

THE SKINNY



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WHAT'S NEW

Happy 2005! It's New Year's Day in the mountains of New Mexico. The kids are skiing, and the house is quiet.

It's the perfect time to reflect on a great year past and share with you my excitement

about the year to come. As the new year begins, TV, magazines and the like are full of lists of the most popular this or that from the year just ended. So I thought I might share with you some of the most popular procedures and products for 2004, according to our patients.

The FotoFacial™ again tops our procedure list. This skin-rejuvenating procedure is highly regarded by our clients because it simultaneously removes brown spots, shrinks red blood vessels, softens fine wrinkles and reduces dark facial hair. In 2005, we are augmenting this wonderful procedure by offering a new treatment called the FotoFirm™, which combines a FotoFacial™ with a laser procedure to further improve wrinkles and rebuild collagen. See the Galaxy™ article for all the details.

Number two on our 2004 list is BOTOX® Cosmetic. Our board-certified dermatologists, all members of the BOTOX® Cosmetic Physicians Network, performed almost 2,000 procedures last year. This safe, very effective treatment proved most popular for reducing frown lines (glabella) and crow's feet around the eyes. The benefits of BOTOX® Cosmetic last three to six months, and many of our patients consider it basic maintenance in the battle against aging skin.

Coming in at number three is permanent hair reduction, a procedure choice which has increased over 50 percent in 2004. The new Aurora™ along with our tried-and-true Epilight™ gave us the ability to successfully treat blond, red and darker hair. Bikini, upper lip, chin, underarms and legs were the hottest spots for hair removal last year.

THE ADVANTAGE OF PREVAGE

What's new in skin care for 2005? Prevage™ is a highly anticipated, anti-aging cream that is being launched this month. Dermatologists have been eagerly awaiting its release ever since a scientific paper about idebenone, the active ingredient in Prevage, was presented at the 2004 American Academy of Dermatology meeting. In that report, idebenone was compared to other antioxidants commonly used in anti-aging skin-care products, such as vitamins C and E, coenzyme Q10, kinetin and alpha lipoic acid. Idebenone proved to be the most potent antioxidant of them all.

Why are antioxidants thought to be such an important part of

Facial peels and CoolTouch™ wrinkle treatment round out the top five most sought-after procedures. Microdermabrasion, our most requested peel, helps to exfoliate the sun-damaged top layers of the skin, reveals healthier, smoother skin underneath and improves brown or rough spots in aging skin. Our top laser procedure is CoolTouch™. The series of full-face treatments stimulate the cells to generate new collagen that plumps out wrinkles and elevates acne scars. Dr. Eubanks elaborates on this popular procedure, now available in packages, on page 4.

Our most popular new procedure was Restylane®, winner of *Allure* Best of Beauty Awards' Breakthrough Award 2004. This longer-lasting injectable gel made of hyaluronic acid, a natural substance already in your body, adds volume to lips and lifts up wrinkles and folds. Our number-one treatment area this past year was nasolabial folds. Obagi Nu-Derm™ was our top 2004 skin-care line. This line is a multi-faceted system that uses medically prescribed products in conjunction with tretinoin to restore the natural glow and elasticity of healthy skin. For 2005, we have Prevage™, a new antioxidant, anti-aging cream. Learn more about the advantages of Prevage™ in the article below.

Besides FotoFirm™ and Prevage™, we are very excited about the introduction of our exclusive cellulite treatment known as VelaSmooth™. We are part of the clinical trial group that is seeking FDA approval for this device. Throughout the fall, we test treated many of our own staff and are impressed by the results. See my article on page 5 for the latest information on the medical solution to cellulite. With these new offerings and the 2004 additions, Sculptra™, GentleWaves® and Restylane®, 2005 promises to be a great year for battling the forces that age skin. Come learn more about how to look your best in the New Year at our upcoming February 5 seminar.

Thanks to all our loyal patients for your business in 2004. We look forward to serving you medically and cosmetically in 2005.

an anti-aging skin-care regimen? Skin aging is caused in part by oxidative damage from external environmental stresses, such as UV light, air pollution, ozone and cigarette smoking. An antioxidant cream, like Prevage, can help to protect your skin cells from oxidative damage. This results in an improved appearance of fine lines and wrinkles, a decrease in skin roughness and dryness, and an evening out of skin tone – all of which restores a more youthful look. In one clinical study, Prevage reduced fine lines and wrinkles by 29 percent in six weeks.

The Center for Cosmetic Dermatology is proud to offer this exciting new product for sale. We can discuss the advantage of Prevage at your next appointment or you can call one of our patient-care coordinators for more information at 713.850.0240. Or if you're ready to give Prevage Antioxidant Cream a try, just stop by our office.

UPCOMING EVENTS

Date/Event

Location

Tuesday, January 25, 2005

River Oaks Women's Breakfast Club *

River Oaks Country Club

Wednesday, January 26, 2005

Women of Worth Presentation *

Museum of Medical Science

Saturday, February 5, 2005

Skin Rejuvenation Seminar

Center for Cosmetic Dermatology

Thursday, March 3, 2005

Retail Properties Group Presentation *

Location to be announced

Saturday, April 30, 2005

Skin Rejuvenation Seminar

Center for Cosmetic Dermatology

* Private group presentations are not open to the public. Our dermatologists are often asked, and accept when possible, invitations to speak to outside groups on skin-care issues. If you have a group that would like to request a presentation, please contact Kelly Goodman at kgoodman@sba-skincare.com or 713.850.0240, Ext. 107.

SKIN REJUVENATION SEMINAR

Join us for coffee and find out what's new and what's tried-and-true for keeping your skin looking its best in 2005. Our doctors will give a series of presentations on the following topics. You may stay for all of them or come and go as you like. There will be door prizes and free samples.

- 9:00 a.m.** VelaSmooth™: The Medical Cellulite Solution
- 9:15 a.m.** Thermage™: Tighter Skin Without Surgery
- 9:30 a.m.** FotoFacial™ and FotoFirm™: Ultimate in Facial Skin Rejuvenation
- 10:00 a.m.** Sculptra™, Restylane® and Collagen: The Latest on Fillers
- 10:30 a.m.** The Look of BOTOX® Cosmetic
- 10:45 a.m.** Permanent Hair Reduction for Blondes, Brunettes and Redheads

COOLTOUCH

TIME



The holidays are over. Believe it or not, it's time to start thinking about the special events you have planned for the summer. If you have a reunion or a wedding coming up, or if you just want to look your best this summer, now is the time to start improving your fine lines and your acne scars.

CoolTouch CT3™ is a low-energy laser that improves fine lines and acne scars. It is also now FDA approved for stretch marks. Lines and acne scars are improved 20 to 40 percent on average. In addition, you'll notice an improvement in your skin texture and a decrease in your pore size. If you still suffer from acne breakouts, you'll notice an improvement in your acne, too.

The Cool Touch procedure is simple. We like you to use a topical anesthetic about an hour prior to the procedure since the laser does sting. We'll be happy to apply it for you at our office. The treatment itself only takes about ten minutes. After the treatment you can expect to be red for 30 to 60 minutes, but you can resume your normal activities immediately. Once the redness clears, no one will know that you've had anything done. You will not have any pain or peeling after your CoolTouch procedure.

CoolTouch works by stimulating cells called fibroblasts in the top layer of your skin. The laser stimulates your fibroblasts to make more collagen. You can have your treatments every three or four weeks. This procedure takes five treatments – if your schedule cannot accommodate a series of five, you should not start the process. It requires that many treatments to really stimulate the fibroblasts. It takes months for the fibroblasts to lay down collagen, so after two to three months, you start seeing the results. You will continue to improve after your last treatment. As an incentive, when you purchase a package of five full-face CoolTouch treatments, you will receive a free GentleWaves® Classic treatment after each CoolTouch procedure. The GentleWaves treatment will enhance the collagen-stimulating effects of the laser. This offer is for a limited time.

Any skin type can be treated with CoolTouch. We treat both light and dark skin without complications. You can have your entire face and neck treated with CoolTouch. If you prefer, you can pick a single area, such as around the mouth for lip lines or on the cheeks for acne scars.

The improvements you see in acne scars are long lasting. Unfortunately, we all continue to age, so more fine lines will appear eventually. After your series is completed, we recommend a CoolTouch treatment every six to 12 months to help your skin continue to look its best. If you have additional questions or want to schedule an appointment with one of our doctors, please call 713.850.0240.

by Leigh Ellen Eubanks, M.D.

TO THE GALAXY AND BEYOND

At The Center for Cosmetic Dermatology, we are very excited about the latest addition to our arsenal in the fight against aging skin. It's the Galaxy™ from Syneron, the same company that makes the Aurora and VelaSmooth devices that we use. What's unique about all these devices is that they utilize a concept called elos (electro-optical energy) – a combination of bi-polar radio frequency energy and either laser or intense pulsed-light energy. This combination makes treatments more effective and safer.

The Galaxy™ is used to perform a skin-rejuvenation procedure called FotoFirm™. Two leaders in the field of skin rejuvenation, Dr. Patrick Bitter, Jr., and Dr. Stephen Mulholland, coined this term. They were also the inventors of our most popular skin-rejuvenation procedure, the FotoFacial™.

The FotoFirm takes the FotoFacial to the next level. It provides all the benefits of the FotoFacial and more. The FotoFacial and the FotoFirm both help to reduce red capillaries, brown spots, enlarged pores and fine wrinkles. However, the FotoFirm uses a diode laser combined with radio frequency energy to rebuild additional collagen and provide more wrinkle improvement.

Just like the FotoFacial, the FotoFirm requires a series of five treatments, spaced no closer than three weeks apart. With both FotoFacial and FotoFirm, a topical anesthetic is applied one hour

before the treatment. After effects are the same with both. There may be some mild redness and swelling which usually dissipates in hours to a few days. Brown spots may get darker, and then exfoliate in seven to 10 days. Makeup and sunscreen may be worn as usual afterwards, and you may resume your normal activities immediately.

The FotoFirm procedure is like combining a FotoFacial and a CoolTouch® treatment. The CoolTouch is a laser used to improve wrinkles by stimulating the production of new collagen (see separate article). The FotoFacial uses an intense pulsed light (IPL) device to reduce capillaries, brown spots and fine wrinkles. The FotoFirm uses laser, IPL and radio frequency energy to achieve skin rejuvenation. The CoolTouch will continue to be available for treating acne, acne scars and wrinkles for people who have wrinkles but either don't have or are not bothered by capillaries and brown spots. The

FotoFirm takes the FotoFacial to the next level...provides all the benefits and more."

FotoFacial will continue to be available for people with rosacea, red acne scars, brown spots and sun damage, and who either don't have much wrinkling or are not bothered by the wrinkles they have.

For those who want an all-in-one skin rejuvenation procedure, which addresses red capillaries, brown spots, texture and wrinkles, we recommend our new FotoFirm procedure. If you have questions or want to schedule a consultation with one of our dermatologists, call 713.850.0240.

VELASMOOTH

THE MEDICAL CELLULITE SOLUTION

Cellulite, that lumpy-bumpy appearing skin on the hips and thighs, is a common problem for which we didn't have an effective solution – until now. VelaSmooth™, a breakthrough medical device for treating cellulite, recently received Health Canada clearance. Although the VelaSmooth is not FDA approved yet in the U.S., The Center for Cosmetic Dermatology is fortunate to have been chosen as one of the test sites for this equipment. Because of our designation, we are able to offer VelaSmooth treatments to our patients prior to FDA approval.

The published results of the Canadian clinical trial are significant. All 100 participants in the Canadian trial received a 60 to 70 percent improvement in the appearance of their cellulite. In addition, all patients had improvement in the texture and contouring of the skin, and they experienced an average 3.2 cm hip size reduction. Results with our own trial patients are also encouraging.

VelaSmooth is the most effective, proven medical treatment for

cellulite. It is powered by the revolutionary elos technology, which incorporates three different energies: conducted bi-polar radio frequency, infrared light and tissue mobilization along with suction. This combination of three powerful modalities means impressive results on the treatment of cellulite.

The treatment protocol calls for ten treatments, twice weekly. After that, to maintain the results, treatments are recommended once a month. Most patients start noticing improvement after the second or third treatment, and many find their clothes beginning to fit differently.

The treatments are not painful and do not require any topical anesthetic. Many patients report that it feels like a relaxing warm massage. Treatments usually take 30 to 45 minutes depending upon how many areas are being treated. The areas that can be treated include abdomen, thighs and buttocks. For more information about VelaSmooth or to schedule an appointment, please call 713.850.0240.

THE PERFECT COMBINATION

With the explosion of new procedures in skin rejuvenation important information sometimes can get lost in the shuffle. One of our new treatments for the early signs of sun damage is the GentleWaves® Skin Fitness System. GentleWaves uses a phenomenon called photomodulation to improve the texture and appearance of aging skin. Low intensity, light-emitting diodes (LEDs) activate skin cells with pulses of non-thermal light energy similar to the way photosynthesis allows plants to convert sunlight into cellular building blocks. The pulses of light cause the skin cells to produce more collagen and less of the enzymes, such as collagenase, that break down dermal tissue.

The GentleWaves treatment can also enhance the collagen-stimulating effects of many of our other skin-rejuvenating procedures. To highlight this fact, we have created several specially priced treatment packages when you combine a series of same day, back-to-back procedures and GentleWaves Classic treatments. Those special combination packages are:

8 microdermabrasions and 8 GentleWaves Classics
5 CoolTouch 3CT™ treatments and 5 GentleWaves Classics
5 FotoFacials™ and 5 GentleWaves Classics
5 FotoFirms™ and 5 GentleWaves Classics

To learn more about the benefits of GentleWaves, see the recent *Skinny* article on our web site. To schedule a consultation with one of our physicians or nurses, please call 713.850.0240.

RESTYLANE NEWS

We have great news about our most popular wrinkle-filler. In addition to the 1.0 ml size, Restylane® is now available in a new 0.4 ml syringe. This smaller size is a welcome option when you have just one or two localized areas that need treatment, such as a few acne scars or a slight touchup on the lips.

We also have good news for those who need more than 1.0 ml. When you purchase a second 1.0 ml syringe in the same treatment session, the second syringe can be purchased at \$100 off the single syringe price.

Studies have shown that patients are happier with full correction of their wrinkles. So whether you need a little or a lot, we have Restylane in the right size and the right price for you.

COMING SOON THE SKIN e-LETTER

Can't wait three months for your next *Skinny*? Now you don't have to – just sign up for the new Skin e-Letter today. Our electronic newsletter will feature the latest advances in cosmetic dermatology – new procedures and new products. Be the first to hear about monthly specials and promotions and upcoming events. Our inaugural issue will be sent out in February. So sign up today at skin_e_letter@sba-skincare.com.

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