

THE BEAUTY BAR™

Skin and Beauty News from New York Laser & Skin Care

To Our Readers,

While enjoying the outdoors and exposure to sunlight can be enjoyable, too much time in the sun or at the tanning salon can lead to skin cancer.

Currently, one in five Americans develops skin cancer during their lifetime. The most common types of skin cancer, basal and squamous cell carcinoma, are highly curable. However, melanoma—the third most common type of skin cancer—is more dangerous, and without treatment can be fatal. In the United States, one person dies from melanoma approximately every hour.

Most skin cancers are caused by excessive exposure to ultraviolet (UV) light from the sun or tanning beds. Studies show that the incidence of skin cancer is increasing in all populations.

You can protect yourself and your family by taking precautions while outdoors. Cover up exposed areas with sun-protective clothing. Wear a hat with a wide brim and wrap-around sunglasses that block 100% of UVA and UVB. Wear a broad spectrum sunscreen with a minimum SPF of 30 and reapply every 2 hours while outdoors. The sun's rays are strongest during midday hours, but UV rays can harm you even on cloudy days and through glass windows. The sun's rays also reflect off of surfaces like water, cement, sand and snow. If you are unsure of how to choose a sunscreen, we can make recommendations for products that will best suit your type of skin.

Even melanoma is highly curable when detected early, so remember to have your skin examined by a dermatologist every year, and be sure to perform skin examinations on yourself and your loved ones on a regular basis. Please visit the American Academy of Dermatology's illustrated guide to performing a skin self-exam at www.aad.org/public/exams/self.html.

Remember that skin examinations can save lives! Please see our free skin cancer screening promotion on page 4.

Sincerely,

Arielle N. B. Kauvar, MD, FAAD



Beauty Treatments for the Bride



The Decolletage Makeover: Erase Your Blotches and Splotches

Spring and summer brides are often concerned about skin freckling, visible capillaries and redness, not only on the face, but also on exposed skin areas such as the neck and décolletage. These blotches and splotches can be erased with one to two non-invasive laser treatments. Just remember to leave yourself four to six weeks to see optimal results.

The Blemish Buster

If you still get the occasional breakout, and want to have clear skin for your wedding day, new laser and light treatments can help you. Non-invasive laser treatment using a combination of the **VBeam™** pulsed dye laser and **SmoothBeam™** diode laser will erase blemishes, decrease the appearance of enlarged pores, improve skin texture and reduce your tendency to develop new pimples. There is minimal discomfort and no recovery time. For more severe acne, we treat with a process called **Photodynamic Therapy (PDT)**. A medication is applied to your skin for two to three hours, and is then activated by a laser. There can be three to four days of redness and swelling, so this is a procedure that requires some planning. Most people see a dramatic reduction in their acne within four weeks—and an improvement in their acne scars within two to three months after PDT treatment.

Looking Radiant on Your Wedding Day

After months of cold winter weather and dry skin, everyone can benefit from deep exfoliation treatments. A series of microdermabrasions or enzyme chemical peels will reveal refreshed, glowing skin. These procedures gently remove dead skin cells on the skin's surface that dull your complexion and clog your pores. You can also enhance the benefits of these treatments by using a **Clairsonic™** skin cleansing system which can be used on the body as well as the face, and is well-tolerated by all skin types, including sensitive skin. These exfoliating treatments increase skin cell renewal, revealing softer, smoother skin and firm the skin to improve surface texture. They also enhance the benefits of skin care products and prep the skin for even self-tanner application. Please see our Clairsonic promotion on page 4.

NEW YORK LASER & SKIN CARE IN THE NEWS

Dr. Kauvar in the News



Dr. Kauvar is quoted extensively in an article on "Glowing Skin at Every Age" in the March 2010 issue of *Health* magazine. Read it now to find out how to tweak your

skin care routine for every adult age group. At the annual meeting of the American Academy of Dermatology that took place in Miami this month, Dr. Kauvar lectured on the use of photodynamic therapy for skin rejuvenation, laser treatment of pigmented lesions and tattoos and non-ablative fractional lasers. She was also honored at the meeting for her work as Chair of the Communications Council for the past five years.

Dr. Kauvar Receives President's Volunteer Service Award

The President's Council on Service and Civic Participation was established in 2003 to recognize the valuable contributions volunteers are making in our communities and encourage more people to serve. Dr. Kauvar received the award for her volunteerism in Dermatology.



NYLSC Receives Ambulatory Surgery Center Certification

Our facility has been certified by the American Association for Accreditation of Ambulatory Surgery Facilities (AAAASF). The purpose of this certification is to promote the highest quality patient safety and quality of care in the office-based surgery setting. AAAASF accreditation

complies with the most stringent set of outpatient standards in the nation.



Spring into Action with Below-the-Neck Beauty Treatments

Now that springtime is just around the corner, it's time to begin thinking about the skin below your neck. Here are a few suggestions on what you can do to improve your body skin:

LASER HAIR REMOVAL

Laser hair removal can permanently remove your stubble and the nuisance of shaving and waxing. At NYLSC, we have 4 different laser hair removal systems, so that all types of skin can be safely and effectively treated. Our newest hair removal laser, the **Lumenis LightSheer Duet™**, has the largest treatment applicator in the industry, making treatment of large areas faster than ever. Because of its large spot size, the LightSheer Duet can safely and effectively remove hair at lower energies, virtually eliminating any pain. Men's backs and women's legs can be treated in just fifteen minutes—compared to the one hour plus treatment times required with other lasers—and there is so little discomfort, the nuisance of sitting with a topical anesthetic for one hour prior is no longer necessary.



CELLULITE REDUCTION

Stubborn fat pockets such as love handles, after pregnancy tummies and muffin tops can be removed painlessly without needles or surgery using **Zeltiq™**, a novel, completely non-invasive device which eliminates fat cells by cooling them, a process called Cryolipolysis™. You can treat your cellulite by smoothing your skin, or shape your body by decreasing the circumference of your waist or thighs with the new **VelaShape II™**, introduced in this issue of *The Beauty Bar*.

LEG VEIN TREATMENT

Over 60% of women suffer from unsightly spider legs veins, which are often inherited and usually worsened by pregnancies. Most leg veins are treated by sclerotherapy, the injection of a medication directly into the veins using a tiny needle the size of a hair. The veins are damaged by the medication, and will be slowly absorbed by your body over a period of several weeks. Treatment, which is virtually painless, takes approximately twenty minutes. Most people require three to five treatment sessions, which are usually performed at two to three week intervals. In some instances, laser treatment may be used for particular types of veins. After treatment, you will have to wear compression hose for three days, and there is usually some bruising. So now is a great time for treatment, before you bare your legs this summer.

RENEW YOUR WINTER SKIN

During the winter months, the cold, dry climate can wreak havoc on your skin, causing it to become dehydrated and lifeless. It's important to change your skin care routine as you transition into warmer weather. You should exfoliate more aggressively, to reveal fresh new skin. Since you will undoubtedly be spending more time outdoors, you need extra sun protection—Dr. Kauvar recommends using an antioxidant plus a broad spectrum (UVA plus UVB) sunscreen daily. For those of you who are prone to hyperpigmentation, freckling or melasma, your skin regimen should also include products that decrease pigment formation. By analyzing your skin, we can provide you with specific skin care recommendations in order to maintain healthy and youthful-looking skin.

The New Non-Surgical Liquid Facelift

Full cheeks are classic signs of a beautiful, youthful face, like those of babies and young children. Sagging and sunken cheeks make your face look older and create a tired look.

This volume loss results from changes in facial bone structure, a loss of skin fat and the downward movement of facial fat pads which happens with age. Even when a surgical face-lift is required because of skin sagging, a beautiful, youthful appearance is not achieved unless the loss of volume is restored. A number of facial fillers, including **Restylane**[®], **Perlane**[®], **Juvederm**[®] and **Sculptra**[®] can be injected to lift the sunken or sagging cheeks. The injection takes minutes and there is minimal discomfort and no down time.



Sculptra[®] Aesthetic

Sculptra[®] Aesthetic is a new type of facial injectable made from poly-L-lactic acid, which helps to replace lost collagen. The main ingredient is a biocompatible, biodegradable synthetic material that has been used by physicians in absorbable suture material for decades. It helps to correct volume loss and deep wrinkles and folds by stimulating production of your own

collagen. Sculptra Aesthetic works gradually in a series of treatments—on average, 3 injection sessions over a few months—to provide a softer, more youthful looking appearance.

FDA Approves Hyaluronic Acid Fillers with Anesthetic

The FDA recently approved new formulations of the hyaluronic acid skin fillers with the addition of an anesthetic in order to improve patient comfort during treatment. The new, anesthetic-containing hyaluronic acid fillers include **Medicis Restylane[®]L** and **Perlane[®]**, and **Allergan Juvederm[®]XC**. The anesthetic, lidocaine, takes effect in seconds and reduces the need for using other types of anesthetics in most patients. In clinical studies supporting approval, the addition of lidocaine to Restylane, Perlane and Juvederm substantially reduced pain experienced by patients, with similar safety and efficacy profiles to the original formulations. The lidocaine-containing fillers will be available in March, 2010.

Fractional Skin Resurfacing with Radiofrequency Energy

Syneron **eMatrix[™]** system is now available at NYLSC. The eMatrix is a new fractional skin rejuvenation device for the treatment of sun damage, wrinkles and scars that uses a process called subablative rejuvenation. Unlike our other fractional systems which use laser light to either heat or



remove microscopic bits of skin—a process called ablation—the eMatrix employs radiofrequency energy to heat and ablate below the skin surface, producing new collagen and revealing smoother, brighter, tighter-appearing skin. The recovery is quick because most of the skin heating occurs beneath the skin surface. Treatment consists of three treatment sessions at three to four week intervals. There is minimal discomfort after a topical anesthetic is applied, and the procedure takes minutes. The microscopic changes produced in the skin creates a sunburn-like redness, without visible wounds, for two to three days, and most patients are back at work the next morning. All skin types can be safely treated with this technology.

First Device Approved by the FDA for Cellulite Treatment and Circumferential Reduction

VelaShape[™] is the first FDA-approved non-invasive, non-surgical treatment for body reshaping and cellulite. VelaShape produces a gradual smoothing of the skin, a noticeable reduction in cellulite and reshaping of body areas in as few as four treatment sessions. The procedure is virtually painless, and produces mild redness and some bruising. Patients can resume their normal activities, including exercise, immediately after treatment. VelaShape uses a combination of bipolar radiofrequency and light energy (a specialized technology called **elos[™]**) to target and heat fatty tissue along with deep massage to smooth the skin. Most patients require a series of six treatments which are performed at one week intervals.



New Laser for Tattoos and Pigmented Lesions



NYLSC added **Candela Alex TriVantage[™]** to its line-up of tattoo and pigmented lesion lasers this fall. In addition to treating tattoos, this device provides unsurpassed treatment of brown spots, sun damage, melasma, birthmarks and darkened scars. Boasting three different wavelengths—the 755 nm alexandrite, the 532 nm KTP and the 1064 YAG lasers—this technology can attack all tattoo colors with one machine. Dr. Kauvar has over 17 years experience treating tattoos and researching more efficient tattoo removal methods. She is currently studying the best way to treat some of the difficult-to-treat tattoo inks, such as yellow, orange, light blue and bright green. In order to help document the progress we are making in using a multiple wavelength approach to tattoo removal, we are currently offering a 75% discount on tattoo removal for qualified individuals. If you are at least 18 years old, have a large (at least 2.5") multi-colored tattoo, and are willing to come in for six visits over an eight-month period, please call our office for more information and a consultation.



NEW YORK LASER & SKIN CARE PROMOTIONS

FREE SKIN CANCER SCREENINGS

During May and June, Dr. Kauvar will be participating in Neutrogena's *Choose Skin Health* program in partnership with the American Society for Dermatologic Surgery. Please call the office for an appointment.

May through June 2010

ZELTIQ DISCOUNT

Treat two areas with the new, completely non-invasive Zeltiq fat reduction technology and receive a 25% discount on each additional treatment area.

Offer valid through April 30, 2010.

VELASHAPE PACKAGE

Buy a VelaShape Package for cellulite treatment or body shaping—six weekly treatments—and receive two maintenance treatments at no charge during the next six month period.

Offer valid through April 30, 2010.

TRY THE DYSPORT CHALLENGE!

Try Dysport, the new alternative to Botox, and receive up to \$150 total savings on two treatments.

Now through April 30, 2010

TATTOO COST REDUCTION

If you are seeking laser tattoo removal, you may qualify for a 75% reduction on the cost of your tattoo removal with the state-of-the-art Candela Alex TriVantage tattoo removal laser.

See page 3 for details.

FREE CLAIRSONIC

Purchase a series of three microderm-abrasions or chemical peels and you will receive a free Clairsonic Cleansing System, a \$200 value.

Offer valid through April 30, 2010.

FEATURED NEW YORK LASER & SKIN CARE PRODUCTS



SKINCEUTICAL PIGMENT REGULATOR

SkinCeutical Pigment Regulator combines kojic acid and emblica, derived from natural ingredients, to break up melanin (pigment) clusters in the skin's surface and reduce discoloration. This powerful skin brightening treatment is proven to lighten discolored skin and improve overall skin tone. It's gentle enough to use every day, year-round.



SKINCEUTICAL RETEXTURING ACTIVATOR

SkinCeutical Retexturing Activator is a skin resurfacing cream that provides hydration and promotes exfoliation to activate the skin's regeneration process. The non-irritating hyaluronic acid base improves the skin's radiance while diminishing fine lines and wrinkles.



SKINCEUTICAL ADVANCE BODY FIRMING CREAM

SkinCeutical Advance Body Firming Cream uses antioxidants and moisturizing ingredients to improve elasticity and restore healthy, buoyant, luminous skin. We recommend using this skin firming treatment along with VelaShape cellulite treatments.