

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.



5150 E. Glenn Street
Tucson, AZ 85712



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.



A center of excellence providing medical, surgical, and cosmetic dermatology services in a caring, professional environment.



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 532, 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 Erbium, 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 some Laser protocols involving combinations of these Lasers along with multiple passes of the Astanza

Trinity Laser to more rapidly clear your tattoo(s).

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.



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PALOVIA SKIN RENEWING LASER™



By Lynne Coulter, Cosmetic Director

NOW AVAILABLE AT PIMA DERMATOLOGY

THE FIRST FDA-CLEARED, AT-HOME LASER CLINICALLY PROVEN TO REDUCE FINE LINES & WRINKLES AROUND THE EYES



A Proactive Way to Reverse the Signs of Aging

The Cosmetic Department introduces the new PaloVia Skin Renewing at-home Laser, now available for sale to our patients. This is the first FDA-approved Fractional Laser for fine lines and wrinkles around the eyes. Unlike lotions and creams, which are most effective on the skin's outer layer, the PaloVia Laser works deep below the surface to target wrinkles. Short pulses of micro-fine Laser light penetrate the aging support structure. The body's natural healing rebuilds older, damaged tissue with fresh, new collagen and elastin – the vital components of smooth, radiant, youthful skin.



Pre-Treatment After 4 Weeks of Daily Treatment

This 30-day treatment only takes 3-4 minutes a day. After 30 days, it is a twice a week treatment. Patients typically see a visible improvement in wrinkles in just one month (individual results may vary). The PaloVia Laser reveals a younger-looking you, both today ... and tomorrow.

The device may be used and show results in other areas for scars and wrinkles as discussed and guided by your Provider. Please schedule a consultation to see if the PaloVia Laser is right for you. For more information, please contact Lynne or Sarah at 520.795.7729 or visit www.pimaderm.com or www.palovia.com.



By Dr. Gerald Goldberg

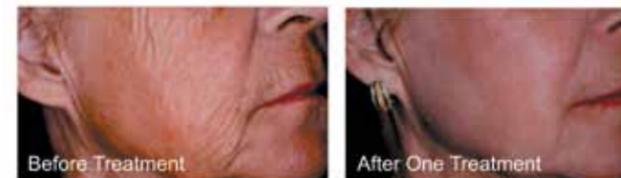
WHAT'S NEW IN LASERS AT PIMA DERMATOLOGY?

There are exciting new developments in Lasers at Pima Dermatology. We have some new, more advanced Laser devices to use in innovative ways and with the latest protocols to increase the effectiveness of Laser treatments.

We have recently added the Starlux XD Laser, with greater capabilities for Laser skin rejuvenation and skin toning. This Laser is ideal for patients with mild to moderate wrinkles, skin texture and/or color abnormalities. It also significantly improves acne scarring. The Starlux XD Laser provides deeper skin penetration than our previous Lasers for minimal downtime treatments; recovery time can be done over a weekend with little disruption to one's normal routine. The treatments are performed through our Cosmetic Department with topical anesthesia (numbing cream), typically as a series at 4-6 month intervals, to obtain optimal results. To complement results obtained with our in-office treatments, we now offer the PaloVia Laser device, which can be used on a daily basis at home for skin maintenance.

For more pronounced wrinkles and skin texture challenges, we are working with the Candela Quadralase and Lasering USA Mixto Lasers. Results are dramatically improved through upgraded treatment protocols which combine Ablative and Fractional Carbon Dioxide Laser modalities. The stunning results speak for themselves:

Recently, we were successful at eliminating a blue-grey facial pigmentation for a patient who had ingested a silver product over several years, which resulted in a "blue-grey" skin discoloration, illustrated below.



My latest treatment protocols will be addressed this November in my talk, "Updates on Ablative and Fractional Carbon Dioxide Laser for Skin Rejuvenation," at the University of California's nationally-renowned Beckman Laser Institute.

We are also pleased to introduce the Trinity Astanza Laser for pigment abnormalities of all kinds, such as unwanted brown spots. It is especially effective for tattoos of various sizes and colors, including cosmetic, professional, and traumatic tattoos, as well as a variety of abnormal pigmentation.

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

By Sylvia Landry, RN



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, 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.



Brilliant Distinctions® Program

Today's treatment can help you save on future treatments & earn valuable rewards!

Sign up for the *Brilliant Distinctions® Program* today to start earning points for each eligible Botox® and/or Juvederm® treatment you receive and Latisse® purchases made. Points can be redeemed for dollars off future treatments, as well as select ALLERGAN® products. This is a free rewards program and we encourage you to join.

www.BrilliantDistinctionsProgram.com

Those of us who are privileged to work in this department know that the word "cancer" is frightening; we endeavor to take as much fear out of that word as possible with kindness, comfort, and excellent care.

On behalf of Dr. Goldberg, Dr. Whitaker, Monica, Liza Byrne, Lisa, Patty, and myself, we hope to never see you, but if you do need our service, please know, you're in good hands.

REMEMBERING JUDITH

By Sarah Cadrobbi, Marketing & Cosmetic Coordinator



Pima Dermatology says farewell to our dear friend and Front Office Receptionist, Judith Marie Sorem. She passed away unexpectedly on August 22, 2011.

Judith was a spirited and vivacious Renaissance woman who explored many passions in her life, including painting (she held a Master's Degree in Fine Arts from the Pius XII Institute in Florence, Italy), travel, piano, opera, and gardening. She traveled extensively, and even took her love of adventure into the skies, earning a pilot's license.

Perhaps more surprising than Judith's montage of extraordinary talents is the fact that she rarely ever spoke about them; many did not even know that she had accomplished such colorful milestones until after her passing. She was known at Pima Dermatology for her quick-wit and infectious laughter, keeping everyone entertained throughout the work day. She always had a gracious smile and an eagerness to be helpful at every opportunity. She adored animals and adopted many furry friends throughout her lifetime.

She is survived by her son and daughter, her brother, and her six grandchildren. Her beloved poodle, MiMi, has found a happy new home with one of our staff members. We celebrate Judith's poignant life with the remembrance of a magnificent woman who touched our lives. We are blessed to have known her and will miss her always.

NEW FACES AT PIMA DERMATOLOGY



We enthusiastically welcome Rachel Chanes, 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 Honoree" 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	MARLEE SKAGGS	Medical Assistant
CHRISTINE DWYER	Receptionist	DIANE BARRIENTOS	Receptionist
SELINA SANTANA	Receptionist		
STEPHANIE RYAN	Medical Assistant		



NOW INTRODUCING

By Lynne Coulter, Cosmetic Director

THE CLARISONIC MIA

Results you'll immediately see and feel! **The Clarisonic Mia** is the smallest of the Clarisonic Skin Cleansing Systems. It removes 6X 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

By Liza Byrne, MPA-C

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.

ADULT & PEDIATRIC DERMATOLOGY DERMATOLOGIC & LASER SURGERY UPDATES

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.
- Broad-spectrum sunscreens with a Sun Protection Factor (**SPF of 15 or higher**) can state, “If used as directed with other sun protection measures, this product reduces the risk of skin cancer and early skin aging, as well as helps prevent sunburn.” Sunscreen manufacturers have never before been able to make this claim.
- 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 protection while swimming or sweating, based on standard testing. 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.

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: \$95

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 ESTM 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