



PiMA DERMATOLOGY

THE UPDATE • Fall 2008 Volume 3

GERALD N. GOLDBERG, MD

ADULT & PEDIATRIC DERMATOLOGY ■ DERMATOLOGIC & LASER SURGERY



Refine Those Lines!

Pima Dermatology is excited to share with you updates on our new products and laser devices, all of which allow us to provide you with the latest in skin rejuvenation.

The newest advance in Laser Skin Resurfacing at *Pima Dermatology*, is the **MixTo fractional CO2 Laser**. *Pima Dermatology* is one of the few practices in Southern Arizona to offer this breakthrough technology. This Laser offers a one-time treatment with long lasting results in improving facial wrinkles, vertical lip lines and uneven skin tone of the face, neck, chest and hands. We continue to offer a full range of other options to meet your skin needs including the more aggressive full Laser Resurfacing, a minimal downtime fractional **Erbium Resurfacing** or **Micro peels**,

as well as no downtime **Laser Skin Toning**.

Radiesse, our new dermal filler is used to provide rapid correction of deep wrinkles, folds and creases around the cheeks and mouth. This calcium based filler has a different composition than hyaluronic acid based fillers such as **Restylane** or **Juvederm**, and is placed slightly deeper in the skin and may last longer.

We are excited about our new skin care products at *Pima Dermatology*. We have an elegant array of **Jan Marini** skincare, a moisturizing antioxidant cream called **RevaleSkin**, and we are now dispensing generic **Retin-A** at a variety of strengths with a cost savings relative to your local pharmacy.

Read on in this newsletter for more details on improving your skin or visit our webpage at www.pimaderm.com

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Meet the Mixto... Our New Fractional Laser!!

Pima Dermatology offers two types of Fractional Lasers the **StarLux**, and our newest Laser, the **MixTo**.

What makes these Lasers unique is that instead of creating a full controlled skin abrasion, these Lasers utilize a sophisticated scanning technology which creates fine, precise, pinpoint Laser impacts, leaving adjacent islands of skin intact. This process allows for faster skin healing and less downtime. The intensity of the treatments is tailored by altering the power and densities of the Laser. We are then able to create individualized treatments for each patient's problem areas and can accommodate each person's desire for healing time and depth of effect. Fractional Lasers are safely used for wrinkles and scars on the face as well as to treat sun-damaged skin on the neck, chest and extremities.

The **MixTo Fractional CO2 Laser** is ideal for patients who are looking for a more aggressive approach than non-ablative Laser Skin Rejuvenation, but a less aggressive alternative to Laser Resurfacing with more similar results. The **MixTo Laser** usually requires only one treatment and is used on patients who have deeper wrinkles, fine lines, scarring and

color irregularities and have 5 to 7 days for healing time. Using the **MixTo Laser** we are able to achieve outstanding results with great patient comfort and satisfaction.

With the addition of this new Laser, *Pima Dermatology* offers the most comprehensive selection of Laser options for skin rejuvenation in Southern Arizona. Please contact our office to schedule your consultation with Dr. Goldberg, Lynne or Sylvia.

(See Dr. Goldberg's Photos below)



Pre-treatment

5 weeks post one
Laser Treatment

See www.pimaderm.com for more information.

The New Face of Dermal Fillers... Radiesse! By Jennifer Allison, MPA-C

Dermal Fillers work to immediately smooth fine lines and deep creases by injecting a Hyaluronic acid based filler such as **Juvederm**, **Restylane** or **Perlane** into a specific area. However, **Radiesse**, a calcium based material, is unlike any other dermal filler on the market. Tiny microspheres of this calcium based filler are injected under the skin to provide immediate correction of facial volume and deep facial creases and folds and stimulates the body to produce additional collagen at the sites of injection.

Radiesse lasts approximately 9 months to a year and there is minimal risk of allergic reaction and

minimal discomfort with the use of a topical anesthetic. **Radiesse** can be used in deep smile lines, marionette lines, the jaw line, cheeks and chin.

Please call 795-7729 to schedule your consultation and treatment with Jennifer, Kay or Dr. Goldberg today!



See before
and after
photos

www.pimaderm.com

Look and Explore!!

Learn
about our
staff

The Cosmetic Department
at Pima Dermatology is happy
To announce the one year
Anniversary of Sylvia Landry,
Our cosmetic RN!



Last September Sylvia joined us
from Pittsburg, Pennsylvania.
She has 40 years of nursing
background and has brought us
over 25 years of laser and skin care
experience.

Please join us in celebrating!!!!!! Visit our
website at www.pimaderm.com and click on
“Current Specials and Promotions” to
download a 20% discount on
services offered by Sylvia!

Liza S. Byrne, MPA-C
Physician Assistant



My name is Liza Byrne and I
am the newest member of the
team at Pima Dermatology.
Raised in Tucson, I received a
Master's degree in medical
science through the Oregon
Health and Science University School of
Medicine Physician Assistant program. My
formal medical training has been augmented
by a focused dermatological training period
under the direction of Dr. Goldberg. I am skilled
in the diagnosis and treatment of acne,
rosacea, eczema, warts, moles, rashes and
skin cancer. I also assist Dr. Duane Whitaker
with Mohs skin cancer surgeries.

Prior to my career as a Physician Assistant, I
worked as a silversmith and jewelry designer.
In my spare time I love to go rock climbing and
mountain biking, and I also currently play
bass, banjo and guitar with my band El-Con.

I look forward to seeing some of you as
patients!

Treatment of Pre-Cancers

Solar and Actinic Keratoses

Sunny Southern Arizona has the highest prevalence of skin cancer in the United States. In our attempt to diagnose and treat skin cancers, we recommend SPF 30+ on a daily basis and regular skin check ups. Solar and Actinic Keratosis are very common and typically are scaly, non-healing rough spots or sores on sun exposed areas.

How do you treat mild to moderate cases of Pre-Cancers?

- Topical retinoid (Retin-A) and a SPF 30+
- A spray of Liquid Nitrogen
- Topical at home medication such as Carac, Effudex, Aldara or Fluoroplex

What is the latest treatment for extensive sun-damaged skin and Pre-Cancers?

Photodynamic Therapy involves a topical sensitizing medication applied to the skin for 2 hours in office, to target rapidly growing pre-cancer cells. The cells are then activated by a Laser or Blue Light. This treatment peaks in 5 to 7 days and the full peel is completed within 2 weeks. Photodynamic Therapy also provides significant cosmetic improvement to the skin and is usually preferred by those who want an intensive treatment of their pre-cancers, as well as an overall improvement in sun-damaged skin.

Actinic Keratoses



Unsilghtly Leg Veins?

As our cooler weather approaches, now is the time to treat your leg veins and get ready for next spring!

Much more common in women, spider veins appear as branch-like blue or red vessels on the thighs, calves and ankles. If left untreated, the veins can become larger and varicose.

The best technique used to treat leg veins is injection sclerotherapy. This is a micro-injection technique consisting of injecting a Sotradecol solution into each cluster of spider veins. After the sclerotherapy treatment, compression stockings are worn for 2 weeks to encourage the vessels to close down.

Lasers are used as a secondary treatment for vessels too small to inject or those that do not respond to sclerotherapy.

How soon will the vessels disappear?

Each vessel may require 2-3 treatments. The vessels disappear over a period of 2 weeks to 2 months. Recurrences can occur over a period of 1-5 years. This treatment does not prevent new vessels from occurring.

Are sclerotherapy injections superior to Laser?

Sclerotherapy is less painful than Lasers. The Laser is a more expensive treatment and is usually reserved for vessels which do not respond to injection therapy. *Pima Dermatology* has 4 different Lasers to treat resistant spider veins.



Pre-treatment



Post-treatment

What is a Hemangioma?

Birthmarks, Strawberry Birthmarks, and Red/vascular Birthmarks.

Condition overview:

Present in up to 10% of newborns, Birthmarks may become apparent in the first days and weeks of life, expand in the first year, and regress by year 2 -5 of age. The most serious lesions exist on the face, and affect function if they occur around the eyes, mouth, nose and throat.

Symptoms:

Expanding red/purple lesion which may break down and bleed, become ulcerated or get infected.

Treatments:

It is very important that a baby with a vascular birthmark is examined as early as possible so that a correct diagnosis is made, and treatment discussed

- Corticosteroid medication can either be injected into the Hemangioma or given by mouth. Treatments may be necessary for weeks or months to suppress rapid growth in the first months of life.
- Laser Treatment with pulsed dye laser, either before rapid growth or if residual vessels are present, after the birthmark shrinks.
- Surgical revision of localized lesion or the scar and redundant skin, after the lesion is fully regressed.
- Dr. Gerald Goldberg is a board certified Pediatrician and Dermatologist with the most experience in caring for birthmarks and Laser Surgery in Southern Arizona.



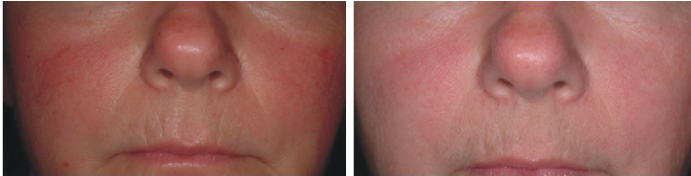
Pre-treatment

Post-treatment

Redness Relief

Rosacea is an extraordinarily common condition affecting millions of Americans. Rosacea is a red face often associated with easy flushing, adult acne, and unwanted dilated red facial vessels.

Pima Dermatology offers state of the art medical, surgical and Laser treatments for this most common condition and can tailor a program for your needs. (See Dr. Goldberg's photos below)



Pre-treatment

1 Month post 2 Laser treatments

Got Hair?

Pima Dermatology has a new Laser for hair removal! The **GentleLase Alexandrite Laser** offers a unique wavelength for patients with dark hair or fair skin types. The **GentleLase** is also great to treat large areas of hair in a time and cost-effective manner.

How are we different from other Med Spas and practices in Laser Hair Removal?

We are not a one-size-fits-all shop. We offer 5 distinct hair removal lasers, the largest variety of Lasers in Southern Arizona, to best match your skin type, hair caliber, density and color and offer you the best efficacy in Laser Hair Removal available. Our team also has more than 3 decades of combined experience utilizing Laser devices.

Please call Lynne or Sylvia at 396-1861 to set up a complimentary consultation to see if you are a candidate for Laser Hair Removal.

Reveal Healthier skin with the Vitalize Peel!

By Kay Strickland NP-C

The Vitalize Peel helps fight the effects of time, sun damage and environmental exposure!!!

This new non-invasive chemical peel is a combination of alpha-hydroxy acids, beta-hydroxy acids, resorcinol and retinoic acid. The **Vitalize Peel** by **SkinMedica**, is ideal for inflammatory acne, hyperpigmentation and melasma. It visibly improves the appearance of scarring and pigmentation resulting from inflammatory acne.

The **Vitalize Peel** is suitable for all skin types, takes about 20 minutes and can be performed as often as every three weeks. The results are noticeable after just one peel, although a series of at least three is recommended.

Billing Office

Pima Dermatology now accepts University Physicians Health (UPH) insurance. Please visit our website for our full list of accepted insurances.

Reminders:

- At the time of your service please bring your updated insurance card and co-payment.
- Please give our office 24 hours notice to change or cancel your appointment.
- If you arrive 15 or more minutes late for your appointment, we will have to reschedule you for another day.

The Billing Office is always available for your financial questions. We invite you to contact us at our direct billing number 396-1860.

Call Linzee at ext. 203 to learn more about the skincare products *Pima Dermatology* offers!



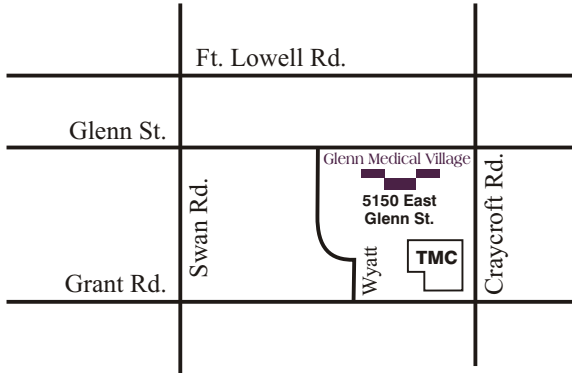
Wake Up Your Skin!!

Introducing **RevaleSkin** our newest addition in skincare! **RevaleSkin** is the first and only anti-aging Organiceutical made with *CoffeeBerry*, the fruit of the coffee plant, *Coffea Arabica*. *CoffeeBerry* is the most potent natural antioxidant

available in skincare today. Scientific testing shows that *CoffeeBerry* has a higher antioxidant capacity than green tea, pomegranate, and vitamins C and E.

- **RevaleSkin** is effective in minimizing signs of sun damage, such as blotchiness, fine lines and wrinkles
- Improves the appearance of redness, as well as overall skin appearance and texture
- Rejuvenate skin damaged by daily exposure to free radical molecules that cause the breakdown of collagen and contribute to overall skin aging
- Protect the skin against everyday environmental damage

RevaleSkin is gentle, noncomedogenic, allergy-tested and available in a Facial Cleanser, Day Cream SPF 15, and Night Cream.



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and click on
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to learn about great savings on cosmetic
procedures at Pima Dermatology!!

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