

### Come see the Light continued ...

Without P. acnes bacteria around to cause inflammation, acne clears up. Blue Light therapy can be used to treat acne, Actinic Keratoses (AK), sun damaged skin, oily skin and Sebaceous Hyperplasia.

## Benefits of Blue Light Acne Treatment

- non-invasive
- alternative to antibiotics
- no adverse side effects
- safe for all ages
- minimal discomfort
- easily administered

Results from a single-center clinical trial in California support the use of blue light photodynamic therapy alone or in combination with topical 5-aminolevulinic acid (ALA, Levulan) for the treatment of acne vulgaris. Typically used in combination with Levulan for the photodynamic therapy of non-hyperkeratotic actinic keratoses of the face and scalp, the recent study shows that the Blue light successfully treats both active lesions, as

well as other pre-acneic sebaceous glands. The pretreatment of topical ALA offers additional promise in the reduction of lesions, including papules, pustules, and comedones. Topical 5-aminolevulinic acid (ALA) solution is first applied to the individual acne and Actinic Keratoses lesions on the skin. This ALA solution makes the acne and Actinic Keratoses more sensitive to light, which prepares the skin for the second step in the process. After leaving the topical ALA solution on the skin for 45-60 minutes, therapy continues with the photoclearing Blue Light session. Depending on the severity of the acne, Blue Light therapy may be performed bi-weekly for 5-10 minutes for 4 weeks.

For patients who have not seen enough of a response from the Blue Light/ALA combined treatment, we may also add a Microdermabrasion treatment to the regimen. As an adjunctive therapy, microdermabrasion may accelerate or maintain certain other skin renewal modalities, like laser treatment or Retin-A therapy. By performing Microdermabrasion first, the ALA tends to work better. Microdermabrasion smooths the skin by blasting tiny aluminum oxide crystals on the top of the skin to eradicate fine lines and

ridges. Follow this with the Blue Light. After treatment patients may experience some temporary reddening. Some patients experience minimal swelling in the treated area. Generally the redness subsides 4 weeks after treatment and swelling dissipates after 1-2 days. The therapeutic effect occurs as early as four weeks after treatment, compared to eight to twelve weeks after drug therapy. Schedule your consultation with Aesthetic Solutions today! (919) 403-6200.



3 treatments with the Blu-U and ALA, with 3 weeks in between each treatment



## Aesthetic Solutions

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## Non-Surgical Skin Tightening

Candela has recently announced that the GentleYag laser has the capability of being used for effective skin tightening. Currently, the Gentle Yag laser is being utilized for hair removal for all skin types and vein removal on the face and legs. On April 1, 2005, GentleYag laser for skin tightening was approved by the FDA, and we are excited to now offer it to our patients.

### How does it work?

The GentleYag laser treatment tightens the skin by transferring heat to the deepest layers of the skin. The non-ablative laser creates thermal injury below the epidermis resulting in a healing response to the upper dermis. This process then causes the dwelling fibroblasts to stimulate the precursors of collagen, elastin, and other proteins. By activating enough of your own collagen source, wrinkles and sagging skin can diminish within weeks after the treatment.

Many areas of the body can benefit from GentleYag Laser skin tightening. It can be used to tighten skin on the face and neck, improve shallow acne scars, and help to reduce those unsightly stretch marks, both red and white. (Once a red stretch mark has been treated with the skin tightening technique, it can then be used in conjunction with Vbeam laser to reduce discoloration.) This technique can also show improvements in loose skin left after liposuction in the arms, knees, legs and especially in the abdomen.

### The office visit

Patients who have undergone this procedure are simply amazed about how efficient the entire process can be. Before our physicians administer any type of treatment, they will discuss your personal goals and expectations. A topical numbing cream is applied for approximately 45 minutes, then 3 passes of the laser are made, and that's it! Because this procedure is so convenient, your office visit with us can take less than an hour. The main advantage of this laser treatment is that it is non-invasive, no down time, and there is little or no redness or swelling.

### Results

Some patients have reported that they can see results in just a few days after treatment; however, the optimum results occur anywhere from 4-6 weeks after the treatment. If recommended, a second or third treatment may be done approximately 6 weeks apart. As gravity and the aging process naturally take place, the skin loses its youthful appearance, but this treatment is a great alternative to a surgical facelift.

### Cost of the GentleYag treatment

This skin tightening technique just may provide a more economical solution for that desired youthful appearance, but this can only be determined in the consultation with the doctor. A full-face skin tightening treatment ranges between \$500 - \$750 and may be a more cost-effective alternative for your cosmetic needs.

Aesthetic Solutions is the only cosmetic surgery center in the Triangle Area that provides this new skin tightening technology. If you desire healthy, smoother and younger looking skin, GentleYag laser skin tightening may be the answer you have been looking for. Based on a recent clinical study comparing the GentleYag laser to another commonly used radiofrequency device, the results were promising. We are excited to be able to offer this state of the art technology that can be used in conjunction with other skin rejuvenating methods such as Botox, Restylane, and Intense Pulsed Light (IPL) treatment for red and dark spots.

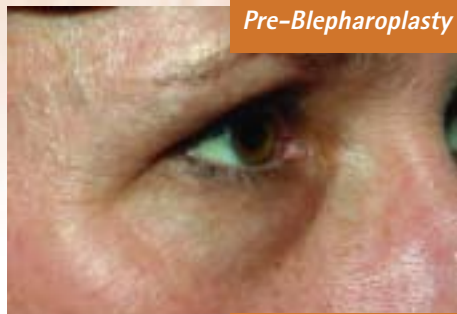
If you are considering this type of treatment, please feel free to contact our office for a consultation. You can expect a staff of well-trained leading professionals who are here to answer your questions and help you meet your cosmetic needs. This most recent finding is one of the many ways that physicians are responding to their patient's desire for non-surgical cosmetic treatments. The only side-affect that you will receive from this procedure is GREAT LOOKING SKIN!

## on the inside

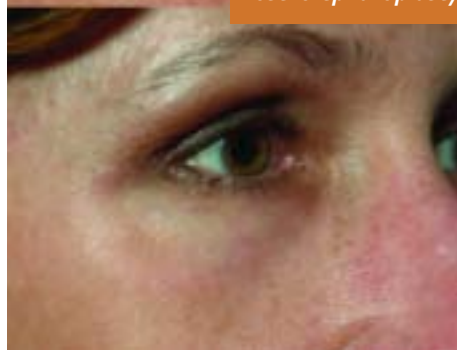
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# Open your Eyes



Pre-Blepharoplasty



Post-blepharoplasty

involves an incision underneath the lower lid eyelashes with excision of the excess fat. The skin is then tightened and sutured. With transconjunctival blepharoplasty, fat is contoured without a skin incision. This is performed by creating a small incision on the inner surface of the eyelid. Transconjunctival blepharoplasty is often combined with laser resurfacing to tighten the skin underneath the eyelid.

With aging of the lower eyelids, several things happen. In addition to the bulging of fat in the eyelid, there is usually a drooping of the fat of the midface. This creates a hollow appearance at the inferior edge of the orbital rim. The combination of the bulging of eyelid fat with the drooping of cheek fat creates a double convex contour. This results in an obvious shadow whenever there is overhead lighting. This is a contour problem that cannot be camouflaged with makeup.

Dr. Finn authored the article *An Overview of Techniques, Indications and Approaches to the Midface Lift* scheduled for publication in the July 2005 issue of *Dermatologic Clinics* devoted to *Advanced Cosmetic Surgery*. In this article, Dr. Finn explains his adopted technique of combining the midface lift with an orbital fat flap to better correct this pattern of aging. With this surgery, excess fat from the eye is sutured over the hollow area overlying the orbital rim. In addition, sutures are used to elevate the midface at the same time. This creates a more natural rejuvenation

of the anatomy of the eye and less of an operated appearance. The result is a smooth convex contour.

The midface lifting with an orbital fat flap procedure is more difficult than a traditional blepharoplasty, and sometimes there may be prolonged swelling over the cheekbone. However, this procedure achieves a more natural rejuvenation of the lower eyelid/midface complex.



pre and post lower blepharoplasty, endoscopic browlift and mid-face lift

Blepharoplasty, or eyelid lift, is a surgical procedure that can restore a youthful appearance to the eye area. The upper and lower eyelids are sculpted, and loose or excess skin and fat tissue are contoured and repositioned. The procedure may be combined with methods to improve other areas of the face. Brow lift, which raises the eyebrows or keeps them from sagging over the eyes, may be recommended to help improve the upper third area of the face.

Blepharoplasty has evolved quite a bit over the last few years. Traditional blepharoplasty

# Come see the Light: Blue Light Photodynamic Therapy!

Our latest acne-conquering treatment is the BLU-U® Blue Light Photodynamic Therapy. Acne results from the obstruction and inflammation of the sebaceous glands. Blue Light Therapy emits a narrow band of blue light causing a photodestructive effect within the pilosebaceous gland that kills P.acnes, the bacteria primarily responsible for acne vulgaris. Blue Light Photodynamic Therapy

emits safe, cool visible blue light for acne destruction.

Blue Light Therapy works by utilizing a high-intensity, 400W, UV-safe, enhanced blue light which stimulates porphyrins activity. When porphyrins are exposed to certain wavelengths of light, they produce free radicals that kill the bacteria.

continues on back cover



PRE

POST

# News Flash! Aesthetic Solutions

## Current Events

Aesthetic Solutions is currently participating in 3 investigational studies. We are still working on the Reloxin study and have begun a study on Botox. The third study focuses on Restylane/Perlane.

## Botox Study protocol:

Treating hyperfunctional facial lines This study examines the efficacy and tolerability of botulinum toxin type A (BOTOX®), Allergan Inc.) when treating moderate to severe glabellar rhytids in female subjects. It also assesses various measurement properties of the Facial Line Outcomes Questionnaire including test-retest reliability and construct validity.

The primary objective of this study is to assess the effect of BOTOX® treatment on patient-reported outcomes in subjects with moderate to severe glabellar rhytids. The secondary objective is to assess various measurement properties of the Facial Lines Outcomes (FLO) Questionnaire including test-retest reliability and construct validity. This study requires 5 visits over a 12-week period.

## Restylane/Perlane Study

The primary objectives of this study are to compare the rates of adverse reactions and possible side effects of injections and injection methods into the nasolabial folds. The proposed study will recruit patients from diverse ethnic groups. Patients will randomly be assigned to be corrected with 3.0cc of Restylane® or Perlane®. An acute Safety Profile will be identified for each product. Eligible patients include consenting male or non-pregnant females between the ages of 18 and 75, suitable to receive either study product, and willing to forgo any additional surgeries during the study. This study requires 7 visits over a 24-26 week period. Patients will be followed for safety assessments for a minimum of 24 weeks post injection.

## Physician Updates

Dr. Sue Ellen Cox presented "The Mind of the Aesthetic Consumer: Setting and Managing

Patient Expectations" at the Annual Botox Cosmetic National Education Faculty Meeting in Las Vegas, NV, on January 22, 2005 and again at the Live Injector Training Regional Symposia in Atlanta, GA on March 4-5, 2005. Locally, Dr. Cox and one of our nurses, Sarah, once again participated in the free Community Skin Cancer Screening clinic, May 21, 2005 at Triangle Town Center in Cary, NC.



Dr. Cox also has her chapter titled "Chemical Peels" published in *Surgery of the Skin: Procedural Dermatology*. First Edition. June K. Robinson, Roberta Sengelman, Daniel Mark Siegel, and C. William Hanke. Elsevier Science Publishing, April 2005.

Dr. Charlie Finn lectured at the Live Injector Training Regional Symposia presenting "Aesthetic Health Dimensions: Science of Botulinum toxin type A," Atlanta, GA. March 5-6, 2005.



Dr. Finn authored several chapters in *Botulinum Toxin: Chapter 3 "Practical Botulinum Toxin Anatomy,"* by Elsevier Science Publishing, April 2005, pages 19-30 and Chapter 11

"Treatment of Facial Asymmetry with Botulinum Toxin," pages 19-30. We have this book in our office if you would like to read it! In July 2005, the *Dermatologic Clinics* issue devoted to *Advanced Cosmetic Surgery* will feature Dr. Finn's article "An Overview of Techniques, Indications and Approaches to the Midface Lift." Another article co-written by Dr. Cox and Dr. Finn is "Social Implications of Hyperdynamic Facial Lines and Patient Satisfaction Outcomes" in *International Ophthalmology Clinics* journal to be released this fall.

## New Staff Members

We welcome three new employees to our team here at Aesthetic Solutions. Rosina joined us in April as a Front Office Coordinator. Rosina has done extensive



Sarah, Rosina, and Linda

traveling to Costa Rica and speaks Spanish well so this is a great help to our office. Linda joins us as another Patient Coordinator and Marketing team member. Linda brings an undeniable energy and enthusiasm to the office, a great people person. We also recruited Sarah, an RN who had most recently been working at UNC in the cardiac unit. Sarah's quick footsteps can be heard throughout the clinic as she anxiously assists in all realms. We are delighted to have Rosina, Linda and Sarah join us!

## Specials!

Restylane Rewards Program: Register your Restylane box top and receipt at [www.restylaneusa.com](http://www.restylaneusa.com) to receive gift cards for Barnes and Noble, Nordstrom or a cash card!

## News flash for all injectable fillers:

Purchase the first syringe at regular price, and get \$100.00 off the price of the second syringe! Up to \$100 cashback!



Before and After Restylane Injections



# Beauty and the Heat!

Summertime can be brutal on your skin, and the number 1 product staple is a physical sun block, but there are other ways to prevent, protect, and replenish!

May 25, 2005 – The American Academy of Dermatology today issued a statement in response to reports in the media that sunshine may prevent cancer. These reports linking the health benefits of vitamin D to sun exposure is leading to public confusion. For decades, dermatologists have advised the public to practice proper sun protection to prevent skin cancer – and that same advice holds true today, despite any claims to the contrary. At current rates, one in five Americans will develop skin cancer during their lifetime. It is estimated that 105,750 people in the United States will be diagnosed with melanoma (the most serious form of skin cancer) this year – a 10 percent increase in new cases of melanoma from 2004. Melanoma will claim approximately 7,770 lives this year alone.

## What You Need To Know About Sun Protection

Sunscreens do everything from preserving a youthful appearance to preventing skin cancer. There is still confusion when it comes to SPF, available chemical and physical sunscreens. UVA contributes significantly to aging while UVB is responsible for burns. While both UVA and UVB radiation are associated with skin cancer risk, the SPF, or sun protection factor, scale used to rate sunscreen formulations only measures protection against cutaneous burning, the effect of UVB radiation. This does not account for UVA radiation. Therefore, a product with a high SPF could actually add little or no protection against UVA.

A common misbelief is that the SPF number reflects a time factor, that the higher the SPF number, the more time you can spend outdoors without burning. This is not an accurate interpretation of the SPF value! It's

often falsely assumed that the increase in SPF value is proportionate to the increase in UVB protection. A product with SPF 30 does not block twice the amount of UVB as a product with SPF 15. In fact, an SPF 30 product may filter out less than 97 percent of UVB, while SPF 15 may filter out more than 93 percent. Because SPF value only addresses the UVB protection a product offers, it is recommended that patients use "broad-spectrum" sunscreen products. Check the product for both UVA and UVB protection.

In the US the ingredient with the widest protective absorption spectrum available is micronized zinc oxide. Zinc oxide is a physical sunscreen, which means that it sits on the skin to create a reflective barrier against UVR, whereas chemical sunscreens absorb into the skin. Although some sunscreens are "water resistant" it is important to remember that if you towel off after being in the water you remove some sunscreen.

## Sunless is in!

Those days of baking in the sun is a thing of the past. Ignorance can be fatal! Some tanning salons claim that a "base-tan" can be protective- this is FALSE. We all agree that a little color is nice and may look healthy, but be smart and follow the new trend of sunless tanning. There are many self tanners on the market and these are some of our staff's favorites:

Jersey Girl Tan: Bronze Infusion, a tinted, coconut aerosol spray.....\$30.00

Fake Bake: A Complete kit with scrub, pre-tan oil spray, and a bronzy tanning lotion or mousse.....\$50.00

Cellex-C's Bio-Tan: A pleasant smelling lotion produces color with your body's natural enzymes .....\$90.00

## New Product Updates and Specials!

Fake Bake for the face!.....\$24.50

Fake Bake Kit.....sale price \$38.00 (marked down from \$50)

TNS Illuminating Eye Cream, good for puffiness and dark circles .....\$60.00

TNS Body Mist: repairs sundamaged skin on chest, arms, legs .....\$78.00

Kinerase C6 Peptide Intensive Treatment softens the appearance of wrinkles and reduces the signs of aging skin. Vitamin C, E, and green tea extract provide additional antioxidant benefits. Apply to clean skin in the morning, follow with Kinerase Cream or Lotion .....\$76.00

Kinerase Gentle Daily Cleanser: pure and gentle foaming formula with green tea extract for additional skin soothing benefits... \$30.00

Take 15% off on all Kinerase Products thru July 30th!

## Beauty Bites

Limit the use of retinoids, such as Retin-A, Tazorac, or Differin. In the summer, products containing a high concentration of Alpha-hydroxy acids should be used less frequently. Even though they are excellent for turning over dead skin cells and generating collagen production, they can also make your skin photo-sensitive, and if you're not careful, it could be more harmful than good.

Try to incorporate an Anti-oxidant (i.e, Prevage, Et C6 Peptide-see info above) into your daily regime to help protect free radicals from breaking down the skin barrier.

Last, but not least, Moisturize! Seal the deal! Use Kinerase cream or MD Forte Replenish cream.