Dr. Goldberg spoke at the National Family Conference in Orlando, Florida in July 2011, to an audience of family members and patients with Sturge-Weber Syndrome, a syndrome typically involving facial Port Wine Stains, seizures and glaucoma. He discussed some of these new Laser approaches to PWS treatment. Dr. Goldberg is now serving on the International Medical Advisory Board for this unique condition.

The treatment is in no way experimental. We know the treatments will work but are still determining which treatment protocol is optimum. Some of the treatment sessions will be lengthier and involve multiple Laser passes and various Lasers. Treatment costs will be similar to current prices. We aspire to provide greater value by enhancing the cost-effectiveness of your treatment(s) by treating in a more aggressive manner; reaching treatment endpoint in fewer sessions, without sacrificing the quality of the results. Most of the treatments will be performed by Dr. Gerald Goldberg and/or Jennifer Allison, MPA-C. Both providers have a combined experience of more than 30 years in Laser Tattoo Removal.

If you have interest in participating in one of these treatment protocols, please contact Monica or Carrie for more information or to schedule a consultation at 520.795.7729. Please visit our website at www.pimaderm.com.

WHAT'S NEW IN LASER TATTOO REMOVAL?

By Dr. Gerald Goldberg

Pima Dermatology is pleased to announce that we recently purchased a state-of-the-art Laser with greater Tattoo Removal capabilities than our previous Laser devices. We will also have new ways of using our advanced Laser technologies to obtain faster results. We proudly introduce the Astanza Trinity Laser, housing three different high-powered Q-Switched Laser modalities: Ruby (red light), YAG 532 (green light) and YAG 1064 (infrared).

Benefits using the Astanza Trinity Laser to treat tattoos include:

- ink located deep within the skin can be more aggressively treated with higher fluences (power) and larger spot size to reach the ink,
- treatment sessions can be completed in less time,
- fewer sessions are needed, making treatments more cost-effective.

We have been successfully using this device for over six months and it allows for more efficient clearing of multi-colored tattoos with fewer treatments. This Laser, combined with our TriVantage Laser [Q-Switched Alexandrite (red light); YAG 332, and YAG 1064], gives us the most complete armamentarium of tattoo-specific Lasers anywhere in Arizona. We, at Pima Dermatology, have been performing Laser tattoo removal for more than two decades and we continue to be one of the most highly-equipped Laser Centers in the United States!

We also want to inform you that we have three additional Laser modalities available: the Ebitum, Fractional, and fully ablative Carbon Dioxide Lasers to treat resistant tattoos. If you have not yet experienced tattoo removal, the process can take multiple sessions spaced over many months (or in some cases, years). Our goal is to continue finding better and more cost-efficient ways to remove tattoos.

At the latest Laser meetings this spring, we discussed innovative advances in Laser Tattoo Removal. We will be joining several investigators around the country in testing various Laser protocols involving combining the Astanza and our TriVantage Laser [Q-Switched Alexandrite (red light); YAG 332, and YAG 1064].

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REWARDING, EXCEPTIONAL DERMATOLOGY OPPORTUNITY

Pima Dermatology is currently seeking a full-time General Dermatologist, who is Board Certified or Board Eligible, to join our exceptional, growing practice. For more information about this outstanding career opportunity and all available positions with Pima Dermatology, please visit www.pimaderm.com.

A center of excellence providing medical, surgical, and cosmetic dermatology services in a caring, professional environment.
There have been remarkable developments in the world of treatments for Vascular Birthmarks. Several years ago, there was the serendipitous discovery of the usefulness of Propranolol (a common medicine used for hypertension), to suppress the growth of infantile Hemangiomas. This has spurred a tremendous change in how we approach enlarging birthmarks in infants. It has led to the use of a topical gel, Timolol Gel, for routine use with infants with Hemangiomas and also as an adjunctive treatment for infants, children, and adults post Laser treatment for Port Wine Stains (burgundy-colored facial birthmarks).

Another notable area of research involves the uncommon genetic disease known as Tuberous Sclerosis. This disease involves facial skin growths, seizures and/or intellectual and developmental disabilities, and tumors (or “tubers”) in various organs of the body (i.e. heart, kidney, brain). These facial lesions are treatable with Lasers but there is a tendency for the lesions to recur. There has been the recent discovery of the use of a medication, Rapamycin, to suppress the growth of these lesions, improve the longevity of treatment, and decrease lesion recurrence. I am currently exploring the use of a form of Rapamycin topically as an addition to Laser treatment and potentially as a systemic agent for those patients with multiple organ system involvement. Presently, we are using Timolol until Rapamycin is FDA-approved or until the cost for topical application becomes more practical. These agents can act alone or in combination with Laser treatment to extend remission.

We have been providing excellence in skin Laser treatment for close to three decades. We strive to provide the best devices and incorporate the latest advances in treatment for a wide-range of conditions where Laser therapy provides distinctive effectiveness. For more information about our dynamic Laser Center, please visit our website at www.pimaderm.com.
The MELANOMA WALK 2011

The MELANOMA WALK 2011, supporting the Skin Cancer Institute, took place Saturday, October 1st at the Arizona Cancer Center at UMC North. Pima Dermatology staff members participated alongside hundreds of supporters.

We journeyed on a pleasant 1.5 mile walk dedicated to raising awareness and to honor those affected by melanoma. Proceeds from the walk will support melanoma research, community outreach and education, and patient care in Arizona.

For more information about the event and this important cause, please visit www.fightmelanomatoday.org.

MAKING THE MOHS OF IT:
Mohs Skin Cancer Surgery Center at Pima Dermatology

Five years ago, Dr. Goldberg had the foresight to establish a Mohs skin cancer surgery center at Pima Dermatology to handle the growing needs of patients with more invasive skin cancers. When a simple excision of a detected skin cancer is not definitive, the Mohs technique is the appropriate next step to completely excise and thoroughly remove the cancer and any “invading cells” at the margins.

In 2006, Dr. Goldberg invited Dr. Duane Whitaker, one of the country’s leading Mohs surgeons, to join the Pima Dermatology team. Since that time, a cohesive Mohs team has been working to make this experience for our patients a comfortable and safe experience. Under the coordination of Monica Corella, Director of Surgical & Laser Services, Vice President of Education and Training, and Regional Coordinator of Clinic Operations, we are now treating approximately 40 patients per month.

During their day with us, patients have their surgery under local anesthesia and a mild oral sedative. They are able to rest in comfy lounge chairs and are offered light snacks and beverages. Dr. Goldberg, Jennifer Allison, and Kay Strickland will always stop by during the day to chat with and reassure our patients.

Since that time, our cohesive Mohs team has been working to make this experience for our patients comfortable and safe. When the surgery is over, it is not uncommon to hear heartfelt “thank yous” for making a dreaded day a positive experience.

Jennifer Allison, and Kay Strickland will always stop by during the day to chat with and reassure our patients.

Anesthesia and a mild oral sedative. They are able to rest in comfy

NEW FACES AT PIMA DERMATOLOGY

We enthusiastically welcome Rachel Chânes, MBA/HCM as our new Practice Administrator. She brings vision and leadership to the team with over sixteen years experience in the healthcare industry. Prior to joining Pima Dermatology, her roles have included Vice President of Medical Services & Community Programs, Vice President of Education and Training, and Regional Coordinator of Clinic Operations. She is the recipient of several local and national awards, including the 2005 “40 Under 40 Award” from Tucson Business Edge and 2010 & 2011 “Women on the Move Honorees” awards from the Southern Arizona YWCA.

IN ADDITION, WE ALSO WELCOME THE FOLLOWING NEW STAFF MEMBERS TO THE PIMA DERMATOLOGY FAMILY:

MARIA CANO Cosmetic Associate
CHRISTINE DWYER Medical Assistant
CELINA SANTANA Receptionist
STEPHANIE RYAN Receptionist

By Sylvia Landry, RN

Technique of the Mohs surgeons is the appropriate next step to completely excise and thoroughly remove the cancer and any “invading cells” at the margins.

The Clarisonic Mia

THE CLARISONIC MIA

Results you’ll immediately see and feel! The Clarisonic Mia is the smallest of the Clarisonic Skin Cleansing Systems. It removes 8X more makeup and 2X more dirt and oil than cleansing with hands alone. This one-button, one-speed Mia comes in a variety of fun colors and is a great addition for traveling as it is more compact. See improved skin tone and reduced appearance of pores. It helps skincare products work their best! In addition, it uses the same brushes as all Clarisonic Skin Cleansing Systems.

Two New Brush Heads Now Available: Deep Pore Cleansing (for oily skin, large pores or hard-to-reach areas of the face, such as around the nose) and the Delicate Brush (ultra-gentle for delicate or extra-sensitive skin).
WINTER ITCH: Tips to Avoid Dry Winter Skin

By Jennifer A. Allison, MPA-C

During fall and winter, when humidity is low and people are turning on the heat in their homes, winter itch, dry skin and rashes occur. Winter itch usually occurs on the back, torso, legs and arms.

Be proactive this time of year by following these tips:

1. Take tepid to luke warm showers and baths. Hot water will strip natural protective oils out of skin and stimulate histamine release in your skin. This will make you dry and itchy.
2. Use gentle soaps and creams with brand names such as CeraVe, Vanicream, Cetaphil, Aveeno, Dove, and Purpose.
3. As soon as you dry off with a towel and your skin is still damp, apply moisturizer to your body and face. This will allow the moisture on top of your skin to be absorbed into your skin. If you wait too long to apply cream, the moisture will evaporate out and off of your skin and then you will be even drier.
4. Use a humidifier in your bedroom at night.
5. If you have specific problems with dry cracked feet and hands, apply moisturizing cream (such as CeraVe or Vanicream) and then put on white cotton socks and gloves day and/or night.

FDA’s New Sunscreen Rules

Sun protection is an important public health issue, and sunscreen is an integral part of a comprehensive sun protection regimen that also includes seeking shade and wearing protective clothing, including sunglasses.

We have known for years that ultraviolet radiation from the sun causes skin cancer. Sunscreens offer the best protection from UV rays, however, sunscreen labeling has often caused confusion with consumers in addition to certain labels being inaccurate. The FDA has recently issued new rules for sunscreen labeling which will allow consumers to easily identify sunscreens that offer safe and effective protection from the sun. Although science and technology have advanced over the past several years to dramatically improve the efficacy of sunscreens, there has long been a need to update the governmental regulations associated with them – particularly in the areas of UVA protection and product labeling.

Here are the main points in the FDA’s new sunscreen rules:

- Sunscreens may be labeled “broad-spectrum” if they provide protection against ultraviolet A (UVA) and ultraviolet B (UVB) radiation.
- Sunscreens with an SPF of 2-14 will be required to have a warning stating that the product has not been shown to help prevent skin cancer or early skin aging.
- The terms “sunblock”, “sweatproof” and “waterproof” are no longer allowed on sunscreen labels.
- A sunscreen may claim to be “water resistant,” however, the product must specify if it offers 40 minutes or 80 minutes of sun protection while swimming or sweating.
- Sunscreens that are not water resistant must include a direction instructing consumers to use a water resistant sunscreen if swimming or sweating.
- Sunscreens cannot claim to provide sun protection for more than two hours without reapplication.
- Sunscreen manufacturers will have one year to comply with the FDA ruling; smaller companies will have two years.
- The ingredients in sunscreens marketed today have been used for many years and the FDA does not have any reason to believe these products are not safe for consumer use.
- The FDA reiterated that sunscreen alone is not enough, and should be used in conjunction with a complete sun protection regimen, including seeking shade, wearing long pants, long-sleeved shirts, hats and sunglasses.

A D U L T & P E D I A T R I C D E R M A T O L O G Y
D E R M A T O L O G I C & L A S E R S U R G E R Y

NEW PRODUCTS TO LOVE

SkinMedica Vitamin C+E Complex
Rise and shine with vitamin C for your face! Silky, fragrance-free, with supreme anti-oxidant protection, this daily vitamin C cream improves the appearance of skin tone, texture and firmness. Price: $75

SkinMedica Tri-Retinol Complex
Enhance your skin through three forms of vitamin A delivered in a sustained release formulation. Exfoliation and skin regeneration with minimal irritation. Price: $55

SkinMedica Tri-Retinol Complex ES
Tri-Retinol Complex ES™ offers the highest concentration of retinoids available without a prescription. This extra-strength treatment enhances skin tone, texture, and firmness and dramatically reduces the appearance of wrinkles and age spots. Price: $75

VIVITÉ® Night Renewal Facial Cream
Renew your skin. An extra-rich glycolic formulation that helps promote overnight maintenance and aids in repairing the skin. Price: $79

VIVITÉ® Revitalizing Eye Cream
Ultracharged glycolic compound formula helps reduce the appearance of fine lines and wrinkles around the delicate eye area. Also minimizes the appearance of dark circles. Price: $69

CeraVe Moisturizing Cream
With patented MultiVesicular Emulsion technology, this body moisturizer contains ceramides and hyaluronic acid to hydrate, restore, and maintain the skin’s natural protective function. It is non-comedogenic and non-irritating. Great for all skin types! Price: $15