

# THE SKINNY



FALL/HOLIDAY 2004

## INSIDE THIS ISSUE

**What's New**

**Don't Sweat It**

**Face-Saving Makeup**

**Meet Megan York**

**Restoring and Correcting Facial Contours**

**GentleWaves to Get Your Skin in Shape**

**Open House Celebration**

**Holiday Specials**

**Be a Volunteer**

**Upcoming Events**



## WHAT'S NEW

Fall has arrived and the way this year has flown by, the holidays will be here in no time. In recognition of that fact, we are combining our fall and holiday issues into one this year. So, welcome to the Fall-Holiday *Skinny!*

There is already so much excitement around our place that you'd think it was the holidays. Here's what the buzz is all about. In a year that has seen the introduction of many new technologies and services, we are pleased to announce two more new treatments for skin rejuvenation. First, Sculptra™ is an innovative injectable that fills in contour irregularities and wrinkles by stimulating collagen production. Second, GentleWaves® Skin Fitness System employs LED (light emitting diode) photomodulation to cause skin cells to produce collagen, which in turn improves fine wrinkles and the texture of aging skin. You can learn more about Sculptra™ and GentleWaves® in the accompanying articles.

Two more FDA approvals occurred in August. First, the Thermage™ procedure, our most popular facial skin-tightening treatment, received clearance from the U.S. Food and Drug Administration for treatment of the full face. Previously, the FDA had approved the ThermoCool™ device for use on the upper face. Although we have been successfully treating the entire face for over a year, this positive nod from the FDA should encourage more people to consider this treatment that can give their face a little lift and a more youthful appearance. Next, BOTOX® now has FDA's blessing for safe treatment of the severe underarm sweating condition known as primary axillary hyperhidrosis. Again we have been performing this treatment for some time, but FDA approval should convince a larger audience to give this effective procedure a try.

We introduced Megan York, our new patient-care coordinator, to you in our summer issue. Megan, a licensed aesthetician with five years in the skin-care field, is doing a great job and is being well received by our patients. She assists our dermatologists with skin rejuvenation consultations, provides patients with information about our procedures and products, and helps our clients get on a skin-care regimen that's right for them. You can get to know Megan better and learn more about what she does for our patients in her interview.

We are also pleased to now be offering glo™ minerals, a premier line of mineral-based makeup. For years our patients have asked us to recommend a good base makeup that provides sun protection and is gentle on the skin. After much sampling, we finally found the right stuff. See why we're so excited about this new line in the article, Face-Saving Makeup. Megan is spearheading our foray into this new area. You can schedule a complimentary consultation with her by calling 713.850.0240.

We are excited to announce that we will be hosting our annual Anniversary Open House Celebration on Saturday, October 23, from 9:00 a.m. to noon. This popular event will feature in-room presentations by our doctors and other professional staff members along with representatives from many of our leading technology and product suppliers. They will provide our guests with the latest information on skin care and skin rejuvenation. See the insert for all the details and official line up. Mark your calendar, bring a friend and join us for a morning full of entertaining education on how to take better care of your skin and look your best.

As always, thanks for all of your past support and come see us to get ready for a great fall and a wonderful holiday season.

## DON'T SWEAT IT

We are pleased to announce that the FDA has recently approved BOTOX® for the treatment of severe underarm sweating (primary axillary hyperhidrosis) that is inadequately managed with topical agents. This represents an important new treatment option for the 1.3 million Americans suffering with hyperhidrosis.

Severe axillary hyperhidrosis is a medical condition that involves hyperactive sweat glands. Sweating is the body's temperature regulator. In hyperhidrosis, sweating significantly exceeds the body's normal requirements. In some patients, the excessive sweating interferes with daily activities.

BOTOX® treatment helps control this condition by temporarily blocking the chemical signals from the nerves that stimulate the sweat glands. In a clinical study of 322 patients with severe underarm sweating, 84 out of 104 BOTOX®-treated patients (81 percent) achieved a greater

than 50 percent reduction in sweating, compared to only 44 out of 108 treated with a placebo (41 percent). The median duration of response in BOTOX® patients was between six and seven months.

BOTOX® is not a cure; the excessive sweating will return gradually. The treatment can be repeated as needed to control the symptoms of hyperhidrosis.

We have been performing this treatment successfully for a number of years as a cosmetic treatment. However, the FDA's approval now qualifies this underarm treatment for coverage under most insurance plans. We are working with Allergan Dermatology Therapeutics, the maker of BOTOX®, to verify insurance coverage for qualified patients. Please call The Center for Medical Dermatology at 713.796.9199 to schedule your consultation for this newly-approved treatment. If you would like more information about hyperhidrosis, visit our website.

**SUZANNE BRUCE AND ASSOCIATES, P.A., is a proud sponsor of the Komen-Houston Race for the Cure®.** This year's race will be held at a new venue,

Eleanor Tinsley Park, near Downtown on Saturday, October 2. We urge you to participate and contribute to this important event that raises money for breast cancer research. We have sign-up applications in our offices, and we look forward to seeing you there. Stop by our booth before and after the race for free sunscreen samples while they last!



# OPEN HOUSE CELEBRATION

## YOU'RE INVITED

On **Saturday, October 23**, we are once again rolling out the red carpet and inviting you to join us at our annual open house celebration. We have an all-star lineup of skin-care professionals who will be there to inform you on the latest advances in medical and cosmetic dermatology. 2004 has been a banner year for the introduction 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. We look forward to seeing old friends and making new ones at our offices at 1900 St. James Place, Suites 600 and 650, from 9:00 a.m. to 12 noon.

So far, twenty-one experts representing eleven different companies will be stationed in different rooms throughout both Centers making on-going presentations and answering your questions on various skin-related subjects. Three of our board-certified dermatologists will

be making short, formal presentations on some of our most popular procedures. There will be demonstrations and small group interactions. Refer to The Program for our list of presenters and their topics.

You can also have a free, special UV photo taken of your face that will reveal your hidden sun damage. It's a real motivator to stick with your sunscreen and a proven skin-care regimen! 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 after the picture is taken.

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, see The Centers and have fun. It's our way of helping you learn about your skin and what can be done to keep it healthy and looking fresh. Please RSVP via e-mail to [rorlin@sba-skinicare.com](mailto:rorlin@sba-skinicare.com) or call 713.850.0240 and press 2.

## THE PROGRAM

### Formal Presentations

#### 9:15 a.m.

*Relaxing Wrinkles and Smoothing and Sculpting Lips with BOTOX®, Restylane® and Collagen*  
Leigh Ellen Eubanks, M.D.

#### 10:15 a.m.

*Why Skin Ages and Skin Rejuvenation with FotoFacial™*  
Leena S. Bhat, M.D.

#### 11:15 a.m.

*Reducing Wrinkles with a CoolTouch® III*  
*Tighter Skin without Surgery with Thermage®*  
Leslie J. Tenaro, M.D.

### On-Going Presentations

*VelaSmooth™: A New Treatment for Cellulite*  
*Leg Veins: How to Treat and Prevent Them*  
Suzanne Bruce, M.D.

*FotoFacial™: Rejuvenating Your Face*  
Leslie J. Tenaro, M.D.

*Thermage®: Tighter Skin Without Surgery*  
Leigh Ellen Eubanks, M.D.

*CoolTouch®: Reducing Wrinkles and Acne Scars*  
*Aurora™ and CoolTouch®: New Advances in Acne Treatment*  
Leena S. Bhat, M.D.

*Epilight™ & Aurora™: Permanent Hair Reduction, All Hair Colors*  
Maria Antesoda, RN

*Microdermabrasion: Achieving a More Polished Look*  
Marcela S. Ramirez, RN

*Obagi Nu-Derm™: Skin Health Restoration*  
Jasmine Leung, RN

*N. V. Perricone, M.D., Cosmeceuticals®: The Wrinkle Cure*  
Lori Cricco, Manager/Professional Accounts  
N. V. Perricone, M.D., Ltd.

*The Look of BOTOX® Cosmetic*  
Ashley Linn, Business Development Manager  
Allergan, Inc.

*Restylane®: A Natural Lift*  
Randy Rakes, Senior Territory Manager  
Medicis® Aesthetics™

*Sculptra™: Restoring and Correcting Facial Contours*  
Erica Tucker, Aesthetic Sales Consultant  
Dermik® Aesthetics

*BOTOX®: The Solution for Severe Underarm Sweating*  
*M.D. Forté®: Making Your Skin Look Younger and Healthier*  
Amy Zoeller, Territory Manager  
Allergan Dermatology Therapeutics

# OPEN HOUSE CELEBRATION

## THE PROGRAM – CONTINUED

*SkinMedica®: The Science of Beautiful Skin*  
*EpiQuin™ Micro: Treating Melasma and Hyperpigmentation*  
*VANIQA®: Vanquishing Unwanted Facial Hair*  
Leslie Doucette and Pamela Parker, Sales Consultants  
SkinMedica, Inc.

*VISIA™ Complexion Analysis: Picture Perfect Skin*  
Megan York, Patient-Care Coordinator

*B-LIFTx®: Advanced Therapy for Beautiful Skin*  
*Adoxa® and Zoderm®: Effective Treatments for Severe Acne*  
*Solaraze®: A New Class of Actinic Keratoses Treatment*  
Sharon Meyer, Professional Sales Representative  
Doak Dermatologies

*BenzaClin®, Klaron®, Benzamycin® Pak: Acne Solutions*  
April Davis, Professional Sales Representative  
Dermik® Laboratories

*GentleWaves®: Skin Fitness Through Photomodulation*  
Chad Roehling, Surgical Service Consultant  
AAI Advances in Healthcare

*glo™ minerals: Clinical Skin Care with Color™*  
Andrea Troiano, Sales Representative  
Caleel+Hayden

*Center for Skin Research: Current Clinical Research Studies*  
Sandy Nero, CRC and Kathy Adams, CRC

## HOLIDAY SPECIALS

### HOLIDAY RESTYLANE® SPECIAL DAYS

To get you looking your best for the season of cheer, we are pleased to offer two special days when you can receive **10 percent off** your Restylane® treatment. Restylane® is an injectable filler that is used to treat wrinkles around the mouth and the nasolabial fold (the crease between the nose and the corners of the mouth).

On October 19 and November 16, Dr. Leena Bhat and Dr. Leslie Tenaro will be offering Restylane® treatments for **10 percent off** our usual price. To see if you are a candidate for this procedure, call The Center for Cosmetic Dermatology at 713.850.0240 to schedule a consultation with Dr. Bhat or Dr. Tenaro.

### GENTLEWAVES® INTRODUCTORY SPECIAL

We are so excited about the new GentleWaves® Skin Fitness System, that we are offering to make your first GentleWaves® session a Euro treatment when you purchase a package of our Classic treatments. The Euro prepares and exfoliates the skin using a specially formulated rejuvenating masque prior to your GentleWaves® procedure. A \$50 value! To take advantage of this limited-time introductory offer, call The Center for Cosmetic Dermatology at 713.850.0240 and schedule your first GentleWaves® appointment.

For more specials, check out *What's New* at [www.sba-skincare.com](http://www.sba-skincare.com).

## BE A VOLUNTEER

The Center for Skin Research is looking for participants in various studies. Visit its new website at [www.sba-skincare.com](http://www.sba-skincare.com) and click **Clinical Trials**, or call 713.850.0240 and select option 3.

## CALENDAR OF

# UPCOMING EVENTS

### **The Komen-Houston Race for the Cure®** **SATURDAY, OCTOBER 2**

7:25 a.m.

Eleanor Tinsley Park/Downtown

### **Anniversary Open House Celebration** **SATURDAY, OCTOBER 23**

9:00 a.m. – 12:00 noon

The Centers for Cosmetic Dermatology,  
Medical Dermatology and Skin Research

Please note that we also offer cosmetic appointments every Saturday.



# FACE-SAVING MAKEUP

As dermatologists, we are often asked what makeup we recommend and why we don't carry it in our offices. So, over the past year we have been evaluating a number of mineral-based makeup lines, and we are pleased to announce that we have chosen to carry glo™minerals for our clients. Why would a dermatologist recommend mineral-based makeup? There are a number of good reasons.

First and foremost, the micronized titanium dioxide and zinc oxide in the makeup provide excellent, broad-spectrum UVA and UVB sun protection. Since UVA radiation is the main culprit in causing wrinkles and skin aging, and since titanium dioxide and zinc oxide are two of the best UVA blockers around, we can wholeheartedly endorse these ingredients as "skin preservers" in makeup.

glo™minerals is also great for sensitive skin. Unlike traditional foundations and powders that often contain fragrance and dyes, mineral-based makeup contains nothing but finely ground (or "micronized") minerals. This makeup is tailor-made for skin that's easily irritated, such as rosacea-prone skin. It is also non-comedogenic, meaning it won't clog

pores. This makes it a great option for teenage or adult-acne patients.

In addition to leaving out potentially irritating ingredients like perfumes or chemical dyes, glo™minerals has added beneficial antioxidant and anti-inflammatory ingredients, such as vitamins A, C, E and K, and green tea extract. Because of their soothing, sun-protective qualities, glo™minerals products are great to use after procedures such as microdermabrasion, chemical peels, and FotoFacial™.

Mineral-based makeup provides a long-lasting application that stays all day without fading. This is particularly nice in a humid climate like Houston where, in the summer, regular makeup can melt off your face by midday. Even with this staying power, however, the makeup feels light as a feather on the skin, no matter how much is applied.

The makeup is applied in light layers so you can choose the coverage you would like to wear. Individuals with problems like rosacea, acne, or melasma may need to apply a heavier application for camouflage. If you would like to try glo™minerals makeup, you may schedule a complimentary consultation with our patient-care coordinator/aesthetician, Megan York, by calling 713.850.0240.



## MEET MEGAN YORK

**Q.** Tell us about yourself.

**A.** My name is Megan York. I am a native Houstonian, born and raised here. I am a licensed aesthetician and have been working in the skin-care industry for several years. I love working with people and have always been interested in skin care. After several years of having my own clients, I was ready for a change and joined Suzanne Bruce and Associates in March of 2004.

**Q.** What motivated you to join Suzanne Bruce and Associates?

**A.** When I first was on my own, I was very pleased with the services I was able to offer my clients. However, as time went on, I realized that there was much more to offer. Dermatological treatments added new dynamics and provided a whole array of more intensive procedures that could help in the process of skin rejuvenation. So I began to research options to change, asking clients and reading. When I completed my investigation, Suzanne Bruce and Associates came out on top – and, luckily for me, they needed a professional with my qualifications as well. There are other practices offering cosmetic procedures, but few – if any – who combine medical and cosmetic dermatology with such success. I also was drawn to the environment. The atmosphere is upbeat and caring, yet ultimately professional and adhering to the highest standards.

**Q.** Describe your duties at The Center for Cosmetic Dermatology.

**A.** My position is actually newly created; my title is Patient-Care Coordinator. The idea for this new position comes from Dr. Bruce's – and her associates' – philosophy that one of the cornerstones in skin rejuvenation is to be able to provide each patient with an individualized skin-care regimen. As well as medical and cosmetic treatments, there are also many skin-care product lines that can assist a patient. Our doctors

and nurses are very precise in their recommendations and their treatments. However, many times, a patient has questions about skin-care products and about what will help with what. That's where I come in. I have a very thorough, first-hand knowledge of our product lines, and I know the benefits of each and every product. I know what works well with the treatments that the doctors and nurses are administering. And, I have time for follow-up and very thorough one-on-one consultations.

**Q.** Do you interact with the patients in other ways?

**A.** Yes. I provide another link of communication for patients. I take calls and either answer questions directly or find out the answer from the medical staff. I also contact patients after procedures to discuss their well being and success of the treatment. In short, I guess you could say that I make myself available to patients. I make certain that every aspect of each patient's visit and treatment is addressed. I take concerns seriously and I am ready to help, whether it's a simple question or a complex issue that must be addressed by one of our physicians.

**Q.** What other services do you provide?

**A.** I perform VISIA™ skin complexion analyses to aid in designing individualized skin-care plans. VISIA allows us to take high-resolution photos of the face, both standard and UV. With the photos, we can see the skin up-close, and our dermatologists can design a skin-rejuvenation plan that is tailored especially to what's been damaged. With VISIA, we can actually track progress and see the differences treatments are making. I also provide our new GentleWaves® treatments. This procedure causes skin cells to produce collagen. The resulting collagen improves fine wrinkles and sun damage. The face, neck, chest, and hands are the areas we currently treat. Finally, I consult with and color match our patients interested in our glo™minerals makeup. We are very excited about this mineral-based line with its broad-spectrum UVA and UVB sun protection.

# RESTORING & CORRECTING FACIAL CONTOURS

Sculptra™ is an exciting new product, recently approved for use in the U.S. by the FDA. Its FDA approval is for the restoration and/or correction of the signs of facial fat loss (lipotrophy) in people with human immunodeficiency virus. In Europe, Sculptra has been used since 1999 under the name New-Fill™ to treat wrinkles and contour irregularities. Some have called this revolutionary new product “the liquid facelift”.

Dr. Suzanne Bruce is one of approximately seventy physicians nationwide selected and trained by Aventis Pharmaceuticals, the maker of Sculptra, in the use of the new product. In June of this year, she traveled to Frankfurt, Germany to learn the technique from Dr. Gerhard Sattler, Director of the Rosenpark Klinik.

Sculptra™ is a synthetic, injectable material known as poly-L-lactic acid, a bio compatible, biodegradable material widely used for many years in dissolvable sutures. It is injected below the surface of the skin in the area of fat loss. The injected material stimulates the body to produce new collagen, which results in a gradual increase in skin thickness.

More than one treatment session may be required to achieve the desired results.

Because it causes the body to produce its own collagen, Sculptra's major advantage is that it can last two years. Touch-up treatments may be needed to maintain the desired effect. The most common side effects with the use of Sculptra are injection-related issues at the site of the treatment, such as tenderness or pain, redness, bruising, or swelling. The side effects generally resolve in a few days.

One possible delayed side effect with Sculptra can be small bumps under the skin in the treated area. These small bumps are not usually visible, and you may notice them only when you press on the treated skin. These bumps tend to happen within the first six-to-twelve months after the first treatment.

You can find more information about Sculptra on our website. If you would like to schedule a consultation to see if you are a candidate for Sculptra, call 713.850.0240.

## GENTLEWAVES TO GET YOUR SKIN IN SHAPE

Our newest treatment for early signs of sun damage is the GentleWaves® Skin Fitness System. GentleWaves uses a phenomenon called photomodulation to improve the texture and appearance of aging skin. Low intensity, light-emitting diodes (LEDs) activate skin cells with pulses of non-thermal light energy similar to the way photosynthesis allows plants to convert sunlight into cellular building blocks. The pulses of light cause the skin cells to produce more collagen and less of the enzymes such as collagenase that break down dermal tissue.

The GentleWaves treatment is fast, affordable, and pain-free. There are no side effects and no down time afterwards. The treatment can be used on any sun-damaged area, most commonly the face, neck, chest, and hands. We recommend a series of eight treatments. Sessions are administered once a week for eight weeks. Treatments are progressive, and you will notice more correction with each treatment. Patients report noticeable changes as early as 5 to 7 treatments.

In a recent multi-center study of 90 patients who underwent eight GentleWaves treatments, 62 percent achieved improved appearance of skin around the eyes, 36 percent around the upper lip, and 26 percent achieved improvement of skin roughness around the eyes. Patients also saw a reduction in pore size and redness. Continued improvement in appearance was observed for four months after the last treatment.

Although we offer GentleWaves treatments in several formats, GentleWaves® Euro is our preferred program. The Euro prepares and exfoliates the skin using a specially formulated rejuvenating masque followed by GentleWaves LED photomodulation. The GentleWaves® Classic is our basic and most simplified treatment program. The Classic involves properly cleaning and degreasing the skin prior to treating with LED photomodulation.

You can purchase treatments individually or in a specially-priced package of eight. For a short introductory time when you purchase a package of Classics, your first treatment will be upgraded to a Euro treatment. See our Specials section for more details.

GentleWaves can also be performed immediately following other skin rejuvenation treatments such as FotoFacial™, CoolTouch™, Thermage®, BOTOX® Cosmetic, all injectable fillers, and microdermabrasion or other peels to enhance the results of the treatment. Finally, if you inadvertently get too much sun exposure (i.e., sunburn), GentleWaves can be used once daily for three to five days to help counteract the adverse effects of the sunburn.

If you would like to schedule a GentleWaves® treatment or would like more information about this procedure, call our office at 713.850.0240 or e-mail Megan York at myork@sba-skincare.com.

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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