

Only Skin

New to The Skin Wellness Center

- > Ask us about BOTOX REBATES
- > Latisse: Eyelash conditioner by Allergan the makers of Botox. This product will help your lashes grow longer thicker, and darker in just weeks!
- > Evolence: This is a dermal filler ,injected by an aesthetic professional, that replaces the collagen you've lost over time with natural collagen that lasts.
- > We now have rewards programs for our loyal patients, and money back every time you refer someone. Ask for details.

Sun Exposure and Skin Cancer

By: Dani Bernard, PA

Physicians and providers at the Skin Wellness Center strive to help patients have healthy, beautiful skin all year long. Summer, with an increase in the sun's intensity and availability of outdoor activities, brings the need for increased awareness and effort on the part of both patient and physician to protect skin from sun damage that can lead to skin cancer. Basal cell carcinoma, squamous cell carcinoma and melanoma are all influenced by exposure to ultraviolet rays from the sun and tanning beds.

Basal cell carcinoma (BCC) and squamous cell carcinoma (SCC) are the non-melanoma skin cancers. BCC often presents as a persistent pink, pearly lesion. It accounts for 75-80% of all non-melanoma skin cancers and is the most commonly diagnosed cancer worldwide. While it is treatable, the best plan is prevention. The most significant risk factor for developing BCC is exposure to UV rays. SCC, which accounts for the remainder of non-melanoma skin cancer, also shares this characteristic risk factor, but often presents as a rough, crusty lesion that will not heal and may sometimes bleed. Actinic keratoses (AKs) are often the precursor to SCC and, if treated early, can be prevented

from progressing to SCC.

Melanoma is the most dangerous form of skin cancer and the most challenging to cure. It has many appearances but is often seen as a mole that is very dark, irregular in color or shape, or has changed significantly in size or appearance. Melanoma can metastasize and be life-threatening. Those who have a first-degree relative with melanoma are at higher risk than others, but again, exposure to the UV rays of the sun and tanning beds is a clear contributor to the development of the disease.

With UV exposure being the common thread in the development of these types of skin cancer, the importance of sunscreen and avoidance of tanning beds is paramount. The American Academy of Dermatology recommends the use of a sunscreen with an SPF of at least 30, even on a cloudy day. Sunscreen should be applied 30 minutes before going outside or in the water, and reapplied frequently throughout the day. A vast array of products exists today, from creams to sprays to powders so individual needs can be met. Ask your provider for her recommendation based on your skin type and specific outdoor activities. Hats and protective clothing are helpful, as well as staying indoors between the

hours of 10 a.m. and 2 p.m. when the sun is most intense. Artificial tanning creams and sprays, as well as bronzers, are available for those who like the appearance of skin with a deeper tone.

During a full body exam at the Skin Wellness center, patients are screened for these types of skin cancer as well as educated on how to do a self exam, which is also an important part of prevention. Early detection leads to better prognoses and often a complete cure for skin cancer. Schedule your full body exam with a physician or provider today.

Specials for July:

Purchase Latisse and get an Elastiderm Night Eye Cream for \$60. That's a savings of \$28!

Evolence will be offered at \$500. In addition to that there is a mail in rebate for \$50. So come look as young as you feel, for as low as \$450.

Juvederm Ultra is just \$500 for the whole month of July!

All Sunscreens are 15% off till the end of August.

10% off of all Obagi products through August!



HYPERPIGMENTATION OF THE SKIN: What are the causes and treatment options?

Darkening of the skin, melasma, sun spots, or freckling. We are all familiar with the terms of an uneven skin tone. Melasma causes dark patches to appear on the skin of the face. Though it can affect anyone, women who are pregnant, taking oral contraceptives or hormone replacement are at greater risk. Inadequate sun protection also plays a key role. Although sunblock alone cannot treat these conditions, it is highly recommended that a daily sunblock containing zinc or titanium with at least an SPF of 30 be applied to the face.

Treatment options are numerous for this type of skin problem. The doctors and providers at The Skin Wellness Center will help you decide which treatment is right for you. We often combine at-home skin care regimens with in-office procedures to get the best results. Listed below are some procedures used to treat uneven skin tones.

Skin Lightening Agents –We offer several options in our office. We have two products containing hydroquinone as the active ingredient- The Obagi Nu-Derm System and a higher concentration product formulated for The Skin Wellness Center. Usually applied once or twice daily, a minimum of six weeks treatment is recommended before significant fading is noted. These topical solutions alone may be all that is needed in order to obtain results if your pigment is both light in color and superficial. The main concern with Hydroquinones is skin sensi-

tivity in patients with known Sulfa allergies. For these patients, we are pleased to announce that we now carry Non-Hydroquinone Skin Lightening creams as well. These include the Vivite Vibrance Therapy, which contains methyl dihydroxybenzoate along with multiple extracts, vitamins and soy. This therapy is specially formulated with natural ingredients to help brighten skin and even skin tone. Kojilac-C Skin Brightening Cream is another Hydroquinone alternative that combines three components to inhibit melanin production that causes hyperpigmentation. These are Kojic Acid, hydroxy-acids and Vitamin C.

Laser/ Light Treatments - Intense Pulsed Light(IPL) can improve the appearance of skin tone and pigment if the pigment is superficial. This procedure is performed in the office in about a 30 minute appointment with cost ranging from \$75 to \$325 depending on the location and texture of the area being treated. Treatments needed will vary with the severity of your pigment depth and color. Strict sun avoidance is encouraged throughout the series of IPL treatments.

Fraxel - This laser treatment can be a helpful tool in the treatment of hyperpigmentation and melasma. A package of four treatments is recommended and, again, cost of treatments will vary depending on areas treated. This laser actually makes microscopic lesions that stimulate collagen production, therefore replacing the pigmented, sun damaged skin with new skin cells. Like the IPL, strict sun avoidance is also required for this

treatment process.

Melanage Peel - The Melanage Skin Lightening System is a superficial peel designed to improve texture and appearance of hyperpigmented skin which involves a medicated masque (applied in the office) and an at-home regimen. There is no pain at the time of application and the irritation level on the following days is more like a sunburn. Results will vary but generally patients will see a significant improvement in the appearance of pigmented areas. Dark spots will lighten and skin texture and tone will improve.

Melanage Mini Peel - This peel is used as an alternative to the Melanage Peel. A series of approximately four treatments would be needed in order to achieve similar results. This peel is free of Hydroquinone. It is used to treat light hyperpigmentation. The peel consists of Azelaic, Lactic and Phytic Acids. Little or no downtime is experienced with this peel, only slight redness and peeling.

I hope this information has been beneficial. Please call our office for a consultation if you are interested in any of these skin care treatment for hyperpigmentation.

By: Leslie Cardwell, LPN, FAAM

the skin wellness center

Vivite

VIVITE is an advanced skin care routine developed by Allergan. VIVITE skin care formulations are based on a unique fusion of the clinically demonstrated benefits of glycolic compound and natural antioxidants. VIVITE offers a whole line of products to be used in a unified routine for maximum results, or separately if you chose. Combined together the glycolic compound found in VIVITE is considered to be one of the

most effective exfoliants available, fused with natural antioxidants that protect epidermal cells from the harmful effects of environmental stressors, promote the production of hyaluronic acid, collagen, and epidermal growth factor in the skin. All of these components are essential to the integrity and health of skin. After just three weeks a clinical study showed 22% reduction in fine lines and wrinkles, 36% increase in skin

hydration, 54% improvement in skin smoothness, and 65% decrease in dryness. With the benefit of glycolic and antioxidants we feel that VIVITE is a very unique line, with great results. Ask your provider about VIVITE today!

*All information provided by Vivite by Allergan

