

## AAAHC RECERTIFIED!

Pima Dermatology is proud to be recertified by AAAHC (The Accreditation Association for Ambulatory Health Care) for another three years! We have been certified since 2007 and are the only full-service dermatology practice in Southern Arizona to earn this distinction. It signifies excellence in standards of care and patient safety in our ambulatory-care setting. Our present and future commitment to our patients remains the same: to provide the highest quality and individualized personal care possible!



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



## THE ARRIVAL OF THE NEW EXCIMER LASER



By Dr. Tracy Thomas

Pima Dermatology is pleased to announce the addition of a **308-nm Excimer Laser** to our state-of-the-art collection of medical lasers. *Excimer Laser Therapy* is optimal for treatment of limited, recalcitrant thick plaque psoriasis, vitiligo, lichen planus, mycosis fungoides, hypopigmented scars and striae (post-laser white spots).

### What is the Excimer Laser? Why use it for psoriasis, vitiligo, and other selected skin conditions?

The *Excimer Laser* is a type of ultraviolet light therapy. Gases are combined to create an ultraviolet light beam. When focused on an area of psoriasis or vitiligo, the laser light transfers energy to the tissue. In psoriasis cells, the interaction of the laser with the cells slows their abnormally fast growth. It is also effective on the T cells (immune cells) in cases of vitiligo; the laser eventually decreases inflammation at the site of the skin lesion.

The advantage of using the *Excimer Laser* to treat selected skin conditions is its very small and focused beam. It targets only the individual skin lesion, decreasing the overall risk of skin cancer. Because the beam can be focused specifically on an individual skin patch, a higher dose of UV light can be utilized, which means fewer sessions are needed.

**Who is a good candidate for Excimer Laser Therapy?** Patients with areas of psoriasis, vitiligo, and other skin conditions that have been resistant to alternative treatments may be good candidates. Because it's a highly-focused treatment, it can't be used to treat widespread skin conditions. It's more suited to treating problem areas, such as thickened, crusty plaques on knees or elbows.

**How are the treatments performed?** *Excimer Laser Therapy* takes place two times per week for a total of eight or more sessions (each lasting several minutes). After successful treatment, some patients have reported their skin condition remained in remission for as long as eight months!

**What can be expected after treatment?** After treatment with the *Excimer Laser*, the area will feel

slightly "sunburned" – which is the expected response. The area should continue to be treated with any topical medication as instructed by the provider.

**Are there any potential complications?** Complications of *Excimer Laser Therapy* include redness (similar to a sunburn), darkening of the skin (increased pigmentation, as with a suntan), sores or blisters on the skin, and, in very infrequent cases, scarring.

We encourage you to schedule a consultation to discuss if *Excimer Laser Therapy* is right for you.



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# A NEW YOU!



## SO HOT, IT'S COOL! NEW iS CLINICAL FIRE & ICE FACIAL



By Sylvia Landry, RN

Pima Dermatology is happy to introduce iS Clinical's **Fire & Ice Innovative Facial** to our Cosmetic Department's bountiful array of clinical skincare treatments!

This powerful anti-aging facial is designed to safely resurface the skin, reducing fine lines and wrinkles. It soothes and softens, while encouraging cellular renewal.

**This sensational 40-minute facial refreshes, brightens, and awakens the skin and the senses!**

The centerpiece of this remarkable treatment system is a combination of two therapeutic masks. The *Intensive Resurfacing Masque* warms the skin and evokes aromas of cinnamon spice. The *Rejuvenating Masque* cools and refreshes with a brisk peppermint sensation! Combined, these luxurious iS Clinical products create the "Fire & Ice" treatment.

Pamper yourself! Book your appointment today!



## SUNDAY AFTERNOONS HATS FOR FUN IN THE SUN!

Sunday Afternoons' sun protective hats are high-quality and dermatologist approved. You can enjoy the sunshine wisely, playing it safe with these full coverage hats (in addition to wearing protective clothing and sunscreen). These hats are designed with care, offering shade and SPF 50+ for the solar needs of gardeners, travelers, river rafters, hikers, and all folks who enjoy activities in the great outdoors. Innovative fabrics ensure maximum UV coverage, comfort, and durable performance. Many styles to choose from for men, women, children and infants! Our hats off to you!



ADVENTURE HAT

RIVIERA HAT



By Dr. Gerald Goldberg

## WHAT CAN BE DONE FOR AN AGING NECK?

If you are concerned about *brown spots*, "red neck", *wrinkles*, *sagging*, and/or *sun-damaged skin* on your neck, we have many options to help improve irregular pigmentation. Dr. Goldberg and our staff have been doing laser treatments for more than 25 years and are among the most experienced laser surgeons with the best array of laser modalities in the southwestern United States. We offer a broad range of services to improve the texture and tone of your neck.

**Brown Spots:** The **TriVantage Laser** and **GentleYAG Laser** can help remove brown spots in one or two sessions. A series of cosmetic freshening peels can also be done at four to six week intervals for mild pigment irregularities. Skincare products such as sunscreens, Vitamin A prescriptions ("Retin-A" or Tretinoin), along with skincare lines such as *NIA24*, *iS Clinical*, and *M.D. Forte* are examples of products that can be used to reduce the appearance of brown spots.

**"Red Neck":** In addition to skincare products, the **V-Beam Laser** is designed to help diminish redness with minimal recovery time. Occasionally, the **StarLux Intense Pulsed Light (IPL)** is utilized for mild red and brown discolorations. Typically one to four treatments are needed to obtain optimum results (depending on the patient and the method of treatment used).

**Wrinkles and/or Sagging, Sun-Damaged Skin:** Beyond the regular use of sunscreen, we can design a program to help renew severely damaged skin. We have several laser options to accomplish skin rejuvenation in one or multiple treatment sessions (with little or no downtime or with more significant downtime, depending on the results desired).

- The **GentleYAG Laser** uses an invisible infrared ray to gently heat the dermal layers to provide collagen stimulation and renewal. This treatment produces no visible skin wounds and the side effects are slight transient redness and swelling for a few days. Treatments are repeated monthly for three to four sessions, depending on the patient.
- The **StarLux Fractional ErbiumYAG Laser** is a bit more aggressive, yielding light skin scabbing for a few days. These treatments are repeated monthly for three to four sessions as well.
- The **QuadraLASE Fractional CO2 Laser** is the "Gold Standard" for dramatic resurfacing results. It necessitates some mild sedation. After the treatment, skin is open for seven to ten days and requires a week or more of healing time. Because of the aggressive peeling of the skin, noticeable improvement in skin tone, color and texture are delivered with a single treatment!

The gentle, minimal downtime treatments (i.e., freshening peels, **GentleYAG Laser**, and **StarLux Intense Pulsed Light (IPL)**) are done by our aesthetic staff. The more invasive laser treatments such as the **V-Beam Laser**, **TriVantage Laser**, **Fractional ErbiumYAG Laser** and **QuadraLASE Fractional CO2 Laser** are performed in our Laser Center by Dr. Goldberg. These treatments can be done in combination or consecutively. Each patient is evaluated for individual needs and expectations, ability to tolerate treatment, aftercare, and budget.

Please contact Lynne or Sylvia in our Cosmetic Department for a personalized consultation to customize your treatment. We strive to exceed your expectations! Please visit our website at [www.pimaderm.com](http://www.pimaderm.com) for more information and photographs to wow you!



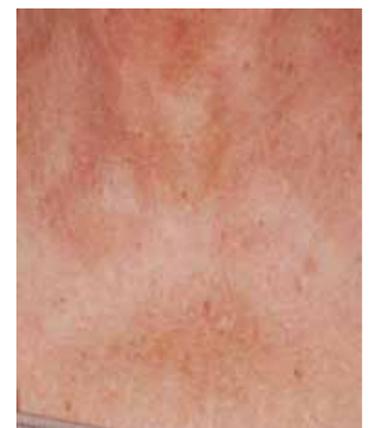
Before Treatment



After Treatment



Before Treatment



After Treatment



## 50% of children will tan or sunburn by the age of two?

By Liza Byrne, MPA-C

These children are 200% more likely to develop melanoma or other types of skin cancer. Be responsible and protect children by making sure they wear protective clothing such as long sleeved shirts, hats, and sunglasses whenever possible. Make sure children wear an SPF of 30 or higher, and reapply every 2 hours. Use extra caution near water, sand, and snow as they reflect the sun's rays and increase chances of sunburn. Always seek shade, especially during the times when the sun is the strongest: between 10 a.m. and 4 p.m.

### Facts about Melanoma Skin Cancer

- **Fair Skin:** Melanoma occurs more frequently in people who have fair skin that burns or freckles easily than in people with dark skin. This is because fair skin tones have less protection from damaging UV rays than darker skin tones. Having darkly pigmented skin lowers, but does not eliminate, your risk of melanoma. **Reggae musician Bob Marley died in 1981 of metastatic melanoma at the age of 36!**
- **Light Hair & Eye Color:** The risk for melanoma is also higher for people with blue eyes, and especially blond or red hair.
- **Moles:** People who have many moles (more than 50) have an increased chance of developing melanoma.
- **Dysplastic Nevi (nevi is the medical term for moles; the singular is nevus):** Abnormal moles (bigger than normal moles, flat or with a section that is flat, several shades of pigment, fuzzy, indistinct edges) are a bit more likely to become cancerous than ordinary moles. A person with a high number of abnormal moles has a higher risk of developing melanoma.
- **Personal & Family History of Melanoma:** A previous diagnosis of melanoma increases the risk of getting melanoma again. About 5-10% of people with a melanoma will develop it again during their lifetime. If one or more members of your immediate family have developed melanoma, then you have a higher risk of developing melanoma yourself.
- **Severe Sunburns, Especially While Young:** Every time you burn your skin, you increase your risk of developing melanoma and other skin cancer. This is especially true of skin burns at a young age. **Just one blistering sunburn can double your chances of developing melanoma.**

**Be sun wise and sun safe!  
Do your best to protect your children and yourself!**

## H/E "His Excellency" Bronzer for Men

Men can power through vigorous activities while looking good in H/E Bronzer (SPF 18.)

Ideal for the active man, this broad spectrum sun protection helps to conceal blemishes and control shine! The powder form makes it easy to brush on and go tackle the day!

H/E Minerals provides necessary SPF protection in an all-natural powder that won't clog pores, burn or sting, and is water resistant (which means it won't run into the eyes when sweating)! No fuss SPF – it will last for hours until washed off the skin (no need to reapply)! Available in five shades from light to dark. Fragrance-free, virtually allergy-free, and great for even the most sensitive of skin. Face the day with confidence!



## LASER NEWS FOR TATTOO REMOVAL: COSMETIC & TRAUMATIC TATTOOS

By Jennifer A. Allison, MPA-C

Have you already had tattoo removal and stopped because you felt like the treatment hit a plateau? Do you have very deep ink or stubborn green ink? Do you want to know the treatment you choose to resolve your tattoo is most effective? If you answered yes to any of these questions, then we have the laser treatment that is appropriate for you!

Pima Dermatology has just added the Q-Plus Laser machine to its family. The Q-Plus Laser is the newest most effective Q-Switched Laser device for removing tattoos, cosmetic tattoos and traumatic tattoos. Q-Plus Laser machine houses three of the top-of-the-line Q-Switched Lasers: the Nd:YAG Laser at 1064/532 nm and a Ruby Laser 694 nm.

This laser device allows us to treat stubborn tattoo ink with its higher fluences (power) and its larger spot size. We can reach and aggressively treat ink that is located deep within the skin. The Nd:YAG 1064/532 nm laser, in addition to having more power, also has a higher hertz (repletion) rate; this means treatment session is completed in a shorter time.

If you have stubborn green/teal ink, the Ruby 694 nm is an outstanding option for you. Green/teal ink, which is notoriously known as being very hard to treat, is most effectively treated by the Ruby 694 nm laser.

We currently have four providers who treat tattoos to help make your treatment fit into your schedule as best as possible.



Cosmetic Tattoo Before Treatment



Cosmetic Tattoo After Treatment



Traumatic Tattoo Before Treatment



Traumatic Tattoo After Treatment

## NEW FACES

### AT PIMA DERMATOLOGY!



We welcome the following new staff members to the Pima Dermatology family...

Debra Driggs has joined Pima Dermatology as Practice Administrator. Debra has 20 years of experience in health care administration. Prior to joining Pima Dermatology, she negotiated physician and hospital contracts for University Physicians Healthcare and CIGNA Healthcare and most recently managed Network Development for University Physicians Health Plans.



Sarah Cadrobbi is Pima Dermatology's new Marketing & Cosmetic Coordinator. Sarah has a background in the Spa and Pharmaceutical Industry as well as experience in Marketing, Sales, and Advertising. She has worked for Canyon Ranch Health Resorts, Vertex Pharmaceuticals, and most recently, Territorial Newspapers.

# NEW TREATMENTS FOR RED BIRTHMARKS



By Dr. Gerald Goldberg



Before Treatment



After Treatment



Before Treatment



After Treatment

THERE ARE BASICALLY TWO TYPES OF RED (VASCULAR) BIRTHMARKS: THE HEMANGIOMA (STRAWBERRY MARK) AND THE VASCULAR MALFORMATION (PORT WINE STAIN).

The **Hemangioma** is by far the most common, occurring in some 10% of newborns. What is curious is in many cases, these stains are not present at birth. They can initially be seen as a small red dot in the first weeks of life. They can rapidly expand in depth and breadth in the ensuing months. In many cases, these marks are small and are on an area of the body which poses no problem to the baby, (i.e. small lesions on the trunk). These lesions rarely need treatment. Sometimes, however, these lesions can grow at an alarming rate, break down and bleed, and threaten important structures such as the eyes, nose, lips, and/or ears. In these cases, some intervention may be necessary. There are many modalities now available to treat these fast-growing lesions.

Typical treatment has been steroids either locally by injection, topically, or taken by mouth. In some cases, steroids (i.e. **Prednisone**) can arrest the rapid growth of these lesions. The **Pulsed Dye Laser** can be used to minimize the side effects of steroids and usually requires a series of treatments at two to four week intervals.

The newest advance is the treatment with **Propranolol** by mouth. This medicine is also used to reduce blood pressure and can have truly amazing results when given systemically for alarming lesions. Occasionally, a similar medicine, **Timolol**, can be used topically with some modest results, for smaller lesions.

The Port Wine Stain (PWS) occurs in less than three of 1,000 (.3%) newborns and presents at birth with a red to burgundy colored flat stain. The stain gets larger as the baby grows, staying in proportion to the baby's growth. The lesion remains flat for several decades. By the third to fourth decade, it can expand and develop localized thickenings.

When the lesion presents over the eyes and/or central forehead, it can be associated with other problems such as increased eye pressure (glaucoma) or brain problems, leading to seizures or mental retardation. This constellation of findings is called the Sturge-Weber Syndrome (SWS). Dr. Goldberg is on the International Medical Advisory board of the SWS Foundation.

The Candela **Pulsed Dye Laser** (PDL) is still the "Gold Standard" for treatment of SWS. Dr. Goldberg has been treating SWS in patients of all ages (newborns to adults) for more than 20 years!

Recently, Dr. Goldberg started using additional modalities such as the **GentleLASE** (Red Light Laser) and **GentleYAG** (Infrared Laser) for more resistant lesions. Results with these lasers take multiple treatment sessions at 4 to 6 week intervals and can often yield dramatic results.

Dr. Goldberg is doubly Board Certified in both Pediatrics and Dermatology and has spoken on the treatment of birthmarks all over the U.S. and in countries on four continents in three languages. He has also been a consultant and preceptor for the Candela Laser Company (the manufacturer of the main brand of PDL).



Before Treatment



After Treatment

More information is available at our website at: [www.pimaderm.com](http://www.pimaderm.com).

Please call Monica (520) 795.7729 to schedule a consultation with Dr. Goldberg.

# ADULT & PEDIATRIC DERMATOLOGY DERMATOLOGIC & LASER SURGERY UPDATES

## MAKING A DIFFERENCE IN OUR COMMUNITY

PIMA DERMATOLOGY PARTICIPATES IN MANY COMMUNITY EVENTS ANNUALLY. WE STRIVE TO MAKE A DIFFERENCE IN OUR PATIENTS' LIVES AND TO ALSO REACH OUT AND CONNECT WITH TUCSON THROUGH DIVERSE ORGANIZATIONS AND INSPIRING EVENTS!



**AIDS WALK, University of Arizona:** (From Left to Right): Monica Corella, *Clinical Manager*, Liza Byrne, *MPA-C*, Dr. Gerald Goldberg, Melissa Davis, *Business Office Manager*, Jennifer Allison, *MPA-C*, and Michelle Adams, *Medical Records Coordinator*



**STURGE-WEBER FOUNDATION:** Dr. Goldberg and patient from over ten years ago! Dr. Goldberg participated in a Family Education Day presenting the laser treatment of red birthmarks along with pediatric eye and neurology specialists in Phoenix. Dr. Goldberg spoke to a group of parents and their children who had the condition. He was also reunited with patients he had treated over a decade earlier. It was an unexpected and heartwarming reunion!

**PROUD SPONSOR OF THE STEVEN M. GOOTTER FOUNDATION**

[www.stevenmgooterfoundation.org](http://www.stevenmgooterfoundation.org)

**WOMEN'S HEALTH & WELLNESS DAY, La Encantada:** (From Left to Right):Melissa Davis, *Business Office Manager*, Sylvia Landry, *Cosmetics*



Proud to have been part of the **TUCSON FESTIVAL OF BOOKS 2011!**

Pima Dermatology was one of the 200 exhibitors present **Saturday, March 12th & Sunday, March 13th** at the **University of Arizona - Main Area...** We provided attendees with plenty of samples, giveaways, and information to share about skincare and healthy fun in the sun! This is a free event and open to the public every year!

The **TUCSON FESTIVAL OF BOOKS** is a celebration of literacy featuring hundreds of authors, local performers, dancers, poets, singers, music, & more!

For more information, please visit [www.tucsonfestivalofbooks.org](http://www.tucsonfestivalofbooks.org)