

Do You Want to Know a Secret?

AMCD Doctors Reveal Their Own Cosmetic Treatments

There was a time when any discussion about “having work done” was only whispered between the closest of friends. But times have certainly changed. As more and more people opt for age-defying cosmetic procedures, such as Botox, Laser Resurfacing and Macrodermabrasion, the stigma that used to be attached to “having work done” is slowly going away, and people are proudly and openly sharing their cosmetic regimens.

It was in that spirit that Drs. Scheiner, Hostetler and Boucher decided that it made sense for them to do the same in this issue of *Skin Savvy*. “I’ve always talked openly with my own patients about procedures that I’ve used myself,” said Dr. Hostetler. “It really does make them feel more comfortable, since I can talk first hand about results, downtime, and so forth.”

Dr. Scheiner agrees. “I’ve noticed that being a patient over the years has made me a better doctor and it helps to be on the receiving end once in a while to know what our patients are

experiencing,” she commented. “I also have noticed that when I talk to a patient about a cosmetic procedure and I tell them I’ve had it done myself, it gives them confidence not just in me, but in the procedure as well. When I talk to them about expectations of results, levels of discomfort and post procedure swelling and bruising, they know I am sincere because I have experienced them myself.”

Of course, not every cosmetic treatment is for every individual. Dr. Boucher, the youngest of the three doctors, has focused on procedures that help treat her rosacea condition, as well as treatments that brighten her skin’s tone and texture. “I don’t yet have the need for some of the other treatments that I know Drs. Scheiner and Hostetler have tried, although I was excited to try Juvéderm in creases around my mouth (nasolabial folds). But my time will come,” she added with a smile. 🌟

Here’s a review of each doctor’s cosmetic regimen...



Robin Scheiner, MD

Cosmetic Procedures:

- Botox to area between eyebrows, July, 2007
- Juvéderm to nasolabial folds* and angles around mouth, July 2007
- Sclerotherapy to legs; five years ago, repeated in Spring, 2007
- FotoFacial RF with wrinkle treatment about 3 years ago

Skin Care Products:

- iS Clinical Active Serum
- iS Clinical Hydracool Serum
- iS Clinical Super Serum
- iS Clinical Youth Complex
- DCL AHA Cleanser
- LaRoche Posay Anthelios SX Sunscreen with Mexoryl SX

Comments: “Most of our patients are a lot braver than I am. I am fearful of medical procedures and very pain sensitive, so if I tell a patient that I have had a procedure done and I’m happy with the results and the discomfort was minimal or nonexistent, they can have confidence that I believe the experience will be very similar for them.”



Lisa Hostetler, MD

Cosmetic Procedures:

- Botox to the glabellar and crows feet areas: July, 2007
- Juvéderm to the nasolabial* and tear trough** areas: July, 2007
- Fotofacial RF to the face for brown spots, broken capillaries and fine wrinkles: Winter/Spring 2007
- ReFirme to the nasolabial folds: June 2007
- Benefit Peel and Macrodermabrasions: 2006

Skin Care Products:

- MD Forte III Cleanser
- LaRoche Posay Anthelios SX Sunscreen with Mexoryl SX
- iS Clinical Sunscreen Powder

Comments: “As a working mother of three, I can’t afford any downtime, so the cosmetic procedures we offer are perfect for the woman or man ‘on-the-go.’”



Kari Boucher, MD

Cosmetic Procedures:

- Aurora laser to treat Rosacea on cheek
- Juvéderm in the nasolabial folds*: July, 2007

Skin Care Products:

- iS Clinical Youth Complex
- iS Clinical Sunscreen Powder
- LaRoche Posay Anthelios SX Sunscreen with Mexoryl SX

Comments: “I used to use topical rosacea medicine, but after two treatments with the Aurora, I no longer had to use the medicine. I haven’t had to repeat the laser treatment in the past few years, which is a real testament to the effectiveness and longevity of the results.”

***nasolabial folds:** creases/folds that typically run from the nose, down both sides of the mouth.

****tear trough area:** area directly under eye; becomes puffier and more pronounced with age.

"You Shouldn't Have!"

Some people have already begun thinking about the holidays and making their gift-giving lists (we all admire you!) How about a one-size-fits-all, sure-to-please, no-chance-of-being-a-dud, gift idea?

Consider A Gift Certificate for AMCD.

Gift certificates are available in any denomination and can be used for any of AMCD's broad range of cosmetic procedures, medical aesthetician procedures or skin care products. Surprise one (or more!) of your friends or loved ones with the gift of beauty, such as a soothing Facial, Macrodermabrasion, FotoFacialRF, a Blueberry Lactic Peel, their favorite iS Clinical product.....the list goes on and on. And the best part is that they can choose exactly what they want from our menu of products and procedures.

And here's another idea.....casually leave this issue of Skin Savvy around the house (turn over to show the back cover....) and maybe one of your loved ones will pick up a hint.....!



*Don't miss iS Clinical Customer Appreciation Day
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Receive 20% off your favorite
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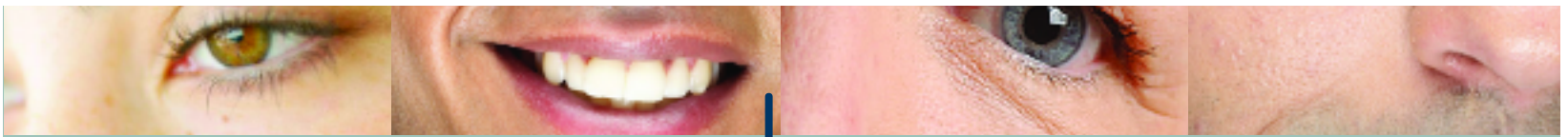
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from the staff of Associates in
Medical and Cosmetic Dermatology

skin Savvy

fall 2007 edition

Fall The Season for Eczema

The lower humidity of the months ahead is a welcome end to summer. However, we now begin our nine-month battle with dry skin – and those who suffer skin irritations such as eczema are constantly battling the itch!

What is Eczema?

Eczema, a general term for rash-like skin conditions, allows a multitude of ailments to fall under its umbrella. The most common type of eczema is called **atopic dermatitis**. These terms are often used interchangeably, so often that people sometimes do not realize that they have a different type of eczema – or something different altogether with similar symptoms.

As many as 15 million people in the United States have some form of eczema. Atopic dermatitis, the most common type, occurs in adults and children, but most often appears on babies. While we have all encountered a new mother at some point who is troubled by her baby's dry skin – as almost 30% of infants and children have eczema – we are unaware that many adults are also plagued by this severely itchy, red, dry, bumpy, uncomfortable and sometimes quite unsightly condition. Atopic dermatitis is usually found in patients with a personal or family history of allergies, asthma or hay fever.

Types of Eczema

Although atopic dermatitis is the most commonly discussed type of eczema, there are several other types that are part of this family.

Allergic Contact Eczema: A red, sometimes weepy rash where the body has touched an allergen, such as poison ivy or even a lotion. Reactions to certain types of cleaning agents or detergents are also considered contact eczema.

Dyshidrotic Eczema: An irritation on the palms of hands and the soles of the feet characterized by clear, deep blisters that itch and burn.

continued on page 4

MediSpas: A Growing Industry, a Growing Danger

MediSpas (or MedSpas) are the fastest growing segment of the \$11 billion spa industry, according to the International Medical Spa Association, and a growing source of alarm among dermatologists and cosmetic surgeons.

What is a MediSpa? It is a new business concept that “presents a merger of medical practice and spa therapeutic procedures,” according to *Spa*

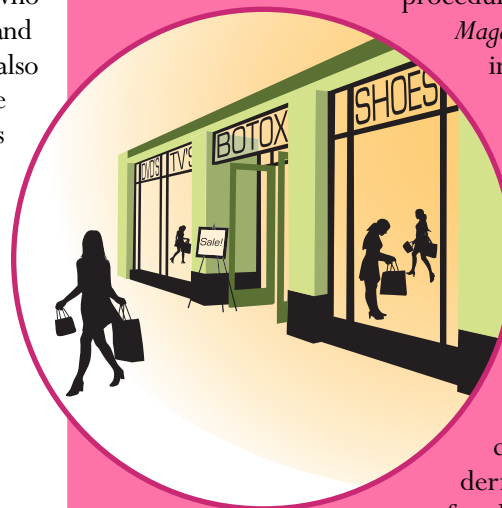
Magazine. They can be found in strip shopping centers, attached to beauty salons, fitness centers, dental practices, chiropractic facilities and even podiatrist offices.

They typically offer non-invasive cosmetic procedures, such as laser hair removal, dermal fillers, Botox, chemical peels, micro-dermabrasion, and sub-

surface laser and light-based skin

rejuvenation. The other commonality is

that they are often NOT affiliated with a board-certified dermatology or cosmetic surgery practice, the two medical specialty areas which are best qualified and trained to administer these types of procedures.



continued on page 5

ReFirme™

New technology to improve the tone, texture and elasticity of your skin

It is what so many women (and men!) have been waiting for...an opportunity to “re-firm” their skin without going under a surgeon's knife.

ReFirme™ is an exciting new procedure offered by AMCD that features the revolutionary elös™ technology, a combination of bi-polar radio frequency and light energies that precisely heat the dermal tissue within the targeted treatment area. This stimulates collagen production, and produces a firming effect in aging skin. Fine wrinkles are reduced, a noticeable “lifting” can be observed and the texture of the skin becomes smoother, more luminous and toned.

ReFirme helps improve skin laxity, sagginess, loss of elasticity and textural irregularities for areas such as:

- Face
- Neck
- Abdomen
- Upper Arms
- Knees

Medical Aesthetician Charlotte Gallagher is enthusiastic about the results she is seeing on patients. “It is recommended that you have 3 to 5 treatments to get optimal results, but you

can really see an instant improvement after the first one,” she said. “It does not require any anesthesia and it is safe on all skin types. And the best part is that there is no down time; you can return to your daily activities immediately following treatment.”

Take advantage of the discount coupon in this issue of Skin Savvy to try ReFirme for yourself.

Carnie Wilson, Rachel Ray, and Robin McGraw:

All ReFirme™ Fans!

Celebrities are not always eager to talk about cosmetic procedures, but for Carnie Wilson, the results she experienced with ReFirme were too exciting to keep to herself.

After her highly publicized weight loss from gastric bypass surgery in 1999, Carnie experienced loose excess skin throughout her body. She underwent plastic surgery to have it removed from her torso, but other areas - particularly her face - were not able to be treated the same way. She turned to ReFirme instead. In an interview with *Star Magazine*, Carnie commented on the benefits of ReFirme. “I had a lot of excess skin, particularly under my chin, and I just felt I was too young to have a facelift,” the 38-year-old singer said. “The solution was ReFirme, which is painless and not scary at all.”

Celebrity chef, Rachel Ray, featured ReFirme in a recent segment of her syndicated cable show. Her guest, Robin McGraw, wife of TV talk show host, Dr. Phil, revealed that ReFirme was one of her beauty secrets that keeps her looking young without plastic surgery. Rachel even got a ReFirme treatment on the air (which can be viewed on YouTube.com). Asked if the procedure was painful, Rachel giggled, “It actually tickles!”

ReFirme



“Skin Savvy” Newsletter Special

Present this coupon and receive **10% off** your first

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Eczema, continued from front cover

Neurodermatitis: Scaly patches of skin located on the head, lower legs, wrists, or forearms caused by an itch (such as a mosquito bite), which becomes inflamed when scratched.

Nummular Eczema: Coin-shaped patches of irritated skin that can be crusted and scaling. These can be found on the arms, back, buttocks, and lower legs.

Atopic Dermatitis...Why and How??

Unfortunately the exact why and how of this irritating dermatological condition are unknown. We do, however, know that it is not contagious – which is quite a relief for the millions of mothers who have infants with eczema. We also know that you are much more likely to develop the condition if you have a family history of eczema, and if you suffer from seasonal allergies, hay fever or asthma.

Eczema is actually associated with an over-reactive immune system. Scientists have shown that eczema sufferers develop skin redness, blistering and inflammation to a variety of triggers (hereditary, environmental, dietary). No clear-cut, consistent cause explains how eczema starts, but most research supports the idea that the body unnecessarily releases a variety of chemicals into the skin, which creates the itch and inflammation associated with eczema.

Many people will experience frequent flare-ups which can be a reaction to a multitude of environmental factors. Some of these include:

- Rough or coarse materials
- Feeling too hot or too cold
- Exposure to certain household products like soap or detergent
- Contact with animal dander
- Upper respiratory infections or colds
- Stress
- Urban living
- Cold or dry weather
- Dietary sensitivities

Although eczema cannot be cured, it can be successfully controlled. “Our treatment plan depends on a number of factors,” explains Dr. Scheiner. “Age, severity of the condition, and type of eczema are just a few of things we will consider. More than likely, a combination of medications or therapies will be recommended.”

Possible eczema treatments include:

- Avoiding environmental factors (such as the ones listed above) that trigger your condition
- Keeping the skin hydrated with lotions with a high oil content and low water content
- Phototherapy or light therapy
- Antihistamines to control itching
- Medications (with careful consideration given to their side-effects)

With the proper skin care regimen and medication if necessary, eczema sufferers can learn to successfully control the itch! 🌈

Do You Know the Difference?

Among all of the skin conditions that share traits with eczema, psoriasis and seborrhea are two that can easily be misdiagnosed without the consultation of a licensed dermatologist. All three are classified as dermatitis (skin inflammation), and they present themselves with very subtle differences.

| | Eczema | Psoriasis | Seborrhea |
|---|--|--|---|
| Population most commonly infected | Children | Adults | Adults |
| Influences (none have a definite cause defined) | Over-reactive immune response. Environmental irritants, allergies. Runs in families. | Over-reactive immune response. Environmental irritants. Strongly genetic. | Stress and hormones. Yeast on skin. Runs in families. |
| Areas of body commonly affected | Any | Any, including nails and scalp | Usually on face and scalp (i.e., dandruff or cradle cap in infants) |
| Observable traits | Pink rash with small blisters or raised spots | White scales and flakes, possible bleeding under skin. Can progress causing symptoms similar to arthritis. | Red rash, covered with yellow scales and greasy crusts. |
| Ichiness | Severe | Moderate | Mild |
| Contagious | No | No | No |
| Preventable | No | No | No |
| Curable | No | No | No |
| Treatable/Manageable | Yes | Yes | Yes |

MediSpas, continued from front cover

Both the American Society for Dermatologic Surgery (ASDS) and the American Society for Aesthetic Plastic Surgery have released press advisories about the growing dangers of non-physicians practicing medicine and its impact on patient safety. Both organizations reported that close to 50% of their members have reported an alarming increase in patients requesting treatment for complications that included burns, splotching, irreversible pigmentation and scarring as a result of treatment by non-medical personnel in a MediSpa environment.

Is there a Doctor in the House?

The International Medical Spa Association acknowledges that regulations vary from state to state. A doctor generally has to oversee the procedures performed in a MediSpa, but this does not mean he/she is always on the premises (i.e., a doctor can "supervise" the treatment from an office 75 miles away and sometimes the medical director is a "ghost doctor" who never sets foot in the spa but simply leases the use of his/her name). And that doctor does not have to be a board-certified dermatologist or cosmetic surgeon, experts in the anatomy and care of skin and soft tissue. Many of these facilities are supervised by doctors or other medical professionals who are trained in areas such as dentistry, podiatry, chiropractic medicine, holistic medicine or even optometry.

"The problem here is that these doctors are not trained to recognize certain skin conditions such as skin cancers, rosacea, psoriasis, and eczema which may be an underlying problem for the patient," explains Dr. Hostetler. "If these conditions are not treated and are then masked by a cosmetic procedure, they can worsen and become even more serious."

Dr. Scheiner also adds that not all cosmetic procedures are appropriate for all patients, and non-medical practitioners are not trained to make that determination.

"Laser treatments in particular are not recommended for certain skin types, complexions or pre-existing conditions," she explained. "Many of these facilities have a single laser that is used on all patients, unlike a dermatology practice like ours that offers


a number of different laser systems, all with different applications." Not surprisingly, laser treatments done by technicians without medical training account for the vast majority of the consumer complaints in recent studies.

The High Cost of Cut-Rate Beauty

Consumers should be particularly wary of "cut rate" prices, since that is often the result of products being bought on the black market, unregulated and often, not authentic versions of the expected product. For example, there are "bootleg" varieties of Botox that are sold by overseas distributors offering discounted rates to MediSpa owners. (Allergan, the only maker of FDA-approved Botox, has a stringent policy of selling every vial at the same undiscounted price.) Because a low-price spa can't economize on the Botox itself, it must find other ways to cut costs. One solution: using workers who have minimal training and experience that don't command the salary of a trained Medical Aesthetician or Physician Assistant. "There's a big difference between a physician-supervised PA and a newly trained technician who might be earning \$13 per hour," explained Dr. Boucher. "The experience is just not there and in the event of a complication, there is often no physician available to intervene."

The Bottom Line on MediSpas

Anything that affects the structure or function of the skin qualifies as a medical procedure, as defined by most state medical boards, and should be performed by a board-certified dermatologist (or directly supervised by one). That includes trained Medical Aestheticians and Physician Assistants who work in a dermatology practice like AMCD.

Don't take a chance with your skin. If you choose to have a cosmetic procedure done, place yourself in the hands of a trained and experienced dermatology practice that understands your skin, inside and out. 

Restaly
Jewelry
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Botox

