

THE SKINNY



FALL ISSUE 2009

OCTOBER OPEN HOUSE

CELEBRATING OUR 12TH YEAR

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PERMANENTLY

ANNIVERSARY
PROGRAM

SUZANNE BRUCE AND ASSOCIATES

WHAT'S NEW

I am very excited to announce the 12th Anniversary Open House Celebration that we will host on Saturday, October 10th from 9:00 a.m. to 12:00 noon. Our theme for this year's extravaganza is *It's a Brand New Bag*. Every year, our Open House brings you up-to-date on the latest innovations in dermatological procedures and skin-care products to improve the health and appearance of your skin. But 2009 is an exceptional year as we introduce two new practitioners – Dr. Kristel Polder and Christina Ahrens, ARNP; open up our new 5-Star SPA; and present new procedures like ThermoFrax and new products like the Omnilux® hand-held home light therapy devices, the new U™ for skin rejuvenation and the blue U™ for acne. Those are just a sampling of the new items in our bag for you and your guests. Read more about this year's celebration below and see *The Program* on pages four and five. RSVP early, and we'll see you in early October at what will be our best Open House yet.

Identifying and treating skin cancer is at the heart of our medical dermatology practice. And it all starts with your annual full-body skin exam to see if any suspicious lesions or changed moles could point to a possible skin cancer. Christina Ahrens, ARNP, our new nurse practitioner, who works with me on the medical and clinical trial sides of SBA, shares her insights about the importance of, and what's involved in, an annual skin check up on page six. On page eight, she also clarifies exactly what a nurse practitioner is and how she fits into our provider framework here. Christina is now in her third year of dermatology practice. She joined us in early July after a move to Houston, and she and I have been seeing medical patients together for two months. She is an excellent, thorough, patient-focused clinician, and she is now on most of our popular insurance plans.

I recently had the privilege of presenting *Skin Rejuvenation Through the Ages* to CREW (the Commercial Real Estate Women's business group) at a lovely event at Saks. In that talk, we discussed the concept



of global rejuvenation – treatments that are performed on the entire face. My thoughts on this subject can be found on page three.

Fuller, natural-looking lips can take years off your appearance. Dr. Polder is passionate about the benefits that dermal fillers, like Juvéderm® and Restylane®, can bestow on this facial focal point. Get her insights on lip rejuvenation in her *Kiss and Tell* article on page six. April Harrison, PA-C, gets many questions on dermal fillers from her patients during her cosmetic consults.

Dermal filling has come a long way since Zyderm® and Zylplast® (the first dermal fillers) were approved by the Food and Drug Administration (FDA) in 1981 and 1985 respectively. There are now a variety of fillers from which to choose, each with its own characteristics and best area of use. Today, it's more about natural-looking facial sculpting rather than just filling lines. It's also about technique, and April has years of experience helping her patients achieve a younger, fresher look with our full range of fillers from collagen to the new Sculptra® Aesthetic. She answers the most common questions she receives in her consults in her article on page seven.

It's fall – the most popular and recommended time for permanent hair reduction. Our two registered nurses, Marcela Ramirez and Maria Antesoda, have over 20 years of experience with this tried and true treatment to remove unwanted hair permanently, reducing the need for shaving, waxing and tweezing. SBA has been providing this service for 12 years, and our technology and technique has helped thousands of patients achieve lasting results and, in many cases, regain their self-esteem and self-confidence. Marcela and Maria give you the skinny on this popular fall procedure in their "hair razing" article on page three.

Please register and pledge for the 2009 Komen Houston Race for the Cure® on Saturday, October 3 at Sam Houston Park downtown, and join us for our 2009 Open House Celebration on the following Saturday, October 10. We look forward to seeing you.

OUR 12TH ANNIVERSARY OPEN HOUSE

HELP US CELEBRATE

On Saturday, October 10, you are cordially invited to join us at this year's open house celebration – *It's a Brand New Bag*. The festivities will be held in The Centers for Medical and Cosmetic Dermatology, The Center for Skin Research and our new SPA at SBA from 9:00 a.m. to 12:00 noon at 1900 St. James Place, 6th floor.

We have a banner line-up of skin-care professionals who will be there to inform and answer your questions on the latest advances in medical and cosmetic dermatology. 2009 has brought its share of new treatments and products, so don't miss this opportunity to find out what you can do to improve and rejuvenate your skin. You can also learn about our currently-enrolling clinical trials.

So far, 31 experts representing 14 different companies will be stationed in different rooms throughout all three Centers and The SPA, making on-going presentations and answering your questions on various skin-related issues, such as photodynamic and light therapies for acne, facial skin rejuvenation, resurfacing and tightening, cellulite, rosacea,

permanent hair reduction and wrinkles. Our doctors and PA will host talks throughout the morning on our newest procedures, such as fractional laser resurfacing. Refer to *The Program* on pages four and five for our list of presenters and their topics.

We will be providing free glo™minerals mini-makeup sessions all morning. We will also be offering short skin analysis consults, using both our VISIA and UV photography systems. To get an accurate picture of your skin's condition, come without any foundation makeup or be prepared to remove it for the photo. You can reapply your makeup afterwards.

In addition, there will be refreshments, door prizes, and other giveaways. Feel free to join us for a few minutes or stay the whole morning. So come, be informed, bring a friend, and learn the latest about how to keep your skin healthy and beautiful. It truly is a brand new bag!

Please RSVP via e-mail to apatterson@sba-skincare.com or call 713.850.0240 and press 114.



RAZING HAIR

PERMANENTLY



With today's great new technologies for permanent hair reduction, there is no reason to put up with the hassles of shaving, waxing, depilatories or electrolysis to get rid of unwanted hair. At SBA, with lasers and intense pulsed light (IPL), we can treat patients of all skin colors including darker complexions. So how does light remove hair? Light energy in either form is absorbed by the pigment in the hair. That absorbed light heats the hair, which damages or destroys the re-growth potential of the hair follicle. Since colored hair is needed to absorb the energy, brown or black hair is the easiest to treat. Unfortunately, neither IPL nor lasers work very well on blonde or white hair. Our most popular treatment areas are upper lip, bikini and underarms.

The advantage of having permanent hair reduction performed at SBA is our experience. Between us, we have over 20 years of experience. Over the past 12 years, we have successfully performed more than 10,000 treatments using our premiere technology. Working at SBA over many years with all our wonderful dermatologists, we know the skin. We can spot trouble spots (possible skin cancers) that need medical attention before any hair removal treatment. And we have access to dermatologists at all times should a question arise. You can also one-stop shop – combining your hair removal visit with a medical check-up, other cos-

metic treatment, such as BOTOX® Cosmetic, or a relaxing SPA treatment.

To reduce any discomfort from the treatment and relax our patients, we use an anesthetic cream applied to the area to be treated for one hour before treatment. Most patients tolerate the procedure without any difficulty. After the treatment, hair falls out over the next one to two weeks. It takes an average of six to eight treatments, spaced four to six weeks apart, to see a significant improvement. We sell packages of four treatments. After four treatments, most patients see much of their dark, coarse hair not coming back. Patients can then purchase a single treatment or another package for touch ups to get rid of the finer, darker hair.

Side effects are rare. They can include slight reddening or swelling at the treatment site, possible bruising or blistering, and temporary darker or lighter pigmentation changes. We recommend limiting sun exposure to further reduce the risk of complications. Also, with paler skin, the bulk of the energy can be delivered to the hair follicles. That's why fall is the ideal time to perform a treatment series.

To schedule a complementary consultation, call 713.850.0240 and press 2, or email CosmeticAppts@sba-skincare.com.

Maria Antesoda, RN, and Marcela Ramirez, BSN, RN

GLOBAL FACIAL

REJUVENATION

The concept of global rejuvenation refers to treatments that are performed on the entire face, as opposed to treatments that focus on specific problem areas. Examples of the latter would be BOTOX® Cosmetic injections to treat frown lines between the eyebrows or dermal fillers to treat smile lines around the mouth.

Global rejuvenation includes procedures that are done on the entire face to improve the signs of skin aging, such as wrinkles, sagging, brown spots, red blood vessels, rough texture and large pores. There are a myriad of procedures that can be done to address these concerns, ranging from less invasive, less downtime at one end of the spectrum, to more invasive, more downtime at the other end of the spectrum. Here I will address the more aggressive treatments. A future article will cover less aggressive options.

Three global, full-face rejuvenation procedures we recommend are Thermage®, FotoFacial/FotoFirm and Fraxel®. Thermage, with its facial treatment tip, uses radiofrequency energy to gently heat the skin to a level that triggers skin tightening and new collagen production – the holy grail of cosmetic dermatology. There is some immediate tightening of the face when the procedure is done. However, over the six months after this one-time treatment, the skin gradually becomes tighter and smoother with improved texture and reduction in wrinkles. We can also do the eyes as an add-on procedure to smooth out wrinkles on the eyelids. In most instances, this reduces hooding, giving the eyes a wider-open, more awake look. Besides the results it yields, the other wonderful thing about Thermage is that it is easy to do, no topical anesthetic is required, and there are no after effects, such as redness, swelling or bruising – hence little or no downtime.

The second of our full-face procedures is FotoFacial/FotoFirm. FotoFacial uses a technology called intense pulsed light or IPL. It reduces red blood vessels and brown spots commonly found on the face in fair-

skinned Texans due to our constant, more intense exposure to the southern sun. FotoFirm is a procedure that combines IPL for the benefits described above with a laser treatment that stimulates new collagen production. New collagen improves texture and fine wrinkles. These two treatments done in a series of five are the best weapon we have for facial blood vessels, the extreme condition of which is called rosacea. Both FotoFacial and FotoFirm have a little downtime; brown spots will appear darker for a few days after treatment before they exfoliate and go away.

The third global rejuvenator we love at SBA is Fraxel. When this laser first hit the market in 2005, it was a breakthrough in facial resurfacing with its fractionated energy delivery. Rather than laser off the entire skin surface at one time like the first lasers that were used to treat wrinkles, Fraxel breaks up the laser beam into thousands of tiny columns of laser light. This fractional resurfacing of the skin is much safer with less risk of complications and less downtime than full-face resurfacing. We have two Fraxel options: the re:store, which requires a series of treatments, and the re:pair, which is typically a one-time procedure but has more downtime than re:store. Both give excellent improvement in texture, wrinkles, brown spots and scars.

After a global rejuvenating procedure, we then see if we need to put "icing on the cake". That icing is more fully discussed in April's and Dr. Polder's articles on dermal filling, but we can treat deeper facial lines and sunken cheeks with our anti-aging arsenal of dermal fillers, such as Juvéderm®, Restylane®, Radiesse®, Evolence® and Sculptra® Aesthetic.

The best way to get started on facial rejuvenation – global or targeted – is to come in for an individual consultation. In that appointment, we'll discuss your issues and design a patient treatment plan that's right for you. To schedule your consultation, call 713.850.0240, then press 2 or email CosmeticAppts@sba-skincare.com.

Suzanne Bruce, MD

12TH ANNIVERSARY OPEN

THE PROGRAM

Skin Rejuvenation Through the Ages

Suzanne Bruce, M.D.



Fraxel®: Results You Can See and Feel

Kristel Polder, M.D.

Brent Hauser, Capital Sales Representative
Solta Medical

Thermage®: Your Life, Live It Beautifully!

Marcela Ramirez, RN
Elena Brown, Sales Consultant
Solta Medical



Center for Skin Research: Current Clinical Research Studies

Sandy Nero, CRC, Jasmine Leung, CRC,
Amy Fletcher, CRC, Deann Kaiser and Nadia Nassaj

Facial Sculpting with Dermal Fillers

April Harrison, PA-C



Skin Cancer and Acne: Dermatological Hot Topics

Christina Ahrens, ARNP

Permanent Hair Reduction Treating Acne and Acne Scars: Lasers, Light and Photodynamic Therapy

Maria Antesoda, RN

SPA Services: Relax, Refresh, Rejuvenate

Amanda Parish and Shea Wood



VISIA® Complexion Analysis and Regimen Recommendations

Krishna Coleman, Courtney Smith and Kim Tran

FotoFacial™, FotoFirm™ and CoolTouch®: Removing Redness and Wrinkles

Leigh Ellen Eubanks, M.D.



The One, The Only, BOTOX® Cosmetic Juvéderm®: Experience the Smooth, Natural Look and Feel That Lasts Latisse™: Longer, Thicker, Darker Lashes

Julie Kiersh, Business Development Manager
Allergan, Inc.



EN HOUSE CELEBRATION

THE PROGRAM

Radiesse®: Liquid Lift

Missi Gibbens, Territory Manager
Bioform Medical



**Restylane®: Get The Lift
You've Been Looking For****Dysport®: FDA-Approved Wrinkle Relaxer**

Sabrina Janecka, Sales Specialist
Medicis Aesthetics



**Evolence®: First and Only
Collagen Dermal Filler
That Lasts 12 Months**

Jill Germann, Territory Manager
Ortho Dermatologics

**TNS Essential Serum™: Two Revolutionary Anti-
Aging Formulas, One Remarkable Serum**

Michele Cappi, Senior Sales Representative
SkinMedica Aesthetics

**Obagi® Skin Care is a
MUST for Your New Bag!**

Joy Dayan, Product Manager
Shannon Hardy, Senior Sales Rep
Obagi Medical Products



**Phloretin CF™: A New Class
of Topical Antioxidant**

Tracy Hawe, Territory Sales Manager
SkinCeuticals

Clarisonic® PRO: The Ultimate Cleaning Machine

Andrea Massarano, Territory Sales Manager
Pacific Bioscience Laboratories Inc.

**Omnilux: New U™ and
Clear U® Home LED Therapy**

Sheronda Sweet, Account Manager
PhotoMedex, Inc.



**glo™minerals Makeovers:
Beauty with a Higher Purpose**

Brittany Edgerton, Sales Consultant/Makeup Artist
gloProfessional

**Aveeno®: Discover the
Beauty of Nature + Science**

Misty Redding,
Professional Sales Representative
Johnson & Johnson Consumer
Products, Co.



**Tazorac®: Experience the
TAZ Effect for Acne and Fine Lines
BOTOX®: For Hyperhidrosis**

Jebb Ruff, Houston Territory Manager
Allergan Dermatology Therapeutics

**UV Photography:
Uncovering the Sun
Damage You Can't See**

Photography equipment courtesy
of Johnson & Johnson Consumer
Products, Co.



FILLERS FOR LIP ENHANCEMENT

KISS AND TELL

The two areas we focus on when looking at the face are the eyes and the lips. The lips dominate the lower half of the face, and their appearance cannot be overestimated. As we age, several factors contribute to loss of volume and shape of the lips. Lower jawbone loss leads to decreased support of the underlying tissue, causing it to sag and form jowls. The ends of the upper lip hang down. The borders of the upper and lower lip become less defined – or worse – can develop fine lines from years of sun exposure and also smoking. As we age, the skin's collagen and elastin break down, leading to thin and loose skin, like a balloon that has been deflated. Lipstick will bleed into the lines, obscuring the border between the lips and the skin surrounding the lips. All of these factors lead to the appearance of aged, wrinkled lips.

The lips are one of the most important areas for restoration in cosmetic dermatology, and one of the least amenable to surgical intervention. However, with the advent of dermal fillers (substances injected into the skin to plump the overlying wrinkles) lips can be addressed with excellent aesthetic outcomes. When lips are full and well-defined, they project the appearance of youth and health.

Enhancement of the lips should be subtle. Lips are about volume, but more importantly, shape. The junction of the lip and the surrounding skin should be defined, with volume being added to the center part of the lip to suit the patient's individual needs and desires. The lower lip is fuller than the upper lip by a ratio of approximately 1.2:1.0. There are ethnic variations to lip volume, as well as cultural. Many considerations should be taken into account when deciding on the correct amount of



lip volume. Ultimately, the key to aesthetically-pleasing lips is the harmony between the lips and the rest of the face. "Angelina Jolie lips" on a petite woman would not appear in balance with the rest of her face and stature. The needs of each individual patient can be addressed in consultation with one of our cosmetic dermatologists.

At SBA, we work with each patient to create lips to suit their individual needs and specifications. We use the hyaluronic acid fillers, such as Juvéderm Ultra and Restylane, in the lip area. Other fillers can be used in the parentheses lines around the mouth and the jowls on either side of the lips; however, only the hyaluronic acid fillers can be utilized in the actual lip. Because we place the utmost importance on patient comfort, we use a topical numbing cream, liquid anesthetic mixed with the filler, and if desired a dental block to achieve adequate anesthesia for the patient. The patient is handed a mirror during the procedure, and an open discussion is held as to the desired amount of definition, volume and support. This interactive approach between doctor and patient gives you control over the final appearance of your lips.

As lips are the dominant focal point of the lower face, what do yours say? Do they project the look of health and beauty that you want? Now, you know the secret to youthful lips – aesthetic rejuvenation with fillers. Just don't kiss and tell...but do call our office today to set up your consultation at 713.850.0240 and press 2.

Kristel D. Polder, MD

References: Klein AW. In Search of the Perfect Lip: 2005. *Dermatol. Surg.* 2005;31:1599-1603.

GETTING THE

FULL PICTURE

At SBA, an important service we offer is the full body skin exam, which we recommend that all patients receive yearly. In patients with a history of skin cancer, that exam should be performed at least every six months. Furthermore, patients should perform monthly self skin checks at home.

The most common skin cancer is a basal cell carcinoma, followed by the second most common type which is a squamous cell carcinoma. Any new skin lesion, especially one that is growing, itches, bleeds or won't heal, should be evaluated. Melanoma skin cancer is less common, but can be life-threatening. If caught early, the prognosis is excellent. When screening for melanoma, following the **ABCD** criteria is recommended. **A** stands for asymmetry, **B** is for irregular borders, **C** for different colors and **D** is for diameter greater than a pencil eraser.

Melanoma has been on the rise recently, especially in young



women, likely due in part to tanning bed use. Just recently, the World Health Organization released a report confirming that tanning beds are indeed carcinogenic. The study found that individuals under the age of 30 who used tanning beds had a 75 percent increase in melanoma risk. Given the popularity of tanning beds in our area, as well as the sunny climate, a complete skin examination is essential.

Often patients come to our office with lesions of concern, which are entirely benign. However, following a full skin examination, lesions are often identified that patients were not aware of, that prove to be cancer. Additionally, complete self evaluation is difficult, further supporting the need for an in-office skin examination.

Dr. Polder and I are currently accepting new patients and are contracted with most insurance companies. We look forward to seeing you in the near future for your full body skin exam!

Christina D. Ahrens, ARNP



FILLING YOU IN ON FACIAL FILLERS

There are many wonderful options for facial dermal fillers today but, with so many options, it can be confusing. During cosmetic consultations, I am frequently asked – which filler is the right one for me? The answer depends on the area we are filling.

The new direction in facial fillers is enhancing mid-face volume, or the apples of the cheeks and temples. As we age, gravity causes the normal fat pockets under the skin to migrate downward. This gives a drawn, tired look to the face and a flattened appearance to the cheekbones. This also creates nasolabial folds (the lines from the nose to the mouth) and marionette lines (the lines from the corners of the mouth to the chin). Additionally, we lose volume in our temples, which creates a triangular shape to the face with the upper face being narrower than the lower.

A youthful face has more volume in the cheeks and tapers down to the chin, creating an inverted triangle shape. By restoring volume to the appropriate areas with dermal fillers, we can subtly give a more youthful, rested appearance. Radiesse® is a filler that we use to restore volume in the cheeks and temples. Radiesse is composed of calcium-based microscopic spheres suspended in a water-based gel. It is bio-compatible so there is no need for prior skin testing. After about three months, the water-based gel is dissolved naturally and the calcium-based spheres stimulate the body to build new collagen. Over time, the calcium spheres are absorbed naturally. Radiesse is placed deeply in the skin to restore the natural contours. In doing so, nasolabial folds and marionette lines are lifted, so there may be little or no need to fill these areas. With mid-face enhancement, we are treating the problem, not the symptom. And the best news is that the results are immediate! Radiesse will last up to 18 months so there is no need for frequent touch-ups.

Sculptra® Aesthetic is a long-lasting, volumizing filler that can be used in the cheeks and temples, nasolabial folds and marionette lines. This novel filler is composed of microscopic particles of absorbable suture material. We mix the filler with sterile water and an anesthetic solution. After a topical anesthetic is applied to the area to be injected, Sculptra Aesthetic is injected in small amounts over the area to be treated. During the following 48 hours, the water and anesthetic are harmlessly absorbed by the body, leaving the tiny particles of filler behind. These particles stimulate the skin to build collagen around them – a process that takes about four to eight weeks. Most patients require two to three different treatment sessions to build up to the desired effect. Once that is achieved, results can last for two or more years!

Hollows under the eyes or tear troughs are other areas that I am commonly asked about. Fortunately, we have several options for those as well. If we are building up the cheeks with Radiesse, then we can also use this filler under the eye. Tiny injections are placed deeply on the bone under the eye to lift the skin and soften the tear trough groove. Sculptra Aesthetic can also be used in this area. Sometimes the tear trough area is the only place a patient desires to have corrected. In that case, we can use a hyaluronic acid filler, such as Juvéderm®, or a long-lasting collagen filler, such as Evolence®. Hyaluronic acid is a natural sugar molecule that we all have in our body. It acts like a sponge, absorbing the body's water. This plumping effect provides a nice result when used as a dermal filler. Evolence is a porcine, collagen-based filler that can last up to a year. Collagen fillers by nature tend to produce less temporary bruising than other fillers, making them a good option to use in many areas. But any filler can cause bruising, so this is important to keep in mind when scheduling.

Juvéderm and Evolence are versatile fillers that we use often when filling the nasolabial folds and marionette lines. And the beauty of them, and most other fillers, is that the results are immediate! You will leave the office completely filled in. Juvéderm can also be used to fill fine lines on the skin, such as vertical lines above the lip and smile lines on the cheeks.

As we age, we also lose volume in our lips. It is natural to restore that volume with a dermal filler, such as Juvéderm. Dr. Kristel Polder has an excellent article on lip fillers in this issue of *The Skinny*.

Common side effects of fillers are redness, bruising, and swelling in the treated area. These side effects are temporary and most resolve within a few days.

We would love to help you decide which filler or combination of fillers is right for you. Schedule a consultation by calling 713.850.0240 and press 2. At your visit, we'll discuss the options in detail so we can tailor a treatment plan specifically for you!

April Harrison, PA-C



SUNSCREEN

FOR ACNE-PRONE SKIN

Because we are sun protection fanatics, we love to discover new sunscreens. Our latest find is an Elta MD™ sunscreen for acne-prone skin. New Elta MD UV Clear SFP 46 contains niacinamide, an ingredient that has an anti-acne effect. In addition, niacinamide improves discoloration and sun damage. The extremely lightweight, oil-free

formula works well alone or under makeup. It is fragrance-free, paraben-free and is also non-comedogenic, which means it does not cause or promote acne. This makes it perfect for kids and adults who have been unable to find sun protection that didn't aggravate their acne. You can now purchase this new sunscreen in our office.

AN ARNP

WHAT IS AN ARNP?

ARNP stands for advanced registered nurse practitioner. This is a registered nurse who has completed graduate level training and received a master's degree in nursing.

She/he is then required to pass national board certification to become licensed as an ARNP. ARNP's in dermatology are able to diagnose, treat, perform minor surgical procedures, and provide various cosmetic therapies to patients. In addition to providing clinical care, ARNP's also focus on health promotion, disease prevention and patient education.

HOLIDAY

SCHEDULE AT SBA

THANKSGIVING

Thursday – Saturday, November 26 – 28
All offices and SPA closed

CHRISTMAS

Thursday – Saturday, December 24 – 26
All offices and SPA closed

NEW YEAR'S

Thursday, December 31
All offices and SPA will close at 12:00 noon
Friday – Saturday, January 1 – 2
All offices and SPA closed



Suzanne Bruce, M.D. • Leigh Ellen Eubanks, M.D. • Kristel D. Polder, M.D. (Board-eligible) • April Harrison, PA-C • Christina D. Ahrens, ARNP
Board Certified, American Board of Dermatology; Fellows, American Academy of Dermatology

SUZANNE BRUCE AND ASSOCIATES, P.A.

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