

THE SKINNY



SUMMER 2006

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WHAT'S NEW



Suzanne Bruce and Associates (SBA) turned nine in early May, and the day itself came and went without fanfare or hoopla. Still, birthdays and anniversaries are a time for reflection and celebration. When I think of how far we've come since we opened our modest three-exam room medical office in 1997, I am so appreciative of all the patients who followed me from Baylor. They gave us a great start. I'm also grateful for all the new patients who have placed their confidence in me and the other clinical professionals who now make up our organization. Two-thirds of our original employees are still here – Janie Umanzor, cosmetic front office supervisor, and me. Over the years, we have been joined by a wonderful team of providers, researchers, medical assistants, and clinical and administrative staffers. And all these women are just as dedicated to providing excellence in patient care and customer service, whether its medical, cosmetic, or clinical research, as Janie and I were in the beginning. As we enter our tenth year, I want to thank all of you, our patients, for your support and assure you that we still strive everyday to get better at meeting your skin-care needs.

Now on to what's new. First, we are pleased to introduce Body by Thermage™, a new treatment to tighten skin on the abdomen, thighs, and buttocks. We have been performing the FDA-approved Thermage® procedure – to tighten skin on the face and neck – since its introduction in 2002. Thermage produces results without surgery and downtime. Get the skinny on this exciting new treatment on page six. Since its introduction last fall, our Fraxel® procedure has been well received and producing excellent results. This innovative treatment that resurfaces the

face in approximately 20 percent increments improves fine lines around the eyes and mouth, fades brown spots, and evens out coloring. The Fraxel was recently FDA-cleared for the treatment of acne scars and surgical scars. To learn more, see the article below.

As dermatologists, we have access to all the latest breakthroughs in skin-care products. Although we see a great many new products each year, we are very selective about which ones we offer. For that reason, we are excited to bring you three new products: Ti-Silc® GT Sunblock SPF 60+, Heliocare dietary supplement, and OC Eight™ Mattifying Gel. New Ti-Silc GT Sunblock SPF 60+ not only protects the skin from the sun but also protects it from free radicals. Heliocare is an oral daily anti-oxidant supplement for the skin. OC Eight Mattifying Gel combats the shiny, greasy look of our faces that worsens as the day progresses. For more on these new product additions, see page three.

In reviewing our website recently, I realized that our doctor interviews were from several years back. The field of dermatology, especially cosmetic dermatology, is constantly changing so over the next few *Skinny's* you'll be hearing from our board-certified dermatologists on a variety of topics. This issue features Leigh Ellen Eubanks, M.D., who recently celebrated her sixth anniversary with SBA. Dr. Eubanks shares her views on and experience with some of our major procedures.

The Spa at SBA is off to a great start. Our patients are enjoying facials that not only feel good but are also good for their skin. By popular request, Megan Paschall, our Spa Director, is now offering these fabulous treatments on select Saturdays. Our Spa Events, especially our free glo™ minerals makeup days, have attracted many new clients. In June, we will have a Restylane event and another free makeup lesson day. We will also host two Saturday Cosmetic Seminars on June 17 and July 8 from 9 to 11 a.m. For more details, check out our calendar of events on the insert. Space is limited for each of these sessions, so RSVP early by calling 713.850.0240 and pressing 2.

Thanks again for nine great years. I wish you and your family a wonderful summer.

A NEW PARADIGM FRAXEL

The innovative Fraxel® laser has introduced a new paradigm to skin rejuvenation. In March 2006, this remarkable device received its 6th Food and Drug Administration (FDA) clearance – this time for treating acne scars and surgical scars. Zakia Rahman, M.D., clinical instructor of dermatology at Stanford University and principal investigator on the clinical study that led to this most recent clearance, states, "A successful treatment outcome requires both the removal of damaged epidermal (surface) tissue and the stimulation of collagen remodeling in the dermal component of acne and surgical scars. The Fraxel laser with its unique science of fractional resurfacing provides a comprehensive treatment approach." The study enrolled 40 subjects who had 53 scars. Clinical outcomes were reviewed after 3 to 5 treatments at one- and three-month follow-ups. Ninety-two percent of all treated subjects sustained statistically significant improvement in overall scar severity at the three-month follow-up visit. Treatments were safe and well-tolerated with no serious adverse events observed. Fraxel has also received FDA clearance to be marketed for treatment of wrinkles around the eyes, age and sun spots, dyschromia (discoloration), melasma (blotchy skin), and skin resurfacing.

How does Fraxel work? Think of your skin as a family portrait or digital photograph in need of high-quality restoration or touchup. Just as a damaged painting is delicately restored one small area at a time, or

a photographic image is altered, pixel by pixel, Fraxel laser treatment improves your appearance by affecting only a fraction of your skin at a time with thousands of tiny microscopic laser spots. This fractional approach to resurfacing your skin minimizes both downtime and recovery time.

After your very first Fraxel laser treatment, you will begin to feel the difference in your skin, as it gradually becomes softer, smoother, and fresher. Fine lines around your eyes and mouth will noticeably soften. Uneven coloring and brown spots will gradually fade. Acne scars will fill in and become less deep, and your hands will have a younger appearance.

Because approximately 20 percent of the skin's surface is affected by each treatment, four or five sessions are needed to resurface the entire area being treated. Sessions are spaced 3 to 4 weeks apart. To help decrease the discomfort from the procedure, a topical anesthetic cream and oral pain medications are administered prior to the procedure, and an air chiller is used during the treatment. A blue dye is applied to the skin prior to the procedure and washed off afterwards.

The skin will be red and swollen for 2 to 3 days after the procedure, and then it will go through a phase of dryness with an apparent bronzing effect. The dryness and tanned or bronzed look are usually gone by a week after the procedure.

To see if Fraxel laser treatment is right for you, call to schedule an appointment with one of our dermatologists at 713.850.0240 and press 2.



NEW PRODUCTS FOR SUMMER

We are introducing a number of new products as we enter the sun-filled, high-humidity days of summer. Two of these products are designed to help you avoid the skin damage brought on by the sun, and the other works to keep that fresh, matte look on your face even in Houston's infamous heat and humidity. All three are our product specials for June. Try something new and get 10 percent off.

TI-SILC GT: COMBINING AN ELEGANT SUNSCREEN WITH ANTI-OXIDANTS

Just in time for summer, ProCyte, the maker of popular Ti-Silc® Sheer SPF 45, has debuted a new, even higher SPF sunscreen. It's called Ti-Silc® GT Sunblock SPF 60+. This light, creamy lotion contains micronized titanium dioxide, which blocks both UVA and UVB rays. It also has Japanese green tea extract, a potent antioxidant that helps protect against free-radical sun damage. Like its predecessor, this sunscreen is slightly tinted and water resistant. It blends quickly and provides a non-greasy, satiny finish.

HELIOCARE: PROTECTING FROM THE INSIDE OUT

In addition to using topical antioxidants, such as Prevage MD™, vitamin C and Replenix™ with green tea, to prevent and reverse sun damage, oral administration of antioxidants has been shown to confer photo-protection. To help our clients who want to leave "no stone unturned" in protecting themselves from the sun, we have begun selling an oral supplement called Heliocare.

Heliocare is an extract derived from *Poypodium leucotomos*, a Central American fern. In a recent study, 9 subjects with fair skin were exposed to artificial ultraviolet light at varying doses after taking Heliocare. At a dose of light that normally would have caused a red sunburn of the skin, subjects experienced a significant decrease in

redness 24 hours after exposure to the ultraviolet light. Skin biopsies taken from the subjects showed less evidence of signs of sun damage such as sun burn cells. This study suggests that Heliocare may offer protection against ultraviolet light-related skin damage, such as wrinkles and skin cancers.

This photo-protective supplement is recommended for anyone who wants to maximize his or her protection from the sun. It is especially recommended for people with a history of skin cancer and those who have significant sun damage or are frequently exposed to the sun. The usual dose is one capsule a day, but increase it to twice a day if you're going to be on a vacation with lots of sun exposure, such as going to the beach.

Heliocare is not a substitute for sunscreen. It is to be used along with a good sun protection regimen that includes sunscreen and sun protective hats and clothing.

OC8: HOUSTON, WE HAVE A SOLUTION

Now that the hot, humid summer in Houston is upon us, we all dread the shiny, greasy look of our faces that worsens as the day wears on. You may start the day with a beautiful, matte finish to your makeup but by 2 or 3 o'clock, it is beginning to look and feel greasy, and the makeup starts to slide off as a result of sebum (oil) production in the skin. Houston, we have a problem.

But now, we have the solution! It's OC Eight Mattifying Gel. This product incorporates a new sebum-imbibing technology within a gentle, non-irritating vehicle. This technology is based on micro-particles that are uniformly and invisibly deposited onto the skin surface by the gel formulation. When physical contact is made with the facial sebum secreted by the sebaceous glands, the sebum-imbibing polymers drink the sebum into the solid polymer structure. The sebum-filled polymers remain invisible on the skin and are easily removed with normal facial washing. The result is cleaner looking, shine-free skin for up to 8 hours.

A thin layer of OC8 is applied every morning after cleansing and drying the skin. Gently massage OC8 into the skin using a light circular movement. Apply OC8 after any topical medications, moisturizers and sunscreens, but prior to oil-free makeup. OC8 has been formulated to work for up to eight hours. However, you can re-apply during the day, if required. We have found a particularly good sun-protective and shine-minimizing combination to use (in the order of application): 1) Obagi Nu-Derm® Healthy Skin Protection SPF 35 or Ti-Silc® Sheer SPF45; 2) OC8; and 3) glo™ minerals makeup. OC8 can also be used without makeup to reduce shine.

If you have questions about Ti-Silc® GT Sunblock SPF 60+, Heliocare or OC8 Mattifying Gel or would like to purchase one or more of them, call our office at 713-850-0240, press 2 and ask for Megan, Maria Martinez, or Lisa.

UPCOMING EVENTS

Check the Calendar page on our website for more details about these events and updates on future events. You can also receive monthly updates along with "the skinny" on our newest treatments and product specials by signing up for our *Skin-E-Letter* on the What's New page at www.sba-skincare.com.

THURSDAY, JUNE 15

10:00 – 11:00 a.m.

The Center for Cosmetic Dermatology *Restylane Seminar*

You are invited to a special presentation on Restylane®, our most popular filler. This exciting procedure can enhance the lips and improve the appearance of facial wrinkles with little or no downtime. Join Suzanne Bruce, M.D., and Randy Rakes, our Restylane representative. There will be drawings for discount treatments.

SATURDAY, JUNE 17

9:00 – 11:00 a.m.

The Center for Cosmetic Dermatology *Saturday Cosmetic Seminar*

Come hear and ask questions of Dr. Suzanne Bruce about all the latest skin-rejuvenating procedures: Fraxel, FotoFacial and FotoFirm, Thermage and Body by Thermage, CoolTouch, BOTOX® Cosmetic, Restylane and Sculptra.

TUESDAY, JUNE 20

9:00 a.m. – 4:00 p.m.

The Spa at SBA

Free Mother and Daughter glo™minerals Makeup Lessons

Bring your daughter or your mother and try this wonderful line of mineral-based makeup for free. Call 713.850.0240 to schedule your joint lesson with one of our Spa estheticians.

THURSDAY, JUNE 22

9:00 a.m. – 4:00 p.m.

The Spa at SBA

Free glo™minerals Makeup Lessons

Try this wonderful line of mineral-based makeup for free. Call 713.850.0240 to schedule your free makeup lesson with one of our Spa estheticians.

SATURDAY, JULY 8

9:00 – 11:00 a.m.

The Center for Cosmetic Dermatology *Saturday Cosmetic Seminar*

Come hear and ask questions of Dr. Suzanne Bruce about all the latest skin-rejuvenating procedures: Fraxel, FotoFacial and FotoFirm, Thermage and Body by Thermage, CoolTouch, BOTOX® Cosmetic, Restylane and Sculptra.

All sessions will have refreshments, door prizes and featured product specials.

AN INTERVIEW WITH DR. LEIGH ELLEN EUBANKS

THE PROPER PROCEDURE

Q. Dr. Eubanks, lasers are becoming more and more popular for remedying conditions of the skin. Are there different types of treatments that are better for different complaints? How and why?

A. It's very true that in recent years lasers have become one of the most powerful and effective tools in the treatment of cosmetic skin conditions. Using wavelengths that penetrate different layers of the skin, lasers can reduce or eliminate spots and wrinkles, help to correct sun damage, revitalize collagen and stimulate its growth, reduce the damage caused by acne, and correct more problems including uneven skin tone, enlarged pores, and more.

Lasers work by emitting an intense beam of light in specific, and different, wavelengths. There are many different types of lasers, each with a different wavelength. Therefore, each laser works on a different target. We can rely on one laser to correct a problem, such as red or brown spots, and another to be more effective on fine lines or wrinkles.

Q. What types of problems are best suited for treatment with lasers?

A. Here at Suzanne Bruce and Associates, we have been successfully treating a number of skin complaints with the laser and IPL (Intense Pulsed Light) treatments. These include:

- Brown spots
- Redness and rosacea
- Broken blood vessels
- Fine lines
- Uneven textures
- Pore size

Again, it is important to note that different laser and IPL treatments are better for some conditions. A consultation with one of our dermatologists knowledgeable about and skilled in the use of laser and IPL can determine which type of treatment is best to remedy a patient's particular condition.

It is also important to remember that a laser or an IPL device is a powerful tool and should only be used by a professional – someone who is thoroughly trained and acquainted with its intricacies as well as the properties of the condition to be treated and the skin of the patient.

Q. FotoFacials have been used successfully by dermatologists for many years. For what problem is a FotoFacial™ the best choice?

A. FotoFacial uses intense pulsed light and is one of our most popular treatments. The treatment allows us to target sun-damaged areas and treat these areas very effectively.

Sun damage is very prominent in this part of the country. Nowadays, we are so much more aware of the dangers of sun exposure, but truth be told, none – or most of us – weren't very smart teenagers. We played and bathed in the sun, and we're all paying for it now in some way, ranging from skin cancer to brown and red sun spots to uneven skin tones.

Even as adults, we Texans are outdoor types, enjoying physical activities, such as a round of golf, that put us in the sun for hours at a time.

Specifically, FotoFacial has proven to be very effective in the reduction of red and brown spots. We have also used it successfully to help achieve a more even skin tone. A series of five treatments over a



period of four or five months is generally recommended for optimum results.

Q. What laser treatment do you most often recommend to resolve fine wrinkles, acne, and acne scars?

A. In our years of working with lasers, we have found that our non-ablative laser treatments are very effective to help decrease wrinkles, reduce acne scars, and help resolve acne. Additionally, we have found that the laser treatments, such as CoolTouch®, help improve pore size. I have found that this type of laser treatment is excellent for fine lines that can appear around the mouth.

A non-ablative laser like CoolTouch uses the light energy to stimulate collagen, which improves wrinkles and scars. However, because the laser is non-ablative, meaning it doesn't injure or remove any layers of the skin, there is little or no down time needed for recovery. Most patients have redness for about an hour after a treatment.

I also recommend the CoolTouch for individuals with acne scars. These patients can realize a 20 to 40 percent improvement – oftentimes even more. And, the improvement is usually permanent. Many of my twenty-something patients have found great relief from their acne scars with CoolTouch.

To be effective, a series of five treatments is recommended, and patients who cannot undergo the complete series are advised to consider another treatment. One treatment is administered every three to four weeks.

Q. Are there more lasers treatments that you and your colleagues at Suzanne Bruce and Associates recommend for patients?

A. Absolutely. In fact, we have found that FotoFirm™ is an ideal treatment to address the components of sun damage, including red capillaries, brown and red spots, redness, rosacea, and other forms of skin damage.

FotoFirm is a skin-rejuvenation treatment that utilizes a combination of laser, IPL and radiofrequency energies, giving us the ability to target multiple problems at one time.

FotoFirm is generally a series of five treatments, and the recommended time frame is one every three weeks. With a FotoFirm treatment, a patient may experience some redness and swelling, and brown spots will generally get darker before they lighten.

Q. There's a lot of talk about Thermage®. What are its advantages?

A. Thermage is a non-ablative treatment that utilizes radiofrequency energy. The treatment is designed to cause immediate collagen contraction, followed by collagen production over a three-to-six month period of time post procedure.

Many of our patients have had excellent results with Thermage, including subtle and gradual tightening of the skin. It has been used effectively to sharpen a jaw line, raise eyebrows, and help with sagging under the chin.

Thermage offers a patient a non-invasive alternative to tighten loose skin. It is effective on any skin type.

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About our Procedures – continued from page five

Q. *Is Thermage® only for facial procedures?*

A. We have very recently begun using Thermage on different areas of the body to help tighten skin on the stomach and arms. This treatment known as Body by Thermage™ is designed to contract collagen and then cause collagen production, making it an excellent choice for areas that need tightening.

It is not, however, a tummy tuck. But, in many cases, such as post pregnancy where there is a surplus of loose skin on the abdomen, we are having good results. A patient sees some improvement after the treatment, and gradually, the tightening continues over a period of a few months.

Q. *Fraxel® is a laser treatment which is also receiving lots of attention from patients and in the press. Can you give us insight as to this treatment and which conditions it is best for?*

A. Fraxel is one of the newest laser treatments for skin resurfacing. An ablative laser, it is unique in that it works to remove only about 20 percent of the skin, so recovery is quicker.

Fraxel is very effective to improve texture and pore size and eliminate brown spots, discoloration, and mottled skin. It is the recommended treatment for the facial lines that are deeper – and it is excellent for older skin that may not respond as well to other laser treatments. It can also be used to give hands a more youthful appearance. It was just recently cleared by the FDA for the treatment of acne scars and surgical scars.

With Fraxel, however, there is more downtime than with some of

the other laser treatments. There is generally redness and swelling, and subsequent treatments will have peeling, dryness, flaking, and such. Patients find that these conditions resolve as the skin heals.

Q. *All of these treatments sound very effective. Are there any cautions for individuals who are interested in using one of these procedures to change and improve the appearance of their skin?*

A. Lasers and IPL and radiofrequency devices are invaluable when it comes to restoring skin to a healthier condition and restoring a younger, fresher-looking appearance. However, I do caution every person considering any of these treatments to know who is going to administer that procedure. It is important not only that the person using the device has an extensive knowledge of the benefits of the procedure and experience with equipment, but also that this person knows how the skin heals and perhaps more importantly, how the skin might be damaged.

Lasers are undoubtedly remarkable tools, but it is the doctor's skill that makes it an effective tool. Lasers are powerful and in the hands of an unqualified person, who perhaps has had only an hour or two of training, the results can be devastating.

Here at Suzanne Bruce and Associates, we understand lasers and our other treatment devices. We have been trained and attend subsequent training sessions as techniques and technologies improve. We are constantly consulting internally among our doctors about what works best and adapting our procedures. We understand the physics and the science behind the lasers and IPL and radiofrequency devices. We make our recommendations based on experience and medical knowledge. All our treatments are administered in an aesthetically-pleasing but still medical environment.

BODY BY THERMAGE

The Food and Drug Administration (FDA) has recently approved the use of Thermage® off the face. Thermage is a treatment that utilizes radiofrequency energy to tighten, contour, and rejuvenate the skin. It was initially FDA-approved to treat wrinkles and skin laxity on the face. Now with the new approval, it can be used on the arms, thighs, buttocks, and abdomen. The procedure is called Body by Thermage™.

Many women have loose, stretched out skin on the abdomen from pregnancies. Even though they may have worked out a lot to lose weight post partum, the abdominal skin often doesn't snap back to its pre-childbirth condition. Prior to Thermage, the only

answer was a surgical tummy-tuck procedure. Body by Thermage has many advantages over a surgical procedure, such as the lack of a surgical scar, less risk of side effects, speed, and convenience.

The procedure is done on an outpatient basis. No anesthetic is necessary, but if the patient so chooses, an oral pain medication may be taken. The patient feels a heat sensation as the radiofrequency energy is being delivered to the treated areas. The average treatment session lasts about two hours, but larger surface areas may take longer. If you are interested in seeing if you are a good candidate for Body by Thermage, schedule an appointment with one of our dermatologists at 713.850.0240, press 2.

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