the Levulan. This procedure causes bacteria in the pores to be killed and the oil glands to shrink. Treatments are done every two weeks for up to four sessions.

For really difficult cases of acne, the gold standard of treatment remains the drug Accutane® (isotretinoin). Isotretinoin is not a first-line treatment. It is used when patients have failed to respond to topical therapy and oral antibiotics. Because of potential side effects, patients on isotretinoin must be closely monitored with monthly blood tests. The most potentially serious side effect of the drug is severe birth defects that can occur when a pregnant woman takes it. In spite of strict procedures put in place to try to prevent pregnancies in women taking isotretinoin, the pregnancy rate has remained steady at about 120 a year. Because of this news, even stricter rules for people taking isotretinoin will go into effect in July 2005. Although some doctors may stop prescribing isotretinoin because of the hassles involved, we will continue to offer it to patients with severe acne because it truly is a miracle drug for them. If you have difficult-to-treat acne, schedule an appointment with one of our dermatologists, and let her discuss the treatment options with you.

BETTER THAN BOTOX?

Frequently we are asked questions in our office about the claims made by various new anti-wrinkle creams and how effective they are. Over the last year there has been quite a stir raised by an ad campaign for StriVectin-SD® entitled “Better than BOTOX®?”

StriVectin-SD was originally marketed as a stretch-mark reducing cream but has most recently been touted as a facial anti-wrinkle product. On the better-than-Botox question, Basic Research, StriVectin’s exclusive distributor, believes it is better “because topical creams and gels offer gradual, continual results while the effects of injections wear off.” Basic Research further cites the limited FDA-approved treatment area (glabellar lines) and possible side effects as further proof, and says that clinical trials document that StriVectin-SD “significantly reduces the appearance of fine lines and facial wrinkles (including crow’s feet), the type of fine lines and wrinkles Botox treatments leave behind.” However, when asked by *BusinessWeek On Line* to provide information on where research on the product and its effectiveness was published, Klein-Becker, the maker of StriVectin, declined to do so.

StriVectin-SD is not alone in making such claims. Another cream, Hydroderm™, also raised the better-than-Botox question in its advertising. Hydroderm is promoted as “an anti-aging breakthrough” and offers the additional benefit of “no painful injections.” Hydroderm claims to deliver marine collagen through the upper layer of the skin deep into the lower layers of the epidermis through its patented collagen infusion technology. These are but two examples of products known as cosmeceuticals that make high-tech claims about their benefits. Unlike drugs, cosmeceuticals are not under the jurisdiction of the FDA, and therefore are not required to undergo double-blind scientific trials to prove their efficacy and safety. Most trials are conducted by the manufacturers themselves and the results, like StriVectin’s, are not published in the medical literature. This makes their claims difficult to verify or dispute. Furthermore, there are usually no head-to-head trials among competing products so substantiating which product is better is almost impossible.

To address the “Better than BOTOX®?” question scientifically, Dr. Kenneth Beer, a board-certified dermatologist from West Palm Beach, Florida, conducted a clinical trial comparing the efficacy and safety of BOTOX® Cosmetic, HydroDerm™, StriVectin-SD®, and WrinkleRelax™ for

treating moderate-to-severe frown lines. Seventy-seven subjects were enrolled in the blind study and randomly assigned in equal number to one of five treatment groups. The fifth group received a placebo injection. The injections were given on day one of the study while the topicals were applied as directed throughout the 12-week trial. Follow-up visits took place at weeks 4, 8 and 12. All those who completed the 12-week masked portion of the trial were given an injection of BOTOX® Cosmetic in an open-label extension and assessed four weeks later. The results of the study were presented in September 2004 at the American Society for Dermatological Surgery annual meeting. They showed that the Botox treatment resulted in significantly greater reduction in wrinkle severity at each follow-up visit than did any of the three topical products or placebo injection from both the M.D. investigator’s and subjects’ assessments. Also a significantly higher percentage of subjects treated with BOTOX® rated the treatments as satisfactory or very satisfactory compared with subjects in the other treatment groups. As you would expect, four weeks after the open label injection of Botox, all study groups experienced substantially lower wrinkle severity with no significant differences among the groups. Dr. Beer concluded that the study demonstrated Botox’s superiority in reducing glabellar frown lines. He went on to state that although topical treatments may be an important part of any individual’s cosmetic regimen, they do not offer the same level of improvement as Botox. The full poster presentation of the study and its findings can be viewed by visiting the following website: www.palmbeachcosmetic.com/articles/82251599ASDSPoster.pdf.

Our years of experience with BOTOX® Cosmetic supports Dr. Beer’s findings. The vast majority of our patients get outstanding results with BOTOX® Cosmetic not only with the glabellar lines but also with crow’s feet and forehead lines. We also believe that topicals can improve the appearance of fine lines and wrinkles by helping the skin rebuild collagen. While we have not had experience with StriVectin-SD or the other products tested by Dr. Beer, we believe the gold standard of topicals are the Vitamin-A derivatives. Although “Better than BOTOX®?” may be an effective marketing campaign, based on the results that we have seen with BOTOX® Cosmetic, the answer is simply “No.”

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