

# THE UPDATE

REVIEWS MATTER.



Please find Pima Dermatology on any of these sites to write a review. We greatly appreciate your patient experience feedback!

Contact us at  
520.795.7729

[www.pimaderm.com](http://www.pimaderm.com)



5150 East Glenn Street  
Tucson, Arizona 85712



# PiMA DERMATOLOGY

ADULT / PEDIATRIC / COSMETIC / LASER & SKIN SURGERY

## THE UPDATE

WINTER / SPRING 2016



### INTRODUCING SARAH E. SCHRAM, MD

BOARD CERTIFIED MOHS SURGEON / DERMATOLOGIST

By Sarah Cadrobbi, Marketing & Cosmetic Manager



Sarah E. Schram, MD



**Dr. Schram** earned her Doctor of Medicine Degree at the *University of Minnesota Medical School*. She achieved academic honors with the *Glasgow-Rubin Citation for Academic Achievement* and was elected to the prestigious *Alpha Omega Alpha Honor Medical Society*. She completed her Dermatology Residency at the *University of Minnesota Medical School* in 2011. She received extensive training in Mohs and Laser Surgery during a Procedural Dermatology Fellowship at the University of Minnesota. She is a Fellow Member of the American College of Mohs Surgery.

Prior to joining Pima Dermatology, Dr. Schram was an Assistant Professor at the *University of Minnesota*.

Dr. Schram has lectured and presented on a national level at the Minnesota Dermatological Society Quarterly Meetings and at the Mayo Clinic for the "Procedural Dermatology Board Review". She has earned influential awards for her research, including the "Outstanding Clinical Research Award" from the *University of Minnesota* and the "Nethercott Clinical Research Award" from the *American Contact Dermatitis Society* in 2007. She has contributed to a variety of medical journals and publications.

Board Certified by the *American Board of Dermatology*, Dr. Schram specializes in Mohs Skin Cancer Surgery, with a particular interest in Cutaneous Oncology and Cosmetic Dermatology. She is thoroughly skilled in Surgical Dermatology, Cosmetic Dermatology, and Lasers.

When Dr. Schram isn't behind a microscope or scalpel, she thrives on fitness and yoga and is a major fan of music. New to the southwest, she is already learning the ropes and exploring our exceptional hiking trails, the authentic cuisine of the Old Pueblo, our colorful culture, rich history, and climate advantages (no blizzards here). We look forward to forging a long-lasting partnership with her.

"I am very excited to be a part of such a welcoming and friendly team," Dr. Schram says. "Every day I walk through these doors, I enjoy getting to know my patients and seeing them through their care every step of the way."

Dr. Schram is accepting new patients.

DR. SCHRAM IS A BOARD CERTIFIED DERMATOLOGIST, FELLOWSHIP TRAINED IN MOHS SKIN CANCER SURGERY.

SHE SPECIALIZES IN SKIN CANCER, COSMETIC, AND LASER PROCEDURES.

Over these past few years, Pima Dermatology has seen many changes, growth, and healthy advances. Forward thinking, we know the importance of evolving as a practice. We are delighted to introduce our newest physician to our team, **Sarah E. Schram, MD**.

This bright and gifted surgeon brings us exciting new techniques to apply to our highest standards of medical expertise. Dr. Schram joins Pima Dermatology as a Mohs Surgeon and Dermatologist and leads our Mohs Surgery Center.

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**PIMA DERMATOLOGY A "FAVORITE" OF ARIZONA DAILY STAR READER'S CHOICE AWARDS**



Arizona Daily Star Readers recently took part in the first annual Reader's Choice poll regarding their favorites in Tucson Business. More than 20,000 readers voted by mail and online in over 200 categories ranging from shopping and dining to services and more. Winners were chosen by who received the most reader votes in each category. Depending on the number of votes, the next highest vote recipients were chosen as Reader's Choice favorites. Out of 600 area businesses, Pima Dermatology won top spot in the **Best Cosmetic Skin Care "Favorite"** category, a delightful surprise and honor.

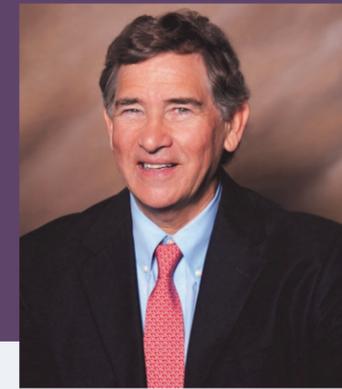
Pima Dermatology has provided exceptional dermatologic care to Tucson and its surrounding areas for 30 years. We are extremely proud and credit our professional and deeply caring team for our strong reputation of excellence. "When the community chooses you as a favorite, that is by far the best compliment," stated Rachel Chanes, MBA/HCM, Practice Administrator, upon finding out about the big win.

We thank our beautiful community for supporting our dedication to patient care and customer service and showing us such tremendous appreciation!



Team Spirit: During U of A football season, Fridays are festive as staff show off their campus pride in Bear Down fashion!

# NEW LASER TREATMENT



Gerald N. Goldberg, MD

## Hello, Halo!

### Introducing the Sciton® Halo Laser: A NEW WAY TO RESTORE YOUR GLOW



Over time, your skin can lose its youthful glow due to sun exposure and your body's natural aging process. Halo eliminates years of damage by precisely targeting the right depth to restore the luminous glow you used to have.

#### Get that Glow with Halo:

- Customizable treatment to precisely target skin damage
- Improvement in the appearance of tone, texture, and fine lines\*
- Reduces pore size and increases reflectivity and glow
- Flexibility in treatment levels and downtime

Over time, skin can lose its youthful appearance due to sun exposure and the body's natural aging process. In the past, patients had to choose between a procedure that required significant downtime for optimum results, or one with a quick recovery time that delivered marginal results.

For those individuals who want significant improvement in skin tone, texture, and reducing fine lines and wrinkles with a modest 3-5 day downtime, we now have a "wow" factor option. The Sciton® Halo is the world's first and only Hybrid Fractional Laser that delivers a simultaneous non-ablative and ablative wavelength to the same microscopic treatment zone. Combining these two wavelengths creates a strong synergistic effect, resulting in ablative results with non-ablative downtime. Halo targets discoloration, sun damage, visible signs of aging, and uneven skin tone.

Halo Hybrid treatments address enlarged pores, pore texture, fine lines, and scars.

The Halo procedure is done in our Cosmetic Department where we have associates with more than 40 years of collective experience in Laser Skin Rejuvenation. A full face procedure can be done comfortably with topical anesthesia and in less than one hour. Cool compresses and topical creams are applied to the skin for several days following a treatment session. The Laser creates superficial peeling of the skin for 3-5 days at which point one can return to normal activities. The Laser treatment can be customized to provide the level of improvement one desires in single or multiple treatments.

The ideal patient would be a patient with fine lines and wrinkles, dull and/or irregular skin tone, or someone with scars from acne or another cause who wants visible skin improvement with no significant discomfort and a modest number of days of healing. Treatments can also be done on the neck and extremities.

We also offer "no downtime" skin toning procedures with Infrared (ExcelV®) and Radiofrequency (Endymed®) modalities, "moderate downtime" (3-7 days) with our fractional Starlux® device, and more aggressive treatments with "significant downtime" with our fractional and full ablative CO2 Laser (SmartXide DOT Therapy) which is the "gold standard" of skin rejuvenation but can necessitate 7-10 days of skin healing.

*Halo creates beautiful results without the downtime of more aggressive treatments.*



Pima Dermatology patient before treatment



Two weeks after one treatment

If you would like to schedule a consultation to see if Halo is right for you, please call 520.795.7729. For more information, please visit [www.pimaderm.com](http://www.pimaderm.com).



Jennifer Allison, PA-C

# DERMATOLOGY TODAY

## ROSACEA REMEDIES

**Do people always think your face is red because you have had too much sun or wine? Does your skin burn, flake and feel tight no matter how much moisturizer you put on? Do you have acne and you aren't a teenager anymore?**

Rosacea is one of the most common reasons that adults answer yes to one or all of the questions above. Rosacea may first present as the ability to easily blush or for one's face to become very red and warm with stress, exercise, consumption of alcohol, and/or spicy foods. Rosacea is mainly due to genetic predisposition and sun damage. It usually occurs on the forehead, nose, cheeks, and chin. Some people can have involvement of the eye area. Men can have enlargement of the nose, with a condition called Rhinophyma.

Rosacea is mainly due to hyper-responsive blood vessels that inflame the skin and oil glands around them. There is no cure for rosacea but there are many treatments that will help improve the appearance, symptoms and/or slow down worsening of the condition.

Prescription topical treatments that help improve burning, flaking, redness, and acne are antibacterials, anti-inflammatories, and/or azelaic acid. Oral antibiotics can be helpful due to their anti-inflammatory effects on the skin for the acne type of rosacea. Laser and light treatments with the Vbeam, Excel V, and IPL are extremely successful in improving and/or resolving hyper responsive and static blood vessels, but also can alleviate the symptoms.

Treatment for Rhinophyma of the nose is performed with electrosurgery and/or CO<sub>2</sub> laser. Tips for rosacea patients: Avoid triggers such as emotional upset, hot drinks, spicy food, and alcoholic beverages. These can make your face flushed and red. Practice good sun protection by using a hat to protect your face and SPF 30 or higher sunscreen every day; remember to reapply every two hours if out in the sun. Do not rub, scrub, or massage your face. Avoid cosmetics that contain a high concentration of alcohol and perfumes. Only use products for sensitive skin types and be sure to avoid extreme hot and cold temperatures.

### DO YOU HAVE ROSACEA?

Rosacea is an extraordinarily common condition affecting millions of Americans. We offer state-of-the-art treatments both medical, surgical, and Laser for this most common condition and can tailor a treatment program for your needs. Find out more at [WWW.PIMADERM.COM](http://WWW.PIMADERM.COM).



## PROTECTING YOUR EYES FROM THE SUN

Liza Byrne, PA-C

**When we think of sun damage, the first thing that usually comes to mind is damage to the skin. But what about our eyes? Do we need to protect our eyes from the sun? The answer is YES.**

Sun exposure can cause short term and long term damage to not only the eyelids and surrounding skin, but to the eyes themselves.

### Solar Ultraviolet Light Have Been Linked to:

- **Photo Keratitis** (sunburn on the cornea of the eye) which commonly afflicts skiers and tanning bed users
- **Cataracts and Macular Degeneration**
- **Conjunctival Growths and Skin Cancers**
- **Retinal Melanoma** (melanoma on the retina of the eye)
- **The Eyelids and Surrounding Areas** can also become damaged by ultraviolet rays leading to crow's feet, skin cancers around the eyes and sunspots.

### How Do We Protect Our Eyes from the Sun?

In addition to daily sunscreen (minimum SPF 30) UV blocking sunglasses are the best form of protection for the eyes and surrounding skin. Sunglasses must be labeled with UVA/UVB protection and should be large enough to cover the surrounding skin of the eyes. Close fitting, wraparound sunglasses are ideal, as they help prevent light and glare from entering through the sides of the sunglasses. Additionally, it is helpful to have polarized sunglasses as these significantly reduce glare from light reflected off water, snow and road asphalt.

Brown lenses will enhance contrast and are helpful for golf and fishing, while grey and green lenses offer the least color distortion.

For people with prescription glasses, clear lenses can be made to block out close to 100% of UV light so you don't have to worry if you forget your sunglasses. In addition, "transition" lenses come pre-manufactured with UV protection. These lenses darken in response to brighter light, and return to a clear lense when indoors. For conditions such as driving, skiing and fishing for example, everyday glasses can be polarized which significantly reduces glare, and thereby reduces squinting which may then reduce the appearance of fine lines and crow's feet

The more you expose your eyes to the sun, the more you increase your chances of acquiring any of the aforementioned conditions. Don't forget... sun damage is CUMULATIVE—so start protecting now. It's never too late!

# NEW PRODUCTS

## Different by Nature: Biopelle® Tensage® Serum

As we move into the future of growth factors (peptides and proteins that heal damaged skin), we have something very radical and unique to offer our patients looking to enhance their complexions. We can thank the little snails that hail from Spain that create the core active ingredient. Snail's glycoprotein is harvested to use as the growth factor in the product.

Welcome to a high level of SCA Technology, with **Tensage® Serum SCA 15 Biorepair Index**. This elegant, oil-free serum delivers the highest level of SCA natural growth factor available in a daily use product. Antioxidants, humectants, and brightening agents have been added for additional skin rejuvenation results. **Tensage® Serum** promotes skin health and improves the appearance of mild to moderate sun damage.

**Tensage® Serum: \$125**

## A New Twist on an Old Fave: EltaMD® UV Clear Tinted

ELTAMD® UV CLEAR TINTED calms and protects acne-prone skin while offering a light tint to camouflage redness and even out skin tone. It is formulated with 5% niacinamide (Vitamin B3), which helps to reduce the appearance of blemishes and discoloration. It is fantastic for skin types prone to acne, rosacea, and hyperpigmentation too.

**EltaMD® UV Clear Tinted: \$34**



Sarah Cadrobbi, Marketing & Cosmetic Manager



\*No snails are harmed in the collection of SCA Technology or in the making of any of the Tensage products. The secretion is filtered for purity before being added to the products.



## Perfect for the Person Who is Constantly On-the-Go: Biopelle® Urbane Renewal™

This mighty triple action anti-oxidant serum is packed with ingredients that repair and protect the skin against free radical damage caused by pollutant-heavy urban environments. This DNA repair serum provides ample protection. Easy to use, light and fresh. Use it underneath your favorite sunscreen.

**Urbane Renewal™: \$95**

# SKIN CANCER NEWS



Matthew W. Beal, MD

## DYING TO BE TAN: MELANOMA NOW THE MOST COMMON FORM OF CANCER FOR YOUNG ADULTS

The numbers are alarming. Melanoma, once thought to be a disease primarily affecting middle-aged and older adults, is now the most common form of cancer for young adults 25-29 years old and the second most common form of cancer for young people 15-29 years old. A recent study of young people from the Roswell Park Cancer Institute (RPCI) in Buffalo, NY, found that melanoma incidence in children, adolescents and young adults has shot up by more than 250 percent since 1973, with the sharpest increase in those between ages 15 and 39.

In this study, females had the highest melanoma rates from 2001 to 2011. In fact, they received *more than 65 percent of all the melanoma diagnoses. The common thread? Experts link it to young women's use of tanning beds.*

The International Agency for Research on Cancer (IARC), a working group of the World Health Organization, classifies ultraviolet (UV) radiation-emitting tanning devices (tanning beds and lamps) amongst the most dangerous forms of cancer-causing radiation.

Studies discovered a 59 percent increase in the risk of melanoma in those who have been exposed to UV radiation from indoor tanning, and the risk increases with each use.

IARC research has found that those who use tanning beds before age 30 increase their lifetime risk of melanoma by 75 percent. Further studies have demonstrated that even people who do not burn after indoor tanning or sun exposure are at an increased risk of melanoma if they tan indoors.

And melanoma isn't the only problem: people who use tanning beds are 2.5 times more likely to develop squamous cell carcinoma and 1.5 times more likely to develop basal cell carcinoma. Squamous cell skin cancer kills an estimated 2,500 Americans a year. Even one indoor tanning session can increase users' risk of developing squamous cell carcinoma by 67 percent and basal cell carcinoma by 29 percent.

Given the spike in melanomas among those under age 40, there is a national problem that needs to be addressed. Pima Dermatology joins other dermatologists, physicians, and organizations in the fight to protect minors from indoor tanning. [We encourage you to support state legislation and sign the petition to ban tanning beds from the use of minors in the state of Arizona.](#) Please visit <http://chn.ge/1LT3ucZ> or scan the QR code with your smart phone.



Check out the impactful video on this issue: **"Free Killer Tan"** at <http://freekillertan.com/>.

If you have a suspicious mole or lesion, we strongly recommend scheduling an appointment. Early detection can save lives!

\*Prices do not include tax and are subject to change.