

SkinSolutions

Summer Vacation News & Views

If you are planning your summer getaway to some tropical paradise you are in luck. Bargains abound. If you are also planning on returning with tan lines, you may want to know a new study shows a link between sun-baked shores and moles. What? It's true...one study shows white women are especially at risk — exhibiting 74% more moles than those who stay out of the sun. (Journal of Investigative Dermatology) Large numbers of moles are a serious risk factor for melanoma — the deadliest form of skin cancer. Most moles were found on the trunk and lower limbs, which are areas usually covered up while working or at home, making them the most vulnerable to sunburn. The intense, intermittent nature of this exposure has been particularly linked to melanoma. So what to do if you are desperate for a beach holiday?

- Be smart. Apply at least a shot glass of SPF 30 every 2 hours or after swimming.
- Cover up. Although it seems counterintuitive, light colored cotton wraps or sarongs will shield you and keep you cool.
- Sunglasses not only stop the squinting, but block the UV rays responsible for eye damage in the form of cataracts and macular degeneration.
- Did you know water and sand reflect glare and subsequently add to the intensity of your exposure? If you don't want to sit under an umbrella, enjoy the beach before 10 and after 4.



Dear Friend,

Ready to shed those hats, scarves, gloves and other trappings of Winter? Spring has sprung and Summer is around the corner, so we dedicate this newsletter to helping you prepare for the revealing warm weather styles ahead. Great looking skin is always in fashion. But sometimes bad habits, misconceptions, and age related skin conditions keep you from looking

your best. In this edition, we offer timely reminders and tips, new product introductions and updates on popular treatments that really work.

Planning a sunny getaway? Be sure to pamper your skin along with your psyche. Get ready with our bathing suit check list, vacation tips and a test of your tanning IQ. If you are troubled with cellulite, learn about the secret ingredient in Revale's coffee berry product. Create long, lush lashes with a popular new FDA approved treatment. And, finally, we are proud to introduce Evolence, a superior collagen filler that delivers immediate, natural looking results that last.

May is Melanoma Month and we encourage all to make an appointment for your annual Total Body Exam. Helpful consumer guidelines for sun protection are available through the Skin Cancer Foundation at www.skincancerfoundation.org. Enjoy the sun and all of its benefits with "sun sense". And above all, we wish for you the natural "glow" that comes from health and happiness.

Cordially yours,

Dr. Ariel Ostad

May is Melanoma Awareness Month


May is Melanoma awareness month, making it the perfect time to have your annual skin cancer check up. There is no substitute for being seen by a board certified dermatologist. He or she is able to identify and evaluate potential signs of skin cancer that even other physicians might miss. Don't take unnecessary chances. At the same time, schedule a skin care consultation with one of our staff so you can leave with a comprehensive treatment plan and/or products tailored to your specific needs.

hands taking the gloves off




If you ask the “woman on the street” about the part of her body she would most like to protect from the sun, a typical response might be “my face” “my neck” “my chest.” In fact, the wrinkles, brown spots and leathery skin on your hands can age you well beyond your years. What’s more—it’s easily avoidable since 90% of these signs of aging are attributed to the sun. Give yourself a hand by taking the following protective measures:


- Exchange your moisturizer for a moisturizing sunscreen with an SPF of 15 or higher. Moisturizers make hands feel smoother, but they do nothing to protect them from damage. Creams containing anti-oxidants also guard against cell damage. Dr. Ostad can guide you to the best over-the-counter and prescription products available.
- Washing your hands is definitely a habit to keep, however recognize that the sunscreen protection is washed away with the germs. Always reapply your sunscreen and don’t neglect your nails and nail beds where melanoma can form.
- If your hands reveal your true age, the following treatments are recommended:

- Fillers including fat injections do wonders for facial volume loss, but they are equally effective in visually plumping up the appearance of your hands. Treatment is quick and relatively painless when a topical anesthetic is used. Results last for approximately 6 months.
 - Fraxel and chemical peels can remove the skin’s top layer to reveal less damaged tissue beneath, reversing some of the signs of aging. Both lasers and peels are rejuvenating, offer little discomfort and next to no downtime.
 - Loose skin with prominent wrinkles and veins can also be corrected without surgery or injections using Thermage treatment. FDA approved Thermage delivers heat deep into the skin rejuvenating existing collagen and promoting new collagen growth. The result is tighter, smoother hands with skin appearing thicker and less transparent.
 - Sclerotherapy or laser can also be used to remove prominent veins that are a sign of aging.
- Another good reason to protect your hands? Skin pre-cancers and squamous cell carcinomas are the most common lesions of the hands. 

TEST YOUR TANNING IQ-FAST FACTS FROM THE SKIN CANCER FOUNDATION

- There are no shortcuts to a suntan. Tanning parlors emit UV radiation that is 12 times stronger than the rays of the Sun.
- According to the joint 2007 survey, 59% of Americans use sunscreen at least occasionally. This is a 20% increase from 2003.
- Did you know that “tanorexia” is the term used for those unable to stop tanning? Studies have shown not only behavioral dependence but actual physical dependence on sun tanning, not unlike the characteristics of substance abuse.
- Remember to use your sunscreen daily. An SPF of 15% screens 93% of the sun’s rays. An SPF of 30 protects againsts 97% of the sun’s rays. 

Lash Out with **Latisse!**

Mascara. Who can live without it? Invented in the late 19th century and perfected around 1913, no cosmetic bag is complete without a wand of mascara. Today, nearly a century later we have Latisse—the latest in eyelash enhancement. Used topically once a day to the base of the upper lashes results in lashes darkening, lengthening and thickening within 8 weeks. Bimatoprost, (the active ingredient of Latisse) was prescribed and used by glaucoma patients for over 13 years. It’s not often that cosmetic enhancement is a byproduct of medication. Yet over time, these same patients developed noticeably darker, longer and fuller lashes and studies concluded this was not just happy coincidence. Last December, the FDA approved Latisse for aesthetic use and Allergan — the pharmaceutical company that also developed Botox — quickly added lash enhancement to their arsenal. Now, you too can enjoy beautiful, natural lashes easily and inexpensively. Available in our office by prescription only. 

Steps to a Smooth Shape:

What Works and What Does Not

Are you struggling with cellulite, disproportionate bulges, or extra fat? It's important to understand the objective of various treatments and why they work (or don't.)

The word "cellulite" may have no precise medical meaning, but it has profound personal meaning to anyone with dimpling and irregularities that occur on the surface of the skin. Most frequently found on the buttock and thighs, cellulite worsens with age, and is frequently associated with loose skin. Cellulite is tied to protein degeneration in the skin and its supporting structures. Diet and exercise will not change the appearance of cellulite, but there are treatments available to tighten up the skin and make cellulite much less visible. The next generation Thermage, a procedure that uses unique capacitive radiofrequency (CRF) technology, may be the answer if you are seeking smoother, tighter, younger looking skin. Thermage safely heats the under layer of your skin, causing tissue and collagen in the skin's dermal layers to tighten. Thermage is the only non-invasive, injection-free procedure that effectively tightens loose skin with the added benefit of no down-time.

What if you are dimple free, but a bit chunky in certain areas? A lit-

tle known fact is that diet, exercise and weight loss cannot affect the total number of fat cells or their distribution on your body. If you inherited a large number of fat cells on your thighs, but few on your chest, you will always have more fat on the thighs than on the chest. Liposuction is the only way to change your shape or contour. Since actual fat cells are removed, the procedure is permanent, and following liposuction the body will always have less fat in the treated areas. While liposuction will not cure cellulite, it will remove fat and reduce contour. In mild cases liposuction may lessen the intensity of cellulite. Moderate belly fat responds well to liposuction and/or Thermage treatment leaving the tummy and waist flat and tight. Other areas responding well to liposuction or Thermage are knees and arms.

However, if there is sagging skin along with fat, liposuction will do little to improve your condition. A tummy tuck or thigh lift is the only permanent answer. Remember Thermage tightens, Liposuction contours, and surgery "lifts/tucks"—three great treatments, each situation dependent. ☞

WAKE UP AND "SMELL THE COFFEE"

Move over Starbucks. A Grande Latte just got a lot grander. In fact, caffeinated creams containing certain antioxidants may counteract cellulite, lighten up dark circles and tone down redness. According to Dr. Ostad, the caffeine not only makes skin look younger, but renews cells damaged by the sun. *"It's a vasoconstrictor which means when it is applied topically, it reduces blood flow to the area. This helps reduce redness, puffiness or dark circles."* But how does caffeine help improve cellulite? *"By dehydrating fat cells, it shrinks them temporarily and as a result skin is smoother—noticeably less lumpy and bumpy."* Creams made with coffee also serve as a great after sun lotion. Products can be found over the counter or prescription strength and range from drugstore brands to high dollar creams. And while too many cups of coffee can make your heart race, Dr. Ostad suggests there's no harm in putting too much caffeine on your skin, provided you do not have a specific allergy. Tea is another convenient source of caffeine. Warm black tea bags work wonders for tired eyes if applied for 20 minutes. Puffiness will disappear and the skin will be revitalized. Caution: drinking too much caffeine is still not a good idea. Caffeinated beverages dehydrate the skin, making it look dull and flaky.

TUNE IN: Dr. Ostad was recently featured on CBS News discussing Revalé coffee berry products. Revalé was also profiled on the Today Show and was featured in **INSTYLE** magazine as one of the season's "hottest" new skincare products.

Wake Up Your Skin

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Vitality—CoffeeBerry® is a naturally potent super-antioxidant

Rejuvenation—REVALÉSKIN™ with 1% CoffeeBerry® is clinically proven to reduce the signs of aging*

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Reveal the Younger You

* In a blinded study, marked improvement was demonstrated in the appearance of fine lines/wrinkles, skin pigmentation, and texture roughness/dryness compared to vehicle control. (Data on file. CoffeeBerry® Clinical Report, January 2, 2007.)

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TO TATTOO OR NOT TO TATTOO?



Tattoos have enjoyed quite a revival the last few years.
But are they safe?

Dr. Ostad, featured in this month's issue of "Sun and Skin News", published by the Skin Cancer Foundation, shares his views below.

On the link between skin cancer and tattoos


Dermatologists have been evaluating patients with tattoos for decades for any evidence of skin cancer, and they have never found an increased prevalence of the disease in those individuals. The same is true for patients who have already had melanoma or another form of skin cancer; the inks used in tattoos have never been shown to increase their risk of recurrence. If you get a tattoo, be sure it is not placed anywhere near a mole. The ink could mask potential key warning signs that a lesion may be evolving into a melanoma...

On risks

...skin risks associated with tattoos include allergic reactions to certain tattoo inks and infection immediately following tattoo placement, a problem that is treatable with antibiotics.

On removal


There are several options for removing tattoos, but most are now routinely removed with lasers. These break up the inks so that the immune system can rid the body of these foreign substances. The procedures are typically done over a period of months.

Risks associated with removing tattoos include...loss of skin color as well as... skin darkening at the tattoo site. Scarring... if appropriate lasers are not used... tattoo inks used for permanent makeup (such as permanently darkened eyebrows) can sometimes turn a darker color when a laser is used in removing them... So it is important to perform a test spot... 

Introducing EVOLENCE


Immediate, Natural Looking Results that Last

Evolence is an advanced collagen-based dermal filler that provides long lasting treatment for moderate to deep facial wrinkles and fold. Results are immediate, with minimal to no bleeding, bruising or post treatment downtime and longer lasting results. Longer lasting results are a result of a breakthrough process called GLYMATIX technology. This proprietary process forms a protein "scaffold" that performs the same function as naturally occurring collagen — providing the skin with shape, structure, support and strength — and greater longevity than existing collagen dermal fillers.

Evolence requires no skin pre-test; natural looking results are instantly achieved; and results last from six months to one year, thus eliminating costly repeat visits. We welcome *Evolence* to the family of "beauty boosters" available at our offices. 

COSMECEUTICALS CORNER

RETINOIDS: More Than Just A Beauty Cream

Photoaged skin has met its match. Retinoids, which are synthetic derivatives of Vitamin A can improve skin discoloration, slow degeneration of elastic tissue, and reduce fine wrinkling by enhancing naturally occurring production of collagen and elastic fibers. In addition to giving skin back its youthful appearance, retinoids can inhibit tumor growth, decrease inflammation, and enhance the immune system. Used regularly it can also reduce the number and size of actinic keratoses (rough, red, scaly patches.) Be cautious as you begin your retinoid regimen. Side effects include irritated skin, dryness and extreme sensitivity to the sun. Retinoid creams are available by prescription only. 

Bathing Suits — make it a NO FEAR zone!

Getting that “beach ready” body is easier than you might think. A wide variety of treatments and products are available to treat the most common complaints we experience when business casual turns recreational.

Neck & Chest

Problem: Neck bands, Chest wrinkles, Chest freckles

Solution: Well known for its success with facial wrinkles and lines, Botox can be used “off label” to relax the noticeable bands between your jaw, neck and chest. Freckles or hyperpigmentation can be virtually eliminated using the latest laser technology (Fraxel) that treats even the most delicate areas.

Arms

Problem: Flabby upper arms

Solution: Do your arms keep waving even after you’ve stopped? Liposuction can quickly pull skin taut and smooth.

Abs

Problem: Too much tummy

Solution: If you can pinch an inch, discover Thermage to tighten and firm, Liposuction to shape and contour.

Hands

Problem: Spots, Wrinkles, Thin Skin, Veins

Solution: Don’t let your hands age you. Lasers, Fillers, Chemical Peels or Sclerotherapy can take years off your hands.

Butt & Thighs

Problem: Cellulite, Stretch Marks, Fat

Solution: Think Thermage to tighten and firm, Lasers to make stretch marks less noticeable and Liposuction for improvement of contours.



Dr. Ostad *in the Media*

Dr. Ostad is featured in an article about the benefits and potential drawbacks of Evolence.

— *New York Observer*, March 11, 2009

Dr. Ostad is interviewed in an article about how pulsed dye lasers can eliminate redness/broken capillaries due to rosacea.

— *New York Post*, March 31, 2009

Dr. Ostad is featured in an article about efficacy of Rodial tummy tuck cream.

— *New York Daily News*, April 6, 2009

Dr. Ostad discusses FDA approval of Latisse.

— www.pharmawire.com March 26, 2009

Dr. Ostad discussed eliminating sunspots and damage on your chest.

— *AOL Style List Match* 31, 2009

Dr. Ostad discusses sun protection for "Spring and Summer Breaks."

— *Sirius XM—Doctor Radio*, March 5, 2009

Dr. Ostad featured in an interview about the benefits of caffeine as an ingredient in skin care products.

— *WCBS-TV—March* 11, 2009

Dr. Ostad discusses skincare on a budget and how to keep your skin unwrinkled and unblemished.

— *Sirius XM- Martha Stewart Radio -April* 13, 2009



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Extended Hours for your Convenience

For your convenience our physician's assistants are now staying late to accommodate your busy schedules.

Emily Isenberg, R. P.A.-C and Lisa Pitter, R.P.A.-C have evening hours **till 7 P.M.**