



# THE SKINNY

SPRING ISSUE 2011

**SPRING  
FORWARD**

ULTHERAPY  
a sound treatment  
for firmer skin

COOLSCULPTING  
winning the battle  
of the bulges

SEEING IS BELIEVING  
skin rejuvenation  
program

LIGHT SHEER DUET  
permanent  
hair reduction  
made comfortable



# THE SKINNY

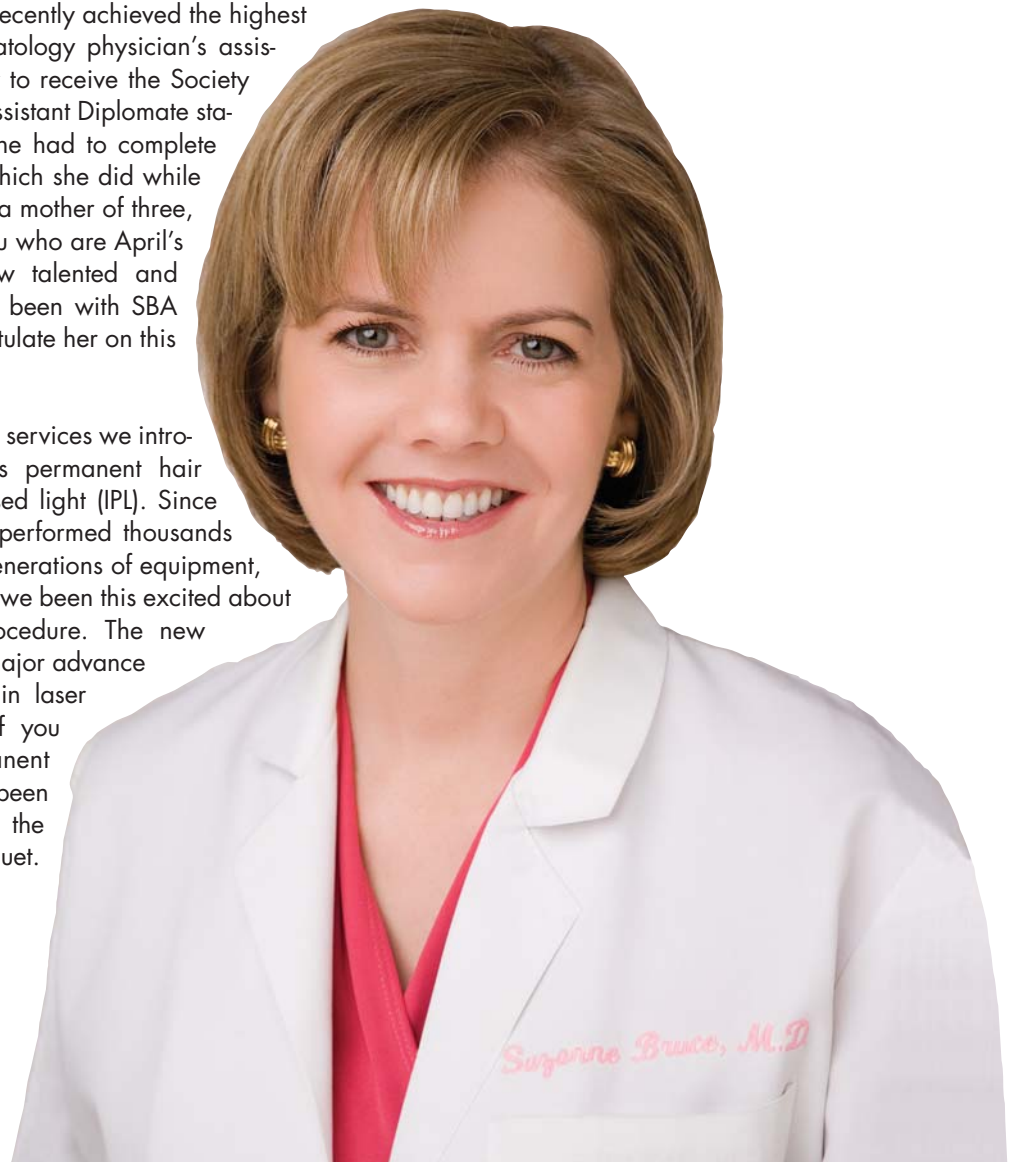
## what's new at sba

**S**pring forward – that's what we'll be doing with our clocks soon, and that's exactly what we can do for your skin at Suzanne Bruce and Associates (SBA). Along with our existing arsenal of BOTOX® Cosmetic, injectables and a myriad of lasers and other devices, we have a number of new procedures, peels and products designed to freshen up your look and keep you at your best. In this issue, we fill you in on all the latest offerings and happenings at SBA, and what's new for you.

We'll start with Ultherapy, our new non-surgical, ultrasound treatment for skin tightening. This new treatment allows us to better deliver energy deep into the skin – to lift and tone the face and neck. You can achieve a more open look to the eyes, a smoother cheek, a more defined jaw line and a sleeker neck. Learn all about Ultherapy on page four from April Harrison, PA-C, as she presents her insights on this new technology that is already proving very popular among our patients just one month after we introduced it.

Speaking of April, she recently achieved the highest honor available to a dermatology physician's assistant. She is the first PA ever to receive the Society of Dermatology Physician Assistant Diplomate status. To achieve this level, she had to complete 70 hours of course work, which she did while working full-time and being a mother of three, including twins. Those of you who are April's patients already know how talented and wonderful she is. April has been with SBA since 2005, and we congratulate her on this well-deserved recognition.

One of the first cosmetic services we introduced, in late 1997, was permanent hair reduction using intense pulsed light (IPL). Since then, we have successfully performed thousands of treatments with several generations of equipment, but not since inception have we been this excited about a new device for this procedure. The new LightSheer Duet™ laser is a major advance in the speed and comfort in laser hair removal. For those of you who have wanted permanent hair reduction but have been reluctant to try it, now is the time to act with the new Duet.



# THE SKINNY

Spring is the perfect time of year to be treated so you'll be ready for a Texas summer of fun in shorts, sleeveless blouses and swimsuits. Marcela Ramirez, BSN-RN, one of our two hair removal pros, describes the advantages of the new Duet on page nine.

Our newest procedure is also our latest foray into fat reduction and body contouring. CoolSculpting™ from Zeltiq is making its debut in this month. It's a new, non-invasive procedure using rapid, sustained cooling to reduce fat on certain well defined bulges on the abdomen, flanks and back. Results are noticeable with an average 20 percent reduction of fat in the treatment areas after two to four months. The skinny on this breakthrough procedure is on page seven.

Peels have been all the rage in The SPA. These treatments can improve skin clarity and texture, fine lines, acne and acne scars. With all the different peels we offer, our aestheticians can select one that is right for you and your skin. Our Spa patients have been requesting that we offer a peel with dermaplaning, so we now offer the Micropeel for skin rejuvenation. The Micropeel Plus is our new peel for acne-prone skin. Both peels are specially priced during March and are sold with a limited supply of complimentary skin-care sets from SkinCeuticals. Amanda, Maria and Shea, our expert aestheticians, give an overview on these two new peels on page five.

Seeing **is** believing in many arenas, and no more so than when it comes to rejuvenating your skin. One of our core beliefs is that all our patients need to be on a home skin-care regimen with active ingredients that work to improve the look and health of their skin. For just that reason, we have created the *Seeing Is Believing* Skin Rejuvenation Program coupling simple, but great, product regimens from SkinMedica® with our VISIA® Skin Complexion Analysis. On page six, learn all about this new program, which offers free services and products and what it can do for those of you not on a regular home regimen. Also check out our latest product offerings in Short Takes on page eleven.

One of the advantages you have as a patient of SBA is the opportunity to be considered to participate in medical, cosmeceutical and cosmetic clinical studies in our Center for Skin Research. This is a particularly busy time in the Center with quite a few new trials already underway or about to begin. See what studies are currently enrolling on the back page.

Finally, we will be sponsoring and participating in the upcoming National Psoriasis Foundation *Houston Walk to Cure Psoriasis* being held on Sunday, April 10, beginning at 9:00 a.m. at Discovery Green. As many as 7.5 million people in the U.S. have this disease for which there currently is no cure. Proceeds from this Walk will go to find that cure and eliminate its devastating effects through research, advocacy and education. If you are participating at this first walk ever in Houston, stop by our Center for Skin Research table and say "hello."

As always, we thank you for choosing SBA to meet your medical, cosmetic and spa skin-care needs. We also appreciate all the referrals of family and friends. Have a great spring!



SUZANNE BRUCE, MD  
sbruce@sba-skincare.com

# ULTHERAPY

## a sound treatment for firmer skin

# A

t SBA, we like to bring you the latest and most promising procedures in cosmetic dermatology, and now we offer Ultherapy! Ulthera is a skin-tightening device that uses ultrasound waves to deliver energy deep into the skin to lift the brows, tighten the jowls and contour under the chin.

As we age, gravity causes the brows to descend, and the eyes to appear smaller. Crow's feet appear, and the skin under the eyes becomes thinner. Some people notice "bags" under the eyes. We can use Ultherapy to address these changes. Results are more elevated brows and less hooding of the upper lid skin, smoothing of the crow's feet and firming the skin under the eyes.

On the lower face, aging causes facial fat pads to descend creating the nasolabial folds (lines between the nose and mouth) and marionette lines at the corners of the mouth. We also notice less definition of the jaw line and sagging on the neck. Ultherapy will lift and tighten skin on the lower face so that nasolabial folds and marionette lines become less deep. Jowls become less prominent, too. Under the chin, the skin is tighter and smoother, and the jaw line is more defined and youthful.

Ultrasound technology has been safely used in medicine for several decades. Recently, the technology has been adapted for cosmetic indications. Ulthera was cleared as a first-of-its kind device by the Food and Drug Administration (FDA) for use in achieving a non-invasive eyebrow lift. In the FDA clinical trial, 90 percent of the patients had a noticeable, significant lift of their brows. Patients reported firmer skin in other areas of the face and neck as well. With Ultherapy, ultrasound energy is focused and directed into deep tissues to produce microscopic areas of thermal injury while leaving surrounding tissue unaffected. This results in immediate contraction of the skin and soft tissues and stimulation of new collagen growth in the ensuing months.

During the Ultherapy treatment, we are able to visualize the tissue we are treating with ultrasound waves. Once the structures of the face are visualized on the ultrasound screen, we then deliver the energy to the targeted areas deep in the skin, to the same levels that are lifted and tightened during plastic surgery. Most patients are comfortable during the treatment as we anesthetize the skin with a topical cream. We can also use nerve blocks to further numb the skin. The entire treatment lasts between an hour and an hour-and-a-half. It is normal to have mild swelling and tenderness lasting about a week. But the best part is the immediate tightening we see! The full effect will build gradually over the next three months as new collagen forms giving support and a natural lift to the skin. At that 90-day point, we will have you come back into the office for your follow-up appointment to photograph and review your results. Many patients are happy with the outcome of a single treatment, but a second Ultherapy treatment will result in even more natural tightening, lifting, and contouring.

Are you looking for a sound solution for naturally firmer skin? Call to schedule a consultation to see if Ultherapy is right for you! Ultherapy is specially priced during March, so call today,



APRIL HARRISON, PA-C

# NEW PEELS from the spa at sba

## Micropeel:

### ***Goodbye Wintry Dullness, Hello Spring Glow***

Are you ready to tackle those fine lines, wrinkles, uneven skin tone and overall dullness of wintry skin you see when you look in the mirror? Then come to The SPA at Suzanne Bruce and Associates where we are offering a new, exciting treatment called Micropeel, which will do just that!

What makes Micropeel unique is its clinical three-step process of exfoliation. First, we begin by dermaplaning where we use a blade to gently exfoliate the outermost layer of dead skin and remove the fine, blond vellus or "peach fuzz" facial hair. Dermaplaning allows better penetration of the chemical we use in step two and virtually eliminates the sheets of shedding post-peel skin. Second, we perform a peel using an alpha hydroxy acid to accelerate cell renewal. The final step is Cryogenic Therapy, involving the application of frozen carbon dioxide in feathered, circular motions over the entire face. This calming step has antibacterial, antimicrobial and anti-inflammatory properties. Micropeel is offered as a series of six treatments performed at two-week intervals. Clients who have done this see instantaneous results. Their skin feels smoother and looks brighter and refreshed – in a word, it looks divine! Following the series, we recommend a monthly Micropeel for maintenance.

To obtain optimal results with the procedure, your aesthetician will recommend a customized homecare regimen for you to follow. Because of its anti-inflammatory properties on the skin, Cryogenic Therapy can also be used as a stand-alone treatment or as an add-on to our other spa services, such as facials, Omnilux™ LED Therapy, or medical acne visits.

Most people are good candidates for Micropeel. However, this treatment is not recommended for individuals who are currently on Accutane or who are pregnant, nursing, have cystic acne or have darker skin.

## Micropeel Plus:

### ***Control Breakouts, Improve Skin Tone and Texture***

Do you or your child have problematic skin? Then our new Micropeel Plus is just what our Dr. Bruce ordered. This one-step treatment helps reduce acne, control future breakouts, improve pigmentation from previous breakouts and reduce sun damage. The chemical solution is a combination of salicylic and glycolic acid that works together to unclog pores and to increase cellular turnover.

Micropeel Plus can be performed on all skin types and is offered in a series of six treatments performed at two-week intervals. Those with darker skin would do their series at three to four week intervals. For optimal results, your aesthetician will recommend a customized homecare regimen for you. Micropeel Plus is not recommended for those who are currently on Accutane, have an aspirin allergy or are pregnant or nursing.



To book your Micropeel, Micropeel Plus or one of our other peel series, call The SPA at 713.850.0470. Both peels are specially priced during March, and while supplies last, you'll receive a free set of skin-care products with the purchase of a peel package.



# WHAT IS visia complexion analysis

H “Mirror, mirror on the wall  
who’s the fairest of them all?”

Have you ever wondered how your skin stacks up against others of your same age and same skin type? Well, you don’t have to resort to the tactics of the wicked queen in *Snow White*. Now at Suzanne Bruce and Associates you can know what condition your complexion is in and how you rank against your peers with a high-tech photograph that will help you set your skin-care priorities.

It’s called VISIA® Complexion Analysis, and it’s always one of the most popular attractions at our Annual Open House Celebration. With our new and improved VISIA, we take a high-resolution photograph of your face and it is analyzed on eight parameters: spots, wrinkles, texture, pores, ultraviolet (hidden) spots, brown spots, redness and porphyrins. Then, your specific scores are compared with others like you

in the VISIA database to give an excellent reading on the current status of your skin.

VISIA is part of any initial cosmetic procedure consultation and most homecare regimen consultations, including our new *Seeing Is Believing* Skin Rejuvenation Program. With VISIA, our aestheticians, patient care coordinators and RNs can help you design a skin-care regimen that addresses your condition and priorities. For those who return for follow-up pictures, it gives you, and us, a chance to track your progress over time and hopefully inspire you to stick with your rejuvenation program.

If you are interested in how your skin is doing, don’t just look to the mirror for answers. Call today to make a *Seeing Is Believing* appointment with one of our skin-care consultants – 713.850.0240, press 2.



# COOLSCULPTING

## winning the battle of the bulges

CoolSculpting is a new, non-invasive way for women and men to reduce fat using a patented cooling technology called Cryolipolysis™, literally using cold to breakdown fat cells. The procedure is designed to treat, and works best on, discrete, stubborn bulges on the abdomen, sides and back that diet and exercise just don't seem to eliminate. The result is noticeable, natural-looking fat reduction in the area(s) treated in two to four months.

The procedure, which takes an hour per area (e.g., love handles would take two hours), does not require anesthesia or pain medications. Since it is non-invasive, you can resume your daily activities, including work and exercise, after your treatment. The procedure is U.S. Food and Drug Administration (FDA) cleared for the non-invasive reduction of fat. It's safe, and you can spend the hour or two during treatment reading, listening to your favorite music or podcasts or simply relaxing.

One clinical study involving treatment of flanks (love handles) and back (back fat pads) on 32 subjects resulted in visible contour changes in a majority of subjects, with the best cosmetic results noted in those patients presenting with modest and discrete fat bulges. Ultrasound measurements were taken on a subset of ten subjects and showed all experienced a fat layer reduction with a 22.4 percent average reduction four months after treatment. No adverse results from the cryolipolysis procedure were reported. In another ten-patient study, nine were assessed using ultrasound, and the CoolSculpting treatment resulted in a normalized 25.5 percent fat layer reduction at six months post-treatment.

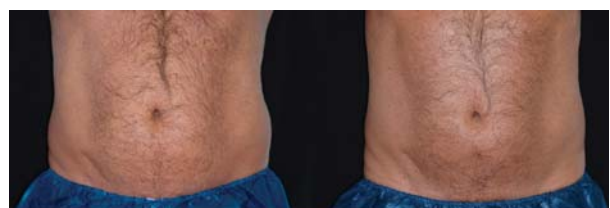
Here's how CoolSculpting works at our office. To start, Dr. Bruce or April Harrison, PA-C, will consult with you and determine if you are a good candidate, and if so, the treatment area(s) are selected. Let's say your goal is to reduce "belly pooch"; then at your treatment appointment, our practitioner will position the system on the marked area of the lower abdomen. The device then draws the bulge up between two cooling panels, and a precisely controlled cooling begins.

By treatment end, the fat cells are crystallized without affecting your surface skin tissue. Over the next two to four months, these crystallized fat cells break down and are naturally flushed from your body resulting in a flatter appearing tummy over the next several months. Because the treated fat cells are gone, as long as you maintain your healthy lifestyle, long-term results should remain stable.

You may experience post-procedure redness, minor bruising, tingling or numbness in the treated area, but these conditions are temporary. Traditional liposuction and laser liposuction are invasive surgical procedures that can remove excess fat. However,



Before 2 months after  
Procedure by Ivan A. Rosales-Berber, MD One CoolSculpting procedure



Before 3 months after  
Procedure by Steven Weiner, MD One CoolSculpting procedure

CoolSculpting is a new non-invasive alternative that can reduce fat without the potential risks and downtime of these invasive procedures.

Additional treatments of the same area(s) can result in further fat reduction. You can also combine CoolSculpting with its localized area treatment capabilities with our overall fat-reducing Zerona® procedure and body-contouring VelaShape™ and Body by Thermage® therapies.

Ready to fight and win the battle of the bulges? Schedule a consultation today – 713.850.0240.

# SEEING IS BELIEVING

## skin rejuvenation program

There are two key components to a successful skin-rejuvenation regimen: scientifically proven ingredients that actually work, and sticking with it long enough to see the results. The solution to the first part of the equation is the active ingredients in our SkinMedica® line of products, namely growth factors, antioxidants, peptides and retinoids. The solution to part two is working with one of our skin care consultants – patient care coordinators, aestheticians and RNs – to select the right regimen for your skin type and goals, and using our VISIA® Complexion Analysis System to track the improvements in your skin.

We call it the *Seeing Is Believing* Skin Rejuvenation Program. It's a home skin-care program designed by me for our patients who are not yet on a regular homecare regimen. It's built on those two key elements of a successful skin-rejuvenation regimen. All our patients should be on a regular skin-care regimen with active ingredients and our *Seeing Is Believing* Program offers that. The program consists of just three visits over 12 weeks. You'll get three visits with our skin-care regimen experts, free VISIA photographic skin-care analyses (a \$150 value) and regimen savings and free products during the program. Once you see the improvement for yourself, we are convinced that you will become a believer and make your new routine a habit for the long-term health and beauty of your skin.

Here's how it works:

**Get Started:** Call and make an appointment with one of our patient care coordinators, RNs or aestheticians for your *Seeing Is Believing* kick-off skin-care consultation.

**Baseline Visit:** Meet with your skin-care consultant, select a SkinMedica® regimen that is best for you, and get your first photo made on our VISIA system.

*"All our patients should be on a regular skin-care regimen with active ingredients – such as retinoids, growth factors, anti-oxidants, and broad-spectrum sunscreen."*

SUZANNE BRUCE, MD



*"I saw changes within the first week, especially on my forehead."*

*"Seeing my face improve made me feel good and makes turning 40 much easier."*

*"I'm now able to wear less makeup which has made my acne better."*

PATIENT TESTIMONIALS



# SEEING IS BELIEVING

**6-Week Visit:** You should be running out of your TNS Essential Serum® about now if you've been using it twice a day. When you come in and purchase your second TNS Essential Serum, you get a free follow-up VISIA photo, you meet with your specialist to see and discuss the results, and you receive a free SkinMedica Lip Plump (a \$53 value).

**12-Week Visit:** By this visit you should be seeing great results from your SkinMedica regimen. To see for yourself the progress you've made, come in for your third free VISIA photo and skin-care analysis.

We'll review your regimen and adjust as needed. With the purchase of your next TNS Essential Serum, you will receive a free Environmental Defense Sunscreen™ SPF 30+ (a \$40 value).

So get on board the *Seeing Is Believing* Skin Rejuvenation Program today. It will only be available for a limited time. Call 713.850.0240, press 2, and make your *Seeing Is Believing* appointment now.

SUZANNE BRUCE, M.D.

## LIGHT SHEER DUET permanent hair reduction made comfortable

The future of laser hair removal is here in our office. Suzanne Bruce and Associates (SBA) is pleased to offer the high-speed LightSheer Duet for permanent hair reduction with exciting speed and amazing comfort!

Laser hair removal is the number one cosmetic laser procedure and second only to BOTOX® Cosmetic in nonsurgical cosmetic procedures in the U.S. Just think, no more shaving, no more unwanted facial or back hair. And now with the Duet, it takes less time to do treatments with a lot less pain.

It can still take an average of six to eight treatments to get to the point where you do not have to worry about shaving, waxing or plucking. But with the new Duet, treatments are fast. Legs and backs can now be treated in just 30 minutes. And with Duet's increased comfort, most of our patients find that they do not need anesthetic cream before their hair removal appointments. Patients are in and out of their treatments in no time! So if you've hesitated on laser hair removal in the past hoping comfort would go up while treatment times went down, your prayers have been answered. It's time to do a Duet with Maria or me!

We each have 10 years of experience at SBA treating unwanted dark hair everywhere on the face and body. When you come to SBA for permanent hair reduction, you are in the hands of experts.

With spring right around the corner, it won't be long before shorts and swimsuit season are here. Now is the perfect time when your skin is at its palest to get rid of unwanted hair permanently.

So make 2011 your year to be hair-free. Come in for a free consultation with Maria Antesoda, RN, or me by calling 713.850.0240.



MARCELA RAMIREZ, BSN-RN

# UPCOMING EVENTS at sba

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With so much new going on, the best way to learn about it is to join us for an upcoming Power Lunch or Cosmetic Saturday Seminar. Power Lunches generally focus on a single procedure and are limited to 20 attendees. Our popular *Start Your Saturday* Seminar gives you a chance to hear about multiple topics over coffee. Attendance is capped at 40. So RSVP early to Amanda at 713.850.0240 ext. 114 or at [apatterson@sba-skin-care.com](mailto:apatterson@sba-skin-care.com).

## **Wednesday, March 17**

### **Power Lunch: Sculptra® Aesthetic – Restore a Long-lasting Natural Look**

12:00 noon – 1:00 pm

The Center for Cosmetic Dermatology

Join Dr. Suzanne Bruce and April Harrison, PA-C and Robin Masters, Sr. Aesthetic Sales Consultant for Sculptra Aesthetic, for a discussion on our favorite injectable for producing gradual, long-lasting volume. Come and see how Sculptra Aesthetic has been the choice of many of our patients who want to anti-age successfully but subtly.

## **Saturday, March 26**

### **Start Your Saturday Seminar**

9:00 am – 11:00 am

The Center for Cosmetic Dermatology

Join Dr. Bruce, Marcela Ramirez, RN-BSN, and Maria Antesoda, RN, for coffee and conversation on all the latest treatments and skin-rejuvenation recommendations available. Our topic lineup includes:

- ❖ Ultherapy: Ultrasonic Skin Tightening
- ❖ Duet: Revolutionary Laser Hair Removal
- ❖ CoolSculpting: Winning the Battle of the Bulges
- ❖ Seeing Is Believing with SkinMedica



# UPCOMING EVENTS

**Thursday, April 7**

**Power Lunch: Duet –  
Laser Hair Removal Redefined**

12:00 noon – 1:00 pm

The Center for Cosmetic Dermatology

Join Dr. Suzanne Bruce, Marcela Ramirez, RN-BSN, and Maria Antesoda, RN, for a discussion on the latest addition to our arsenal to permanently remove unwanted hair. If you've waited until the next technological breakthrough to consider laser hair removal, come get the skinny on the versatile, high speed, more comfortable Duet.

**Wednesday, April 27**

**Power Lunch: Fraxel and Thermage  
for a Younger Looking You**

12:00 noon – 1:00 pm

The Center for Cosmetic Dermatology

Join Dr. Suzanne Bruce and April Harrison, PA-C, and Elena Brown Peden, Sales Consultant for Solta Medical, for a discussion on Fraxel, our favorite treatment for brown spots, wrinkles and skin texture, and Thermage, our popular procedure for non-invasive skin tightening and body contouring.

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## SHORT TAKES on skin care at sba

### Redness Relief CalmPlex™

SkinMedica® has just introduced this new breakthrough product for the treatment of visible redness. It is the first and only product proven to work on a key cause of skin redness – inflammation mediated vasodilatation (widening of blood vessels). Clinical studies of Redness Relief CalmPlex show it prevents and reduces acute, UV-induced (sunburn) skin redness and reduces chronic redness in only one week, with continued improvement through 12 weeks.

### ELASTILash Eyelash Solution

Obagi has recently introduced its eyelash product to achieve the appearance of thicker, fuller lashes. This non-prescription solution is applied along the entire upper eyelash line nightly. Seventy percent of patients in a study reported the appearance of thicker, fuller lashes in as little as six weeks. Prescription Latisse™ from Allergan is still the gold standard in this category, but for those who are concerned with possible eyelid darkening or change in iris color, ELASTILash is a good bet. It's half the price, too.





# CURRENT TRIALS at the center for skin research

Clinical research is an integral part of SBA. Our Center for Skin Research staff has over 85 years of combined research experience and has conducted more than 100 clinical studies. Those studies are performed for pharmaceutical and cosmeceutical companies, laser manufacturers and clinical research organizations. The research involves testing investigational drugs, products and laser devices for a wide variety of skin concerns.

Our research center is committed first and foremost to the safety of our patients. We also are committed to the advancement of new treatments and therapies that will help us and future generations have healthier skin, hair and nails and more beautiful skin.

We are currently enrolling the following research trials, and will shortly have more studies beginning for such conditions as acne, psoriasis, rosacea, sun spots and wrinkles.

## ATHLETES FEET

Do you have scaly, flaky, and itchy feet? If you are at least 12 years of age, in good health, and have moderate foot fungus in between the toes and on one or both feet, you may be eligible to participate in a voluntary clinical research study lasting six weeks for the treatment of foot fungus. Qualified participants will receive all study-related care and topical investigational medication or placebo at no cost and may be compensated for time and travel. For more information call: Donna Zawada at 713.985.0210 ext. 117.

## MODERATE TO SEVERE PLAQUE PSORIASIS

Do you have plaque psoriasis? If you are 18 to 75 years of age and have been diagnosed with moderate to severe plaque psoriasis for at least one year that requires systemic therapy, you may be eligible to participate in a voluntary clinical research study lasting approximately 28 weeks. Qualified participants will receive all study-related care and investigational medication or placebo at no cost and may be compensated for time and travel. For more information call: Donna Zawada at 713.985.0210 ext. 117.

**Want to Hear about New Studies First? Join Our Email List.** Interested in taking part in future clinical research trials? Eligible participants receive dermatological visits and investigational treatment at no cost and compensation for time and travel. To be added to our email list, contact Donna at [dza-wada@sba-skincare.com](mailto:dza-wada@sba-skincare.com) or at 713.985.0210, ext. 117.

Board Certified, American Board of Dermatology; Fellows, American Academy of Dermatology

SUZANNE BRUCE, MD | LEIGH ELLEN EUBANKS, MD | APRIL HARRISON, PA-C | CHRISTINA AHRENS, DCNP, ARNP

# SUZANNE BRUCE AND ASSOCIATES, P.A.

THE CENTERS FOR MEDICAL AND COSMETIC DERMATOLOGY | THE CENTER FOR SKIN RESEARCH | THE SPA AT SBA

1900 St. James Place, 6th Floor | Medical: 713.796.9199 | Cosmetic: 713.850.0240 | SPA: 713.850.0470 | Research: 713.985.0210