

FREE OFFICE WI-FI NOW AVAILABLE

Pima Dermatology is pleased to offer free Wi-Fi for our patients to use when visiting our office. To access our wireless guest network, please ask the Front Desk or Back Desk for the Wi-Fi password to connect.



"From your friends at Pima Dermatology, thank you for being our patient!"



Follow us on Facebook and Twitter.



5150 E. Glenn Street
Tucson, AZ 85712



EXCITING NEWS FOR 2013:

DR. MATTHEW BEAL

Please stay tuned for more details in our next issue!



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



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THE UPDATE

WHAT'S NEW IN LASER AND LIGHT SOURCES?



By Dr. Gerald Goldberg

For patients who ask, "what can I do to improve the quality and texture of my skin with minimal or no downtime" we now have some great new options.

The EndyMed Radio Frequency ("RF") Device

For individuals who are searching for skin tightening and toning but do not want surgery, we have a new device. The EndyMed, a radiofrequency ("RF") device, is used on facial skin (i.e., cheeks), necks and jowls to firm and tone the skin with absolutely no compromise in daily activities, meaning no "downtime". The EndyMed treatment is performed in our Cosmetic Laser Center by our highly-trained and experienced Cosmetic Laser Technicians. The sessions typically last 15 to 45 minutes, depending on the size and extent of the treatment area(s). The EndyMed is used to comfortably heat the skin to a therapeutic temperature to create deep tissue inflammation, triggering new collagen formation and skin toning. The treatment is reasonably comfortable and feels like a hot,

deep tissue massage.

No anesthesia or sedation is required; the skin will be red and slightly swollen for 12 to 24 hours. Results are modest with a single treatment session. These sessions are repeated at one to three week intervals for up to four to six treatments to obtain maximum results. Improvement is slow and incremental but there has been a high rate of patient satisfaction for selected individuals with reasonable expectations.

Frequently Asked Questions: How does this differ from other skin tightening devices and procedures?

There are a number of skin toning devices that can be used in an office setting with no significant downtime. The devices typically range from Infrared devices (Gentle:YAG), Ultrasound devices (Ulthera), or other RF devices, such as Thermage, Exilis, or eMatrix. They all work in a similar fashion to effectively create heat in the deeper tissues to stimulate new collagen and skin tightening. We have selected the EndyMed because of its unique "multipolar" design which confines and targets the heat to a localized depth in the skin that is predictable and reliable.

The treatments are safe, nearly painless, and can be provided in a cost-effective manner as there are no significant expensive "disposables" that would increase the cost of treatment to our patients. The EndyMed supplements our current use of the Gentle:YAG device, which also provides our patients with reasonably priced, gentle, incremental skin toning improvement with no downtime.

Who is the ideal candidate for the procedure?

The ideal candidate is a man or woman who has moderately loose or "slack" skin around his/her neck, jowls, and/or cheeks and is looking for a low-impact, non-surgical, incremental approach to improving skin tone and quality. Areas around the eyes can also be treated with this modality. One can achieve some improvement for loose abdominal skin, arm and leg skin, stretch marks, and even cellulite. The treatment results can be enhanced with a special deeper "Fractional RF" mode available in the device as well.

If I am comfortable with two to three days of mild downtime, can other

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procedures be done concurrently to boost my treatment results?

For some indications, such as fine lines and wrinkles, acne scars, or stretch marks, the device is equipped with a more aggressive mode called the "Fractional RF Mode". While this mode would not typically be used with the first treatment, it can be done with future treatments immediately following standard RF (during the same treatment session). This modality is more uncomfortable and may require topical numbing medicine, anti-inflammatories (i.e., Advil), and will result in more redness, swelling and mild surface flaking of skin for several days after treatment. Typically, one could receive this intensified treatment over a long weekend and resume normal activities at the beginning of the following week. This treatment modality is similar to our Starlux Fractional Erbium Laser which we have been using for many years, and will yield comparable post-procedure effects and results. Additionally, patients can also combine treatment of fine red vessels or brown spots with an Intense Pulse

Light device or Laser at the same or subsequent treatment sessions. Dermal fillers (i.e., Restylane and Juvederm) and/or Botox can be used in combination as well at later treatment sessions to further enhance results.

If you have questions or would like to schedule a consultation to see if the EndyMed is right for you, please contact Lynne, Sylvia, or Maria at 520.396.1861.

For additional information please visit our website at www.pimaderm.com.



Before Treatment with EndyMed Five Months Post Treatment

NEW PRODUCTS TO LOVE

CeraVe Facial Moisturizing Lotion AM SPF 30
Price: \$14

- Helps repair, restore, and protect the skin barrier
- Provides UVA/UVB protection
- Non-comedogenic
- Keeps skin younger, fresher and healthier looking

EltaMD UV Aero Broad Spectrum SPF 45
Price: \$29.50

- Continuous spray, full-body sunscreen
- Safe for all skin types
- Transparent Zinc Oxide (9.3 % - Contains the highest percentage of Zinc out of all sunscreens that we carry)
- Oil-free
- Water-resistant (80 minutes)
- CFC-free, fragrance-free, paraben-free, sensitivity-free, and non-comedogenic



We are excited to announce the return of our CoffeeBerry® favorite! Revaléskin® is clinically proven to provide protection against free radicals (the #1 cause of premature skin aging). We are proudly offering the following products to our patients again:

- Night Cream Price: \$110.00
- Intense Recovery Treatment Price: \$130.00
- Replenishing Eye Therapy Price: \$75.00

EltaMD UV Sport SPF 50
Price: \$20

A water-resistant sunscreen that isn't tinted (and contains zinc)

- It won't rinse off in water or drip into eyes and sting when perspiring.
- It may be applied to wet or dry skin.
- It is perfect for use by athletes and excellent for all outdoor activities.
- Non-comedogenic, sensitivity-free, fragrance-free, and paraben-free
- **Recommended for children 6 months and older**



Avène Moisturizing Self-Tanning Lotion

Price: \$22

- FINALLY! A self-tanner that smells GOOD!
- Lovely fragrance (This self-tanner doesn't contain that offensive odor commonly found in bronzers.)
- Provides a natural looking tan without the damaging effects of the sun
- Suitable for all skin tones and types (even sensitive skin)



A NEW YEAR... A NEW YOU!

THE NEW



By Dr. Gerald Goldberg

"DOT" CO2 Laser, Skin Rejuvenation, and the "Madonna Lift"

The SmartXide DOT™ Laser is a beautifully engineered CO2 Laser device which can be tailored to produce a variety of effects for fine lines, wrinkles, and scars on the face, neck, chest and upper extremities. This device rounds out our armamentarium of Skin Rejuvenation Lasers that we have been using for almost two decades which includes the SureScan, MiXto, and QuadraLASE CO2 Lasers and the Sciton and ConBio Erbium:YAG Lasers.

What does this minimal downtime CO2 Laser do?

It creates thousands of microscopic perforations, which induce immediate skin tightening to stimulate new collagen growth, enhancing the skin's tone and texture to improve fine lines, wrinkles and acne scars, with minimal downtime. It reverses the appearance of sun damaged skin, creates firmness, makes wrinkles and lines appear smoother, reduces acne scarring, actinic keratosis and other scars, and renews your skin

A special use of the DOT Laser is for individuals who have mild wrinkling of skin around their eyes, are not surgical candidates, and want a procedure that has a short recovery period (i.e., over a long weekend). This minimal downtime procedure is called the "Madonna Lift" and is done with protective eyeshields and



Before the "Madonna Lift" 9 Days After

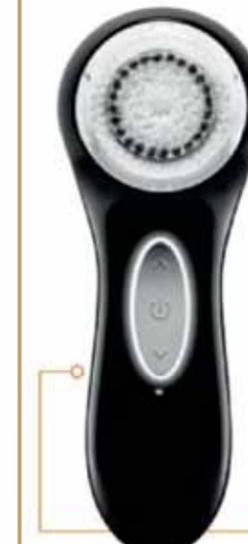
typically only topically applied anesthesia. The procedure is mildly uncomfortable but very tolerable and results in some redness, swelling and skin peeling for about three days. There will be improvement noted with a single procedure but best results are achieved with multiple treatment sessions done at four to six week intervals.

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The Clarisonic ARIA is Now Available!



- A **STYLISH** design (compact, sleek, with a high-gloss finish)
- 3 SPEEDS
- **ADVANCED FEATURES:** Convenient Drying Stand, Travel-Friendly USB Charger
- Comes with the **Deep Pore Brush** (AND the Sensitive Skin Brush)
- Informative **BATTERY** indicator (no more guessing!)
- Available in Black or White

To schedule a consultation, please contact Lynne or Monica at 520.396.1861. For more information, please visit www.pimaderm.com.

*Prices are before tax

The FDA has approved RESTYLANE Injectable Gel (Medicis Aesthetics) for lip enhancement for patients over the age of 21. Previously approved to treat moderate to severe facial wrinkles and nasolabial folds, it is now the first and only hyaluronic acid dermal filler in the United States approved for lip augmentation. The injectable gel provides more volume and symmetry in lips that can't be achieved through a tube of lipstick or other cosmetics. One treatment gives more defined, plump, soft, beautiful, and natural-looking lips for up to six months! You may schedule a Consultation or Consultation & Treatment with Dr. Goldberg, Kay Strickland, NP, or Jennifer Allison, PA.



Patient of Jennifer Allison, PA



iS Clinical

This past September, Kay Strickland, NP and Sarah Cadrobbi, Marketing & Cosmetic Coordinator, had the honor of meeting the founders of Innovative Skincare (iS Clinical). Pictured here, the President / CEO, Bryan Johns. Bryan and his innovative team met with several practices in Arizona to discuss the many benefits of the products, the supporting science behind it, and the various options available to patients. He was a wonderfully delightful person; so captivating in his knowledge, enthusiasm, and humbleness! Knowing the creative and friendly forces behind the sophisticated line makes us appreciate the products all the more!

Pima Dermatology: "Best Place to Work" Tucson Metro Chamber Copper Cactus Awards Finalist 2012

By Sarah Cadrobbi,
Marketing & Cosmetic Coordinator



Pima Dermatology was honored to be a nominee for "Best Place to Work" 2012. More than 400 nominations for locally owned small businesses were submitted by members of the Tucson community. Out of those small businesses, 47 were selected along with five business leaders in Southern Arizona; Pima Dermatology was one of only 15 selected in the "Best Place to Work" category.

Awards were presented by the Tucson Metro Chamber and Wells Fargo November 13, 2012 at the Westin La Paloma Resort & Spa. The entire Pima Dermatology team (over 25 staff members) attended the event with immense enthusiasm and team spirit. A colleague from a local publication said in jest that we were, "where all of the rowdiness was coming from"! It was an especially proud moment when Bobby Rich (MixFM host) took some time to get to know Dr. Goldberg and Pima better by putting the spotlight on Dr. G. (literally) and speaking with him in front of the entire audience.

moment when
Dermatology
entire audience.

From Dr. Goldberg's point of view, "We attribute much of our success to the team of super stars we've assembled. Collectively, they deliver top-notch, compassionate care in our state-of-the-art center of dermatologic excellence. We are proud of the work culture we've created where collegiality, honesty, safety, customer service, and fun are values encouraged and cultivated above all."

It was a monumental night to share with such exceptional friends of the community and one other. Although we didn't walk away with the coveted Cactus Award for the night, it's clear that in our hearts, we feel that our office is truly the "Best Place to Work"!



By Dr. Gerald Goldberg

Latest Advances in IPL Technology: The Skintel™ Melanin Reader Device to Assess Skin Color

Pima Dermatology will be one of the first offices in the country utilizing the latest in Intense Pulse Light (IPL) technology. Palomar research has developed the Skintel Melanin Reader Device to assure the most effective treatments employing the minimally invasive Intense Pulse Light (IPL) therapies offered by our state-of-the-art Palomar StarLux device. The Skintel Melanin Reader Device is the most advanced and accurate device to assess skin pigment, (melanin content), including tanned skin, to optimize IPL treatment, thereby providing enhanced safety and efficacy of IPL treatments.

To better understand the Skintel Melanin Reader Device, there are times when a patient is tanned (hiding the fact they are naturally fair-skinned). When too much light is delivered to the skin, dangerous burns can result with potential for scarring. To more accurately assess the patient's skin pigment prior to treatment, The Skintel Melanin Reader Device will be most helpful. This device is wirelessly linked to the StarLux's computer to provide the most accurate assessment of skin pigment to assure that the proper dosing of the light is delivered. In addition, individuals with mottling of the skin with fine red vessels, dark discolorations, and fine lines and wrinkles can have proper assessment prior to IPL treatments.

To learn more about our IPL treatments, please visit our website at www.pimaderm.com or visit the Palomar website at www.palomarmedical.com. To schedule a consultation, please call Monica or Lynne at 520.795.7729.

DID YOU KNOW?

Every time you burn your skin, you increase your risk of developing melanoma and other skin cancers. This is especially true of sunburns at a young age. Just one blistering sunburn can **double** your chances of developing melanoma.

Tips to Protect Your Skin from the Sun

Find shade and avoid the sun between 10 a.m. and 4 p.m. when the sun's ultraviolet (cancer causing) rays are the strongest.

At least ten minutes prior to going outside, apply a broad-spectrum (UVA/UVB) sunscreen of SPF 30 or higher.

Wear sun protective gear including a hat, sunglasses, and clothing that is brightly colored and tightly woven. Some fabrics have a UPF 50 (like the Coolibar brand).

When outdoors, reapply sunscreen every two hours, regardless of weather conditions. Don't forget your scalp, ears, neck, eyelids, hands and feet.

Children under three months should be kept out of direct sunlight. Children should wear an SPF of 30 or higher and protective clothing, a hat, and sunglasses whenever possible.

Use extra caution near water, sand, and snow as they reflect the sun's rays and increase chances of sunburn.



Community Event Highlights 2012



By Sarah Cadrobbi,
Marketing & Cosmetic Coordinator

PIMA DERMATOLOGY'S TEACHING AFFILIATION
WITH THE UNIVERSITY OF ARIZONA COLLEGE
OF MEDICINE



March 2012

Members of Pima Dermatology joined forces in tutus, tights, and tennies for the Kiss Me Dirty 5K mud obstacle course run held at the Pima County Fairgrounds in March. Designed for women of all athletic abilities, our "Derm Divas" got down and dirty for an exceptional cause benefitting gynecological cancer research.



WE. WERE. HERE.

MELANOMA WALK '12

The University of Arizona Cancer Center - North Campus
October 2012

Team Pima Dermatology spent a terrific afternoon walking with friends of our community, over 27 teams, and our pal, Ray!

This yearly walk supports the Skin Cancer Institute. Proceeds from the walk support melanoma research, community outreach and education, and patient care in Arizona!



TUCSON MEET YOURSELF

October 2012

Tucson Meet Yourself (TMY) Folk-Life Festival was held downtown. Praised as the largest folk-life event in the region, we were a sponsor of this year's TMY Folk Arts Courtyard, with the traditional Folk Arts demonstrations located in the Pima County Courthouse Courtyard area. Cultural communities and living traditions were celebrated with food, folk art, dance, and other performances. More than 100,000 people attended this free, fun, and enlightening event!



The COLOR VIBE RUN Tucson Medical Center

December 2012

We experienced, by far, the most COLORFUL Saturday of the year while supporting Girls on the Run® - a positive youth development program for pre-teen girls. We were blasted in a full color spectrum that delighted all ages! Color stations tagged participants with all of the colors of the rainbow throughout this exhilarating 5K run!



Jason DuPont, MD



Sandra "Cookie"
Leyo DuPont, MD



Faiyaz
Kalimullah, MD

Who are those new faces that you occasionally see traipsing about the halls of Pima Dermatology, sporting white lab coats, working alongside Dr. Goldberg and Dr. Whitaker? These stealthy staffers for the day are Dermatology Resident Physicians in training. A Resident Physician is a person who has received a medical degree (usually either a M.D. or D.O.) who practices medicine under the supervision of fully licensed physicians, typically in a hospital or clinic.

Pima Dermatology has been educating Dermatology Resident Physicians for over two decades through a teaching affiliation with the University of Arizona College of Medicine. Dr. Goldberg is a Clinical Professor of Dermatology & Pediatrics at the University of Arizona Health Sciences Center. Dr. Whitaker, our staff Mohs Surgeon, serves as Clinical Professor of Dermatology at the University of Arizona.

Arriving to Pima Dermatology, our Dermatology Resident Physicians hit the ground running, barely having time to slug down a sip of coffee and throw their lab coats on, before embarking upon a whirlwind day of active learning. Under the direct supervision of either Dr. Goldberg or Dr. Whitaker, they gather vast hands-on experience through initial patient evaluations and assisting in diagnosis, treatments, and surgeries. Patients can also benefit from having an additional physician opinion. These Resident Physicians share the latest medical trends and science relating to a wide-range of dermatology clinic study problems.

Training for Dermatology generally requires twelve years of undergraduate and post-graduate education in the field of medicine, as well as specialization in surgery. Knowledge can be directly attributed to resident teaching. Once residency is complete, Dermatologists may practice dermatology in clinics, hospitals, or private practice.

Surrounded by our lively team, delightful patients, and the expert guidance of Dr. Goldberg and Dr. Whitaker, Pima Dermatology strives to offer Dermatology Resident Physicians an enriching, unique, and rewarding educational experience.

REWARD YOURSELF. YOU'VE EARNED IT.

Sign up for the **Brilliant Distinctions® Program**.

It allows you to earn points each time you:

- Receive BOTOX® Cosmetic and/or JUVÉDERM® XC treatments
- Purchase LATISSE® or VIVITE® Skin Care products

These points are redeemable for dollars off future treatments, as well as select ALLERGAN® products and ongoing opportunities and rewards!

STEP ONE: Register at www.brilliantdistinctionsprogram.com.

STEP TWO: Contact our office at **520.795.7729** to confirm that you have registered. We will then deposit your treatment points into your account.

STEP THREE: For future treatments, be sure to print your BD Points Coupons prior to arriving to your appointment. Savings will be applied to your treatment at time of service. Some restrictions may apply.