

THE SKINNY



FALL 2005

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WHAT'S NEW

As I look back on my introductions for previous issues of *The Skinny*, two themes are ever present: growth in our practice and new, exciting treatments or products for our patients. When I started the practice in 1997 after being on the faculty at Baylor for a dozen years, I spoke in my first brochure about a pending explosion in new technologies for treating and rejuvenating the skin. And that is exactly what has happened. What I did not know was how willing our patients would be to try the new procedures and products.

As we embark on yet another expansion, I want to thank you, our patients, for your patronage and support over these many years because while it's one thing to build new space and capabilities, it takes loyal, eager-to-try-new-things customers to make it really happen.

As fall approaches, we are about to open a new wing on our office. The Center for Skin Research has continued to grow and is getting its own space with treatment rooms and offices to conduct various clinical trials. (A list of our currently-enrolling studies can be found on our website.) We are also pleased to announce that Kristy Madia and Sue Shannon will be joining our team as research assistants. Kristy and Sue, both veteran medical assistants at SB&A, were looking for new challenges, and we look forward to utilizing their knowledge of the skin and skin care in our research division.

With The Center for Skin Research moving to its own quarters, The Center for Cosmetic Dermatology is gaining much needed space. We are building additional treatment rooms to accommodate the growth in this portion of our practice. We are also thrilled to have our first physi-

cian assistant (PA), April Harrison, PA-C, join our practice. April has been a practicing dermatology PA for four years and is working with me in my medical, cosmetic and research work. You can get the skinny on April in her interview on page 4.

Our annual Open House Celebration is just around the corner. On Saturday, October 22 from 9:00 a.m. to 12:00 noon, you are invited to join all our staff and many outside experts to learn about the latest procedures and products for your skin. We will also be showcasing our new research facility and keeping our fingers crossed that the renovations to the Cosmetic Center will be complete. Details on this fun, informative event can be found on page 3.

In this issue, we are highlighting four medical and cosmetic procedures. Dr. Leslie Tenaro shares her experience of successfully treating facial wrinkles, acne scars and acne with our CoolTouch® laser. Dr. Leena Bhat discusses the treatment of severe sweating with BOTOX® and our patient-oriented approach to delivering this service. After much research, we are introducing a new hair removal laser, and I'll give you a first look at what the Cutera™ Coolglide Vantage can do for those of you wanting permanent hair reduction. This versatile device can also rejuvenate facial skin and treat facial and leg veins. Also the U.S. Food and Drug Administration (FDA) recently cleared the VelaSmooth™ device for the treatment of cellulite, and I wanted to bring you up-to-date on our recommendations regarding the use of this innovative technology.

We are also introducing a new line of acne skin-care and skin-rejuvenating products from Topix® Pharmaceuticals, Inc. Second only to sunscreen, we recommend a good home regimen to keep your skin looking its best. On page 5, we cover the benefits of Topix.

Finally, thank all of you who volunteered and participated in the 2005 Komen Houston Race for the Cure®. Suzanne Bruce and Associates was once again a proud sponsor for this annual event. The Race continues to grow every year and raises much-needed funds to eradicate breast cancer as a life-threatening disease.



FOR HEALTHY, BEAUTIFUL SKIN:

COOLTOUCH

Healthy and beautiful skin starts below the surface in complex tissue called collagen. Collagen is the basic building block of the skin and provides the foundation that supports the skin's structure. When collagen is damaged by either the sun, by repeated inflammation from chronic acne or simply by depletion over time, the skin appears thinner and less elastic. The result can be facial lines, wrinkles, texture changes, enlarged oil glands or acne scars.

CoolTouch® is FDA approved for treatment of facial wrinkles, acne scars and acne. It is safe for all skin types, including tanned and dark-skinned patients. It is a unique type of laser energy that is applied in a series of pulses over the treatment area. A cooling mist protects and cools the skin's most superficial layer. The laser energy is absorbed in the layers of skin where collagen is produced and the oil gland resides. This heating triggers a repair mechanism, and the body begins to rebuild and replenish natural collagen. The energy penetrates deep

enough to shrink oil glands and decrease their capacity to produce acne without affecting the oils necessary for healthy skin.

The result is improved skin texture with fine and deeper lines becoming less visible. Acne sufferers will notice a significant reduction of acne and improved appearance of acne scars, and all patients notice a significant improvement in the size of the pore and oil gland.

CoolTouch treatments are quick and easy, taking only a few minutes. Patients typically feel a warm sensation and see a blush in the treated area for an hour or so following the treatment. Best of all, there is no downtime. Immediately after the treatment, makeup can be applied and regular activities and skin-care regimens can be resumed. Typically, it takes more than one treatment to achieve the optimum level of improvement. On the average, our patients receive five treatments at monthly intervals.

If you are bothered by facial lines, wrinkles and texture changes, by old acne scars or by active acne, schedule your consultation today. The doctors at The Center for Cosmetic Dermatology can advise you as to whether CoolTouch is right for you.



INTRODUCING

APRIL L. HARRISON, MPAS, PA-C

Q. April, your education and training have earned you a degree as a Physician Assistant (PA). Can you please tell us more about this field?

A. A physician assistant is a health-care professional who is licensed to practice medicine with physician supervision. A PA can conduct physical examinations, diagnose and treat illnesses, order and interpret tests, offer counsel on preventive health care, assist in surgery, and write prescriptions in most states. Throughout the United States, and particularly in Houston, the profession is growing, and PAs are sought after in almost all medical disciplines. There were about five dermatology PAs here in Houston three years ago. There are almost a dozen today.

Q. What is your educational background – and what kind of training did you undertake to earn your PA?

A. Like physicians, all PAs are formally educated and trained to provide diagnostic, therapeutic and preventive health-care services. The education and the training are intensive, and the programs are all accredited with national certification exams required. I started my formal education at the University of Houston taking pre-med science classes to prepare myself for the PA program. I was accepted at my first choice – The University of Texas Medical Branch (UTMB) in Galveston – and I embarked on a rigorous two-year program to obtain a Bachelor of Science in Physician Assistant Studies. I graduated in 2000 as a Physician Assistant. The program at UTMB included classroom and laboratory work in all the medical disciplines – pharmacology, clinical medicine, diagnosis and more. Additionally, I did clinical rotations in most areas, including dermatology, internal medicine and family practice.

After I began working as a physician assistant, I wanted to continue my studies, and I earned a Master of Physician Assistant Studies from the University of Nebraska College of Medicine in Omaha. To maintain my certification, I am required to continue my studies, earning 100 hours of continuing medical education every two years, and I must be nationally re-certified every six years.

Q. Do you belong to professional associations?

A. Yes, I am a member of the Society of Dermatology Physician Assistants, the Texas Academy of Physician Assistants and the American Academy of Physician Assistants.

Q. Tell us about your practical experience as a physician assistant.

A. Immediately after I graduated from UTMB in 2000, I was employed in a practice that specialized in allergies and asthma. It was a great experience, but I knew that I wanted to specialize in dermatology. I then accepted a position at UT MD Anderson Cancer Center, working as a PA in the Department of Dermatology. This was an excellent opportunity that provided invaluable experience. At MD Anderson, I was involved in all aspects of the patients' dermatological care. Most patients' skin-care needs were complex, so my knowledge of dermatology was extensively enhanced. I really enjoyed working at one of the leading cancer centers in the world.

Q. You say you wanted to specialize in dermatology. Has this always been an interest of yours?

A. Yes, throughout my studies, I found that I was always drawn to dermatology. Whenever I could, I would pursue courses or training with an

emphasis on the skin. For instance, I took electives in both dermatology and plastic surgery at UTMB. I find that I like the visual aspects of the field. I like to be able to see the symptoms and see the results. Plus, here at The Center for Cosmetic Dermatology, it's particularly rewarding to see how pleased the patients are with the results.

Q. What led you to Suzanne Bruce and Associates and The Center for Cosmetic Dermatology?

A. Dr. Bruce's reputation precedes her throughout the Houston medical community. She is well-known and respected throughout Houston as one of the top doctors in dermatology. I have always admired her work, and I approached her with the idea of bringing a physician assistant on board at The Center. She was receptive to the idea of adding a PA to the practice, and so here I am.

Q. In what capacity will you serve patients at The Center for Cosmetic Dermatology?

A. I am very interested in the treatments and procedures available at The Center. It is stimulating to learn and to see what can be accomplished. The fillers, such as Restylane – and now Sculptra – can be very effective and provide beautiful cosmetic results. And now, the ability to combine treatments, such as FotoFacial and wrinkle reduction (FotoFirm) and Restylane and BOTOX, offers us unique options for treatments. I am working currently with Dr. Bruce and her patients and am looking forward to developing my own clientele as well. I am also seeing patients at The Center for Medical Dermatology on a fee-for-service basis. With my experience at MD Anderson, I am very comfortable with dermatological examinations, particularly skin checks for suspicious moles, cancerous and pre-cancerous lesions and the like. My years at Anderson have trained me so thoroughly that the dermatological manifestations of cancer are always in the back of my mind. I am thrilled to be here – to work with the patients, to work and learn from Dr. Bruce and the other physicians, and to continue to expand my knowledge of dermatology.

Q. Life is not all work and no play. Tell us a little about your life outside the office.

A. I am married, and my husband is an executive with Methodist Hospital. We just welcomed a daughter into the family; she was born in February 2005. She's beautiful, but with blue eyes and red hair, I'm already applying sunscreen. Every time we go out for a walk, on it goes. She'll grow up knowing the importance of protection from the sun, and it will be second nature for her to wear sunscreen.

SPECIALS

OPEN HOUSE SPECIALS: 10% OFF on all skin-care products (M.D. Forté, Obagi, Perricone, SkinMedica, Topix, glo minerals and all sunscreens). These proceeds along with an equal matching contribution from SB&A will be donated to the relief efforts for victims of Hurricanes Katrina and Rita. **October 22 only.**

FALL SPECIALS: Get **5 FREE** post-procedure GentleWaves Classic treatments with the purchase of a package of five full-face laser wrinkle treatments (CoolTouch, Laser Genesis or Galaxy) – a \$250 savings – during October. Receive a **10% DISCOUNT** when you buy any three-treatment package of permanent hair reduction services during October.

OUR OPEN HOUSE CELEBRATION

On **Saturday, October 22**, you are invited to join us at our annual Open House Celebration. The festivities will be held in The Centers for Medical and Cosmetic Dermatology and our just completed Center for Skin Research from 9:00 a.m. to 12 noon at 1900 St. James Place, on the sixth floor.

As always, we have a banner lineup of skin-care professionals who will be here to inform you and answer your questions about the latest advances in medical and cosmetic dermatology. Certainly, 2005 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 the clinical trials we are currently enrolling.

So far, 21 experts representing 10 different companies will be stationed in different rooms throughout all three Centers making ongoing presentations and answering your questions on various skin-related

issues, such as acne and acne scars, cellulite, rosacea and wrinkles. Refer to the list below for presenters and topics.

You can also have a free, special UV photo taken of your face that will reveal hidden sun damage. It's a real motivator to stick with sun-screen 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 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, see The Centers and have fun. It's our way of helping you learn more about your skin and what can be done to keep it healthy and vibrant.

Please RSVP via e-mail to calanis@sba-skincare.com or call 713.850.0240 and press 2.

Fraxel™: Fractional Resurfacing for Aging and Sun-Damaged Skin

Suzanne Bruce, M.D.

FotoFacial™ and FotoFirm™: Skin Rejuvenation

Leigh Ellen Eubanks, M.D.

New Approaches for Treating Acne and Acne Scars: Lasers and Photodynamic Therapy

Leslie J. Tenaro, M.D.

The Latest Lasers for Wrinkles

Leena S. Bhat, M.D.

Thermage®: Tighter Skin Without Surgery

April L. Harrison, PA-C

Permanent Hair Reduction for All Hair Colors and Skin Types

Maria Antesoda, RN

BOTOX® Cosmetic: The One, The Only

Ashley Linn
Business Development Manager
Allergan, Inc.

BOTOX®: The Solution for Severe Underarm Sweating

Jebb Ruff
Territory Manager
Allergan Dermatology Therapeutics

Restylane®: Redefining Beauty™

Randy Rakes
Senior Territory Manager
Medicis® Aesthetics

Sculptra™: Restoring and Correcting Facial Contours

Erica Tucker
Aesthetic Sales Consultant
Dermik® Aesthetics

BenzaClin® and Klaron®: Acne Solutions

April Davis
Professional Sales Representative
Dermik Laboratories

Microdermabrasion: Achieving a More Polished Look β-LIFTx®: Advanced Therapy for Beautiful Skin

Marcela S. Ramirez, RN

N.V. Perricone, M.D., Cosmeceuticals®: The Wrinkle Cure™ Prevage™ MD: The Ultimate Antioxidant

Jasmine Leung, RN

GentleWaves®: Non-Thermal, Light-Based Skin Rejuvenation VISIA™ Complexion Analysis: Picture Perfect Skin

Megan York, Patient Care Coordinator

VelaSmooth™: The Medical Solution for Cellulite

Maria Martinez, Patient Care Coordinator

The Center for Skin Research: Current Clinical Research Studies

Sandy Nero, CRC

Obagi® System: Transforming Your Skin

Sabrina Janecka
Sales Representative
Obagi Medical Products, Inc.

SkinMedica: The Science of Beautiful Skin

Michele Cappi
Cosmeceutical Sales Consultant
SkinMedica, Inc

Topix®: Anti-Aging Skin-Care Products

Amy Crutchfield
Territory Sales Manager
Topix Pharmaceuticals, Inc.

Glo™ minerals: Clinical Skin Care with Color™

Andrea Massarano
Sales Consultant
Caleel+Hayden

Zeno™: Clearly Outsmarts Pimples

D. Rod Turbyfill
Vice President of Sales
Eclipse Medical, Inc.

NEW PRODUCTS FROM TOPIX

We are excited about introducing our patients to the Topix Pharmaceuticals, Inc. family of products. When we select skin-care products to recommend at our Centers, we are extremely particular about our choices. Why did we choose Topix? Topix manufactures its products under strict FDA regulations, and pharmaceutical, not cosmetic, grade ingredients are used in its products. Topix products contain proven active ingredients in high concentration that will make a real difference in the condition and appearance of the skin. Here is an overview of the Topix products we are now offering for sale.

Acne Treatment

As dermatologists, we are believers in treating acne with prescription drugs when necessary. However, at times we see 11 or 12 year olds with early, mild acne or even older teens and adults with acne that's not severe enough to warrant prescription-strength products. The Solvere Acne Cleaning Kit fills that niche beautifully with a four-step process that is gentle, yet effective for mild acne. Step 1 is a salicylic acid cleanser. Step 2 is a toner pad containing salicylic acid and glycolic acid to help unclog pores. Step 3 is benzoyl peroxide containing a gel to help kill bacteria. Step 4 is a moisturizer with antioxidants to help soothe the skin.

Skin Rejuvenation

The Glycolix™ Elite line of products is designed for individuals interested in skin rejuvenation. All of the products in the line contain liposomal Vitamins A, C, E, green tea extract and Co-Q10 to assist in minimizing free-radical-induced skin damage. The Gentle Cleanser is a rich, creamy-based product that gently cleanses and softens the skin without drying. The Glycolix™ Elite Sunscreen SPF 30 is a chemical and oil-free formulation with 17 percent micronized zinc to provide the highest level of broad-spectrum protection. The Glycolix™ Elite Treatment Pads come in strengths of 10, 15 and 20 percent glycolic acid. They are convenient and easy to use as they gently exfoliate, moisturize and assist in the removal of oil and residue on the skin.

Replenix CF Serum is a lightweight, fast absorbing formulation that combines the advanced moisturization characteristics of hyaluronic acid with the potent antioxidant benefits of green tea fortified with caffeine to deliver smoother, more radiant looking skin.

For more information about the Topix Pharmaceutical, Inc. line of products, please schedule a skin-care consultation with one of our patient-care coordinators, Maria Martinez or Megan York. If you would like to consider starting a prescription-strength acne or skin-rejuvenation program, please schedule an appointment with one of our dermatologists or our physician assistant.



TREATING HYPERHIDROSIS?

NO SWEAT

Excessive underarm sweating is a medical condition known as primary axillary hyperhidrosis. Sweat is the body's natural temperature regulator. In severe cases, sweating significantly exceeds the body's normal requirements for cooling and interferes with an individual's daily activities.

There are several treatment options, which have pros and cons. An initial treatment option includes a topical antiperspirant, aluminum chloride hexahydrate 20 percent (Drysol), which is widely available, inexpensive and easy to use. However, many people find it minimally effective and very irritating.

Occasionally, people who have multiple areas of severe sweating are considered for an oral anticholinergic drug called Robinul. This prescription drug has many potential systemic side effects, such as sedation, dry mouth and constipation.

The most invasive option is surgical sympathectomy, considered a last resort due to its extreme nature. Many patients who undergo this procedure have subsequent compensatory sweating in which they sweat elsewhere on the body.

BOTOX® has been used for several years for hyperhidrosis and was officially FDA-approved in July 2004. This treatment, a generally

fast procedure, involves several injections into the armpit skin. Use of a numbing cream prior to the procedure helps the patient tolerate the treatment with minimum discomfort. The results can last up to six months. Many insurance companies are now covering BOTOX® for severe underarm sweating.

Treating hyperhidrosis starts with a consultation for evaluation and diagnosis. During the medical visit, the extent of the sweating will be evaluated, including the completion of a self-assessment questionnaire known as the Hyperhidrosis Disease Severity Scale (HDSS). The first course of treatment is Drysol. If that isn't effective, BOTOX® may be recommended.

In order to qualify for insurance-paid BOTOX® treatments, you have to reach level three or four on the four-point HDSS. If you qualify and decide to proceed, we will expedite the paperwork with your insurance company and determine out-of-pocket costs for treatment. Once treatment is complete, we will file and follow-up on the claim with your carrier. Our goal is to make this a no-hassle experience for patients who need and want this treatment.

To schedule your initial consultation, call 713.796.9199 and press 2 for our appointment desk. More information on hyperhidrosis can be obtained through www.sweathelp.org or www.botoxseveresweating.com.

THE VANTAGE

ADVANTAGE

At The Center for Cosmetic Dermatology, we are always looking for a better way to solve our patients' skin-care problems. To that end, we are proud to have acquired a new laser to treat some of our clients' most common concerns. The Cutera™ Coolglide Vantage laser is like having three lasers in one. We can use it for hair removal, facial skin rejuvenation and facial and leg vein treatments.

We have been performing permanent hair reduction treatments utilizing intense pulsed light (IPL) since the inception of our cosmetic practice in 1997. IPL works most effectively on light-colored, untanned skin where the light energy can target the dark hair shaft rather than the melanin in the skin. However, here in Houston we have a large population of olive and other darker-skinned people. The CoolGlide Vantage, an Nd YAG laser, is one of the best ones to use on tanned or dark skin because of its longer wavelength compared to other hair removal lasers. With shorter wavelength lasers, there is a greater risk of burning darker skin. Just like our other hair removal devices, a series of treatment sessions is required to achieve permanent hair reduction.

The 1064nm wavelength also makes the Vantage laser a great

option for non-ablative skin rejuvenation. We call this procedure Laser Genesis. The term "non-ablative" refers to the fact that the laser doesn't burn, or "ablate" the top layer of the skin. The laser light penetrates below the surface of the skin down to the dermis where the collagen resides. The heat generated by the laser stimulates the cells that make collagen to start producing collagen. This new collagen plumps out wrinkles and improves the texture and appearance of aging skin. Treatments are performed every three weeks for a series of five treatments. Full-face treatments are the most popular, but treatments can also be done on partial faces, such as wrinkles around the mouth or eyes.

The third use of the Vantage laser is to treat spider veins on the face or legs. The hemoglobin in blood absorbs the laser's light energy. The heat destroys the blood vessel and the spider vein then shrinks up and disappears.

If you have problems with unwanted hair, facial wrinkles or spider veins, call our office at 713.850.0240 to make an appointment to see if you are a candidate for the Vantage laser.

FDA CLEARS CELLULITE TREATMENT DEVICE.

VELASMOOTH

In June 2005, the FDA granted clearance to the VelaSmooth™ medical device to be marketed for temporary reduction in the appearance of cellulite. As part of the FDA-clearance process, the VelaSmooth device was tested on 500 patients to verify the efficacy of the treatment. Our Center for Skin Research was involved in that testing. The results with our test patients and our first round of regular clients show improvement in skin contour irregularities. Thigh circumferences were also reduced.

The VelaSmooth treatment utilizes three different modalities to achieve reduction of cellulite: conducted bipolar radio frequency, infrared light and suction. The radio frequency and infrared light heat the fat tissue, and the suction helps to mobilize trapped fluid from the fat. This results in a smoother, less-dimpled surface.

We are successfully treating abdomens, thighs, hips and buttocks. Generally, more treatments translate to better results, so we offer packages of 16 treatments (twice a week for eight weeks). Each treatment

lasts 30 to 60 minutes, depending on the surface area being treated.

One of the first published studies of VelaSmooth was in 2004 in the *Journal of Cosmetic Laser Therapeutics*. In that study conducted on 35 women with cellulite, all study patients showed some level of reduction in thigh circumference after 8 weeks of treatment. The mean decrease in circumference was 0.8 inches, and some patients had reductions of more than two inches. All patients showed some level of improvement in skin texture and cellulite. About 23 percent reported "excellent" or "very good" improvement, 35 percent of results were "good" and 42 percent showed "mild" improvement. Analysis of pre- and post-study digital photographs revealed an average 40 percent improvement in the cellulite.

If you have questions about VelaSmooth, please call one of our patient-care coordinators, Maria Martinez or Megan York at 713.850.0240. We are offering a 10 percent discount on any VelaSmooth treatment package purchased during October 2005.

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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