



# PiMA DERMATOLOGY

## THE UPDATE •

Fall/Winter 2009-10  
Volume 5

GERALD N. GOLDBERG, MD

ADULT & PEDIATRIC DERMATOLOGY ■ DERMATOLOGIC & LASER SURGERY



### *Community Involvement:*



*Dr. Goldberg presents on Sun Safety*

Pima Dermatology has been fortunate to be involved in a variety of community events and activities. From providing patient education at Employee Wellness programs, to donating contributions to the Tucson Police Foundation, **Pima Dermatology** strives to educate and support our community organizations at every opportunity. Recently, we have been a major sponsor for the SAAF AIDSWalk 2009. This event on October 11th, 2009, at the University of Arizona, helps to raise awareness and support for those living with HIV/AIDS. As a sponsor, **Pima Dermatology** was on site to provide educational materials and sunscreen to participants and guests.

Dermatologist for Ocotillo Ridge Elementary School in Vail, Arizona. With this sponsorship, Ocotillo Ridge Elementary has built an outdoor sun shade to help protect the students from harmful UV damage. With skin cancer rates in Arizona being among the highest in the world, it is of the utmost importance to protect as many children as possible. Most sun exposure is received before the age of 18 and one way to reduce this alarming statistic is to educate and provide shelter from UV rays. In August 2009, Dr. Goldberg presented a Sun Safety speech to the students of the school, emphasizing the importance of sun protection and sun safety.

Every year, the American Academy of Dermatology selects schools across the United States to receive grants to aid in the construction of Sun Shades for outdoor playground equipment. These structures provide shade and protection from ultraviolet (UV) rays that children are exposed to daily. Dr. Gerald Goldberg was the sponsoring

*AIDSWalk 2009*



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## Dry Winter Skin

By Jennifer 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 torso, legs, arms and face.

Be proactive during 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 your 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 Cetaphil, Aveeno, Dove, CeraVe, Purpose, Elta or Vanicream.
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 of 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 and then put on white cotton socks and gloves day and/or night.
6. If these steps are not helping and you have a rash and/or are uncomfortably itchy, please call us at 520.795.7729 to schedule an appointment.

## Glycolic Peel "The Quicker Picker Upper"

By Sylvia Landry, RN

The Glycolic Peel is a light, superficial chemical peel that exfoliates the build-up of dead surface skin cells, brightening the skin's complexion. This peel is a rejuvenating boost for any skin type or condition. For a patient with acne, a glycolic peel cleanses pores and eases extractions. For sun damaged skin, this peel lightens pigment over a series of treatments. Glycolic peels are an effective maintenance treatment to keep your skin glowing, refreshed, and cleansed. This no down time peel is perfect for a little "Holiday Sparkle" for your skin.

## GentleYag: Laser Treatment

By Lynne Coulter

Our Cosmetic Department offers a new technique in laser skin toning and tightening with the *Gentle Yag: Laser*. Known as the "feathering technique", the treatments are considered painless and result in minimal redness. The *Gentle Yag* offers skin tightening in areas such as the face, neck, abdomen, arms and thighs.

Treatments for face and neck require only 10 minutes! Other areas may require more time, and a series of 4-6 treatments, at 4 week intervals, offer optimal outcomes.

For more information, please contact Lynne or Sylvia at 520.795.7729.

## New Product!

The Clarisonic Facial Cleansing Brush



The Clarisonic Facial Cleansing Brush is now available at *Pima Dermatology*! Utilizing sonic technology, the Clarisonic removes 6X more make up and bacteria than manual cleansing. Just one minute twice a day, will dramatically reduce pore size and the appearance of fine lines and wrinkles. The Clarisonic brush also allows skin care products to absorb up to 61% better than they would with manual cleansing.

## *SPF... What the Numbers Really Mean* Liza S. Byrne, MMS, PA-C

SPF stands for Sun Protection Factor. This is the number you see on the front of every bottle of sunscreen and it refers to the product's ability to deflect the sun's burning rays. The American Academy of Dermatology recommends a minimum SPF 15, but what does this number really mean, and is it important?

The sunscreen SPF rating is calculated by comparing the amount of time needed to cause a sunburn on sunscreen-protected skin, to the amount of time needed to cause a sunburn on unprotected skin. For example, if a person normally burns after 10 minutes of unprotected sun exposure, applying SPF 15 rated sunscreen would allow that person to stay in the sun 15 times longer before burning. Theoretically, one would multiply that initial burning time by 15, which means it would take 150 minutes, or 2 ½ hours for this person to burn.

We can also look at this in terms of percentages: SPF 15 blocks approximately 93% of all UVB rays, SPF 30 blocks 97% and SPF 50 blocks 98%. No sunscreen can block 100% of UV rays.

### **Problems with the SPF model**

Looking at the above examples, anyone who has spent one summer in Southern Arizona knows that spending 2 or 3 hours in the July sun, having once applied SPF 15 sunscreen would leave them

red, blistered and in pain. The fact is, all sunscreens photo degrade (break down) and rub off with normal wear. No sunscreen, regardless of type, strength, or SPF will stay effective for longer than two hours, without re-application. In addition, inadequate application of sunscreen will result in a lower SPF than the product actually contains. Furthermore, burning or "reddening" of the skin is a reaction to UVB rays alone and tells you nothing about the photo aging UVA damage you may be getting. Significant damage can be done without getting a sunburn. The take-home message...whether you use SPF 30 sunscreen or SPF 80 sunscreen, both need to be reapplied every two hours for sun protection.

The American Academy of Dermatology strongly recommends using a broad-spectrum (UVA and UVB), water resistant, SPF 15 or greater sunscreen daily. Sunscreens should be worn year-round, on sunny and on cloudy days.



## *The Future of Medicine is Changing!*

The practice of Medicine is changing and *Pima Dermatology* is leading the way by preparing for tomorrow's medicine with new technology today. We are transitioning to a new electronic medical records software that will allow your physician to record your medical information electronically, track medications, email prescriptions directly to your pharmacist. When necessary, we may now share your electronic medical information with your other providers more quickly and more accurately than ever before.



Call today for a Cosmetic Consultation with Lynne or Sylvia. This consultation includes a *free* VISIA Facial Complexion Analysis. Visit our website or call us at 520-795-7729.

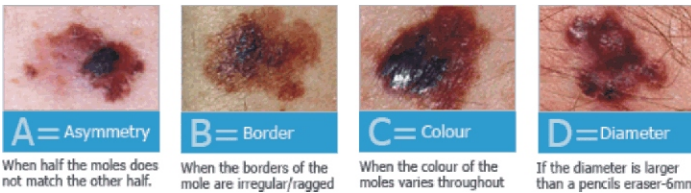
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# Melanoma

By Tracy L. Thomas, MD

Nearly every hour one American dies from melanoma. Melanoma is the deadliest form of skin cancer, responsible for approximately 80% of skin cancer deaths. Melanoma has increased in incidence in the last 40 years. In an analysis from the Surveillance, Epidemiology, and End Results (SEER) Program, melanoma trends between 1973 and 1997 reveal an increase among women born after 1960. Additionally, melanoma is one of the more common cancers in women age 25 to 29, and a major cancer killer of women age 30 to 35 years of age. The annual incidence of melanoma among young men also increased from 1973 to 2004. In up to one-fifth of patients, melanoma is or becomes metastatic (travels to other parts of the body). This is usually associated with death. The recent increase in incidence among young women parallels reported trends in increased exposure to ultraviolet radiation (tanning and sunburns), the primary environmental cause of melanoma.

Early detection and diagnosis is a key factor in improving survival from melanoma. A reported history of change in shape, color, and size of moles over the course of months is the most sensitive clinical sign for melanoma. Therefore, every person should assess their moles consistently for Asymmetry, Border irregularity, Color variations, Diameter greater than 6mm, and Evolving changes. The gold standard for ruling out melanoma still remains a biopsy. Therefore, every person should have a complete skin examination by their primary care provider or a dermatologist on a routine basis.



## Extended Hours:

At **Pima Dermatology**, we understand the challenge of balancing family, work and personal time. We are now offering early morning and early evening appointments.

Call us at 520-795-7729 to find a convenient time to schedule your medical or cosmetic skin care appointment.

# New Uses for Dermal Fillers

By Kay Strickland, NP-C

There are new uses for some of the dermal fillers that we have been using in the lower face to reduce wrinkles. Radiesse and the hyaluronic acid fillers, Juvederm and Perlane, now have new applications in the hands and earlobes. Modest amounts of product, one or two syringes, are needed.

The saying goes that you can tell the age of a woman by her hands; not anymore. Radiesse is composed of calcium hydroxylapatite microspheres. It provides a natural look to the smile lines and wrinkles around the



*Before Radiesse Treatment*



*After Radiesse Treatment*

nose and mouth. It now works well on the back of the hands to reduce the appearance of aging. Placement of Radiesse under the skin on the backs of the hands helps to reduce the thin skinned, rope like, veined appearance that is so common in sun damaged hands. Radiesse is mixed with anesthetic and injected under the skin. There is very little discomfort and patients usually experience only mild bruising.

Have you noticed that your earrings don't look as good in your ears as they used to? The ear lobes become thin and lose volume over time, causing them to hang with the weight of earrings. Juvederm and Perlane are composed of hyaluronic acid, which is part of our normal skin composition. They work wonderfully to plump and firm the ear lobes. Anesthetic is used,

so there is little discomfort. Some bruising is common and patients can resume wearing earrings in about a week.

Almost daily we are asked, “*What can be done about the quality of the skin of my neck and chest?*”

Concerns you may have include: irregular texture and/or color, redness, brown spots, sagging skin and wrinkles. These changes occur over time with the effects of sun and the natural aging process. We have a number of treatments available to improve the quality and appearance of the aging neck, chest and other areas, including the hands and arms. There are several options available at **Pima Dermatology**.

## 1) Skin tone, color, and texture

Various products including Vitamin A (ie “Retin-A”, or tretinoin), glycolic acids (ie MD Forte), Vitamin C products (ie ISClinical), Vitamin B (ie Niadyne) and skin bleaching agents (ie Obagi Clear) are available to keep the quality, texture, and tone of the skin more healthy, uniform, and vibrant. A program utilizing one or more of these products, along with an excellent, broad spectrum sunscreen, will be recommended for treatment or to complement other in-office procedures described below.



## 2) “Red neck”

The *Vbeam Perfecta Pulsed Dye Laser* is an excellent device for the treatment of a red neck.

(see photos)

Dr. Goldberg has used pulsed dye Lasers for red birthmarks and other red skin lesions for over 20 years, with excellent success. Typically, optimal results are obtained with 2-4 treatment sessions at one month intervals. There is a sensation like a “rubber band snap” with each pulse, but each pulse is coupled with a jet of cool spray, which makes the treatment very tolerable. Sometimes, mild bruising or occasionally, significant bruising occurs after treatment. This goes away after a few days to a week.



Rarely, there is a slight blister, crust, or scab that occurs but, that is uncommon and usually heals without a problem.

## 3) Red and brown skin discolorations

When there is a combination of red vessels and brown spots and uneven colors the pulsed dye Laser is used for treatment of red vessels and a second device, such as a *Qswitched Trivantage Laser*, the *Gentle:Lase*, or the

*Vbeam Perfecta Laser* can be used for the brown spots at the same session. Treatment for the brown spots may yield some light crusts for a number of days following treatment, while the red vessel Lasers may have some mild-moderate bruising after treatment. Raised, warty brown spots (seborrheic keratoses) can be treated by liquid nitrogen or the *Erbium:YAG Laser* at the same session.

Another option is the *Starlux Intense Pulsed Light (IPL) device*. This device, while not a Laser, shines an intense broad band of light to the skin to remove and lighten red and brown spot irregularities. These devices have been used in the popular “Photofacial”, and can also be used on the neck and chest. With treatment, there is a mild, warm, stinging sensation, which can leave some redness and skin flaking for a number of days. In general, the procedure is well tolerated. Optimal improvement may require 4-6 treatment sessions.

## 4) Wrinkles and loose sagging skin

Wrinkles and prominent skin folds can be helped with a variety of techniques.

“*No downtime*”: For skin tightening without “downtime” we recommend the *Gentle:YAG Laser*. Treatments are very well tolerated, with topical anesthesia only, and can yield modest skin tightening with multiple treatments at 4-6 week intervals.

For thick, dense neck “bands” due to excessive muscle action a series of tiny injections of Botox can soften folds and bands. Results last 3-5 months and can be repeated at desired intervals.

“*Minimal downtime*”: For skin toning and tightening as well as some help to create more even skin color, the *Starlux Fractional Laser* can be very effective. There is some modest discomfort with treatment, which is also done with topical anesthesia. There is only transient redness and fine scaling for 3-4 days. Patients can usually return to work in a day or 2 following treatment. For optimal results, treatments are repeated at 4-6 week intervals.

“*Significant downtime*”: The most dramatic results in skin tone, color, and texture are achieved with laser skin resurfacing with the *Erbium:YAG Laser* or the *QuadraLase Fractional Lasers*. These Lasers are usually used in combination with facial Laser resurfacing and require topical anesthesia and some sedation for your comfort. Healing typically takes 7-14 days and the skin may be pink for several weeks after treatment.

There are other Laser and radiofrequency devices (ie Thermage) which can be used for skin tightening, but results can be variable.

Significant sagging and loose skin is usually best

treated by liposuction and/or a “neck lift” by a Plastic Surgeon. We can recommend someone for consultation about these surgical options.

All treatments are performed in the comfort of our AAAHC Certified in-office Laser center. **Pima Dermatology** has one of the most experienced and comprehensive Laser centers in the Southwestern US. If you have questions or want to schedule a consultation or a Laser appointment please call us at

520-795-7729. You may also find additional information under Laser Skin Toning, Laser Skin Resurfacing, and Fractional Laser Resurfacing on our website, [www.pimaderm.com](http://www.pimaderm.com).

## *What's New for your comfort and safety at Pima Dermatology?*

*By Gerald N. Goldberg, MD*

*Pima Dermatology* is offering in-office anesthesiologist monitored sedation and anesthesia for selected patients undergoing significant Laser procedures such as Laser Skin Resurfacing for the face, neck and/or chest. We will be partnering with Anesthesiologists from Old Pueblo Anesthesia to help

provide painless, comfortable, and safe anesthesia in our AAAHC Certified Surgical Facility. If you are considering undergoing one of these procedures and might be interested in this treatment option, please discuss this with Dr. Goldberg, your provider, or a member of our clinical staff.



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