

PiMA DERMATOLOGY

THE UPDATE • Spring 2007/Volume 1

GERALD N. GOLDBERG, MD

ADULT & PEDIATRIC DERMATOLOGY ■ DERMATOLOGIC & LASER SURGERY

Welcome to Pima Dermatology



We have exciting news and want to update you on what is happening at Pima Dermatology!

Just one year ago we moved to our facility at 5150 E. Glenn Street. Our 7500 square foot building gives us the opportunity to provide comprehensive dermatologic care in a center of excellence.

MEET OUR NEW STAFF

We are proud and excited to welcome several new staff to Pima Dermatology. Their skills will enhance our practice and enable us to continue to provide superior care to our patients.



Duane Whitaker, M.D. has joined us to provide skin cancer care and Mohs Surgery. **Dr. Whitaker** is a nationally known Mohs surgeon, with over two decades of experience in this highly specialized skin cancer surgery technique

Prior to joining the staff at Pima Dermatology, **Dr. Whitaker** served as Professor and Director of Dermatologic Surgery at the University of Iowa, where he taught and trained over 20 post-graduate Mohs fellows. **Dr. Whitaker** is the incoming President of the National Mohs

College and has served on the Board of Directors of the International Society for Dermatologic Surgery. He is one of the leading Mohs surgeons in the U.S. and, of equal importance, he is a caring and patient-centered physician. We are very fortunate to have **Dr. Whitaker** helping us provide excellence in all facets of skin cancer treatment.

What is Mohs Surgery?

Named after Dr. Fred Mohs this is a specialized form of surgery designed for recurrent or difficult to treat skin cancers. It is a precise and painstaking technique where skin cancers are removed and tissue is processed utilizing our in-office lab and frozen section microscopically controlled excision. The tissue is examined while you wait in the office and after the cancer margins are clear, then the skin is closed assuring the highest cure rates and most aesthetic results possible. This enables the least amount of normal skin being removed and cure rates approaching 100%. Dr Whitaker supervises our in-office Mohs facility.

(see Mohs website <http://www.mohscollege.org/AboutMMS.html>)

5150 East Glenn Street
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www.pimaderm.com



Also new to our staff is **April Lyons**, a Physician Assistant who recently graduated from D'Young University in Buffalo, NY. April's focus is currently in cosmetic services, which include cosmetic consultations, acne skin care, chemical peels, microdermabrasion, and laser hair removal. April will assist Dr. Goldberg in providing routine monitoring of common skin problems such as acne, eczema, warts, moles and skin cancer checks.



Look for **Linzee Fortunato** who is our Cosmetic Coordinator. She is a University of Arizona graduate with a background in retail and business administration. Linzee has experience in skin care and is an expert in cosmetics. She will help to coordinate your individualized skin care programs including a wide variety of products and services.



Heading up our front office team is **Judith Sorem** who formerly worked as a care coordinator at Canyon Ranch Spa. Judith also has considerable expertise from her experience as a service coordinator of a medi-spa in Oregon. Judith brings a high level of professionalism and attention to detail as well as a smile to work on a regular basis.



Nadine Minnerly will often be one of the first faces that greet you upon entering Pima Dermatology. She is a trained medical assistant and has many years of experience in education and counseling. Nadine brings a caring attitude, patience and a service orientation to her work.

NEW SERVICES

Finally we have more space! More space to bring you the latest advances in Dermatologic therapies and skin care.

Pima Dermatology is one of the best equipped and most experienced Laser Centers in the southwestern United States. We have 14 Laser modalities and are

constantly upgrading our capabilities to provide the highest quality and most effective therapies available. We have recently purchased the newest "**Starlux**" Intense Pulsed Light and **Erbium** Fractional Resurfacing Laser to further our capabilities. We can perform photolight facials, and fractional resurfacing. Call Lynne, Linzee or April to schedule your consultation. Look for more information in our upcoming newsletters!

We were selected as one of the test centers for the new exciting dermal filler, **Juvederm**. This product is very similar to Restylane and has been successfully used in Europe for many years.

Juvederm is now available!!!
Please call us to take advantage of special discounted prices through the spring!!

COSMETIC SERVICES

We offer **VISIA**, a photographic documentation system which provides a fully digitized facial complexion analysis. This analysis gives you a baseline record to analyze skin color irregularities, identify UV "Sun spots" and compare skin quality, texture, wrinkles, and pores with an age matched database. With a **VISIA** analysis, our staff can better make recommendations for skin care products and selected services to improve the quality and beauty of your skin.

We also have an extensive collection of print and digital photos of patients who have had a procedure you may be considering. We can show you before and after photos of a wide variety of procedures about which you may want to learn.

Treatments performed by Dr. Goldberg and our mid-level staff members, Jennifer Allison, MPA-C and Kay Strickland, NP-C include **Botox** for wrinkles such as crow's feet, frown lines, forehead lines. Dermal fillers such as collagen (**Cosmoderm** and **Zyderm**) and the popular **Restylane**, **Hylaform** and the new **Juvederm** are also available.

We comfortably and safely perform routine leg vein injections with gentle agents **Sotradecol** (from France) and **Glycerin**. These agents are much more comfortable than those typically used elsewhere.

We have the latest advance in Light Therapy!! Narrowband UVB

Our Narrow Band Ultraviolet Light box is for psoriasis and other generalized skin conditions, such as general itching and vitiligo. Most insurance companies will pay for the majority of these treatments.



PRODUCT MUST HAVES!



BareEscentuals - Now in stock. 100% pure bare minerals that are free of preservatives, talc, oil, fragrance and other harmful chemicals.

BARE ESSENTIALS
san francisco

There has been an explosion of interest in the new “anti-oxidants” Why? Because our skin is subjected to oxidative stresses- sun and pollution all day. Anti-oxidants help to quench or blunt the effect of these damaging forces on the skin and both protect and help to repair the skin. Most common are Vitamins C, E and Niacin. When combined with Vitamin A products like Retin-A or Renova, these products provide an excellent regime to protect and repair sun damaged skin.

Check out our line of clinical anti-oxidant serums by **IS Clinical**. Most come with a combination of vitamins such as vitamins C, A, E as well as Kojic acid to improve the uniformity of your skin color and tone. These serums are sheer and easy to use in the morning under sunscreen and makeup.

NIA24 is a group of specially formulated products with niacin, a B vitamin that builds stronger, better skin that is more resilient and resistant to damage. Niacin also has anti-oxidant properties, helping to improve sun damaged skin, and soften brown spots. The **NIA24** line includes a night repair cream, physical scrub, creamy wash and an oil-free day cream with an SPF 30.

Speaking of **sunscreens**, we favor the use of a high quality substantive sunscreen with a sun protection factor of 30+ and a “broad spectrum” blocking capability that blocks the UVA and UVB rays. Those sunscreens with Zinc oxide, Titanium dioxide and/ or Parsol are typically the best.

Please visit our education room where you can test, feel and sample a variety of skin care products to best suit your skin care needs. Call *Linzee, Lynne, or April* to schedule your cosmetic consult along with your complimentary Visia Complexion Analysis today!

LET'S TALK!

Wrinkle Removal, Skin Toning and Acne Scarring

To provide collagen stimulation and skin tightening, toning, and wrinkle improvement we use a variety of skin Lasers. The Lasers can be used singly or in combination to enhance the results.

NO DOWN TIME - We have several Infrared skin toning Lasers such as the “**Smoothbeam**”, “**Gentle:YAG**”, and “**Vbeam**” Lasers which can be used to tighten and improve skin tone with repeated “no-downtime” sessions.

MINIMAL DOWN TIME - The **Sciton “micropeel”** Laser device can be used alone or in combination with these Lasers. A treatment with the Sciton requires minimal downtime, such as a long weekend recovery period, to provide a more intensive treatment with enhanced results.

We offer the new “**Starlux**” **Fractional Resurfacing** device, which is excellent for skin toning and acne scarring. Please ask about our special pricing for our Starlux Laser.

TRADITIONAL RECOVERY TIME - More serious wrinkles, like the unwanted deep smoker lines of the lips, are greatly improved with the CO2 and Erbium: YAG lasers in the traditional “Laser Skin Resurfacing” procedures. These lasers can be combined with chemical peels for cost effective and long lasting results. Recovery time usually involves a week to ten days.



Wrinkle Removal Pre-treatment



Wrinkle Removal Post-treatment

Laser Tattoo Removal

Unwanted tattoos, whether they are professional, amateur, cosmetic or traumatic, can now be safely removed with minimal scarring.



COMMUNITY SERVICE

For almost a decade, Dr. Goldberg and Pima Dermatology have been proud sponsors of the **American Cancer Society "Walk A Mountain"**. Come join us again this March 10th and support the American Cancer Society!

Visit www.acevents.org/tucsonclimb to sign up to walk A Mountain.

Pima Dermatology also sponsored a booth at the "Run down Crime" event at Randolph Park in October. Our donation helped to support our local Tucson Police Foundation.

Dr. Goldberg has been active in many local skin cancer screening initiatives for more than two decades.

Pima Dermatology has partnered with the "House of Neighborly Service" to help troubled youth remove their gang tattoos if they stay enrolled in this monitored drug free program.

In early January, our Physician Assistant, Jen Allison, volunteered with Dr. Goldberg to facilitate a program at St. Elizabeth's of Hungary Clinic using lasers to remove unwanted gang tattoos from selected patients.

Look for our participation in many other local community events, including donations and silent auction items!

Why come to Pima Dermatology?

With the proliferation of medispas and salons offering skin treatments, why come to Pima Dermatology?

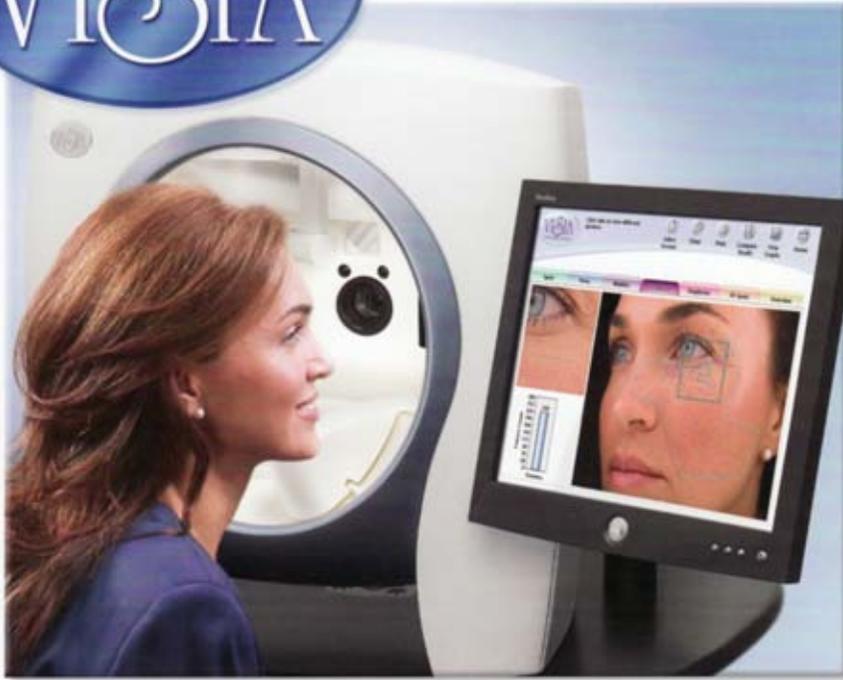
Pima Dermatology has 14 Laser modalities, more than 20 years of Laser experience and has performed thousands of Laser procedures. We are among the most experienced Laser centers in the Southwestern United States!

At Pima Dermatology we have an extremely knowledgeable staff under the direction of Dr. Gerald Goldberg, who has been board certified in Dermatology and Laser Surgery since 1984. Dr. Goldberg personally performs, directs, and supervises all treatments and trains our highly qualified practitioners.



Now available at Pima Dermatology.

VISIA

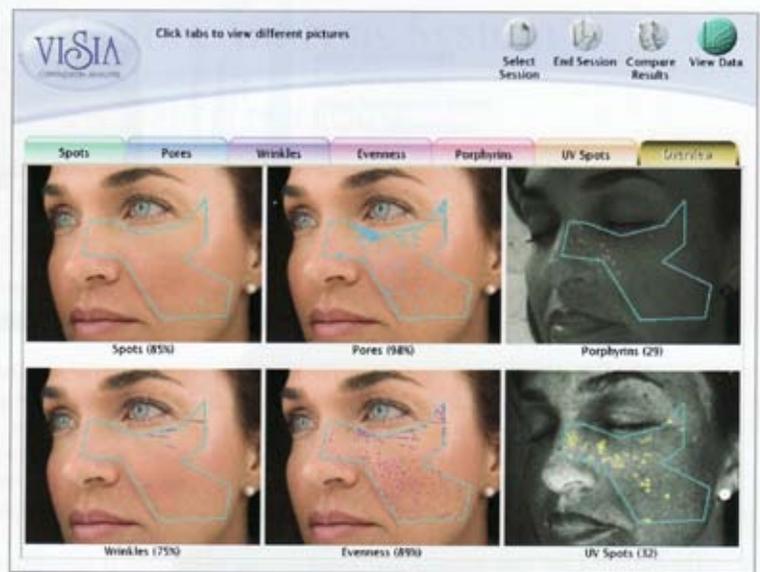


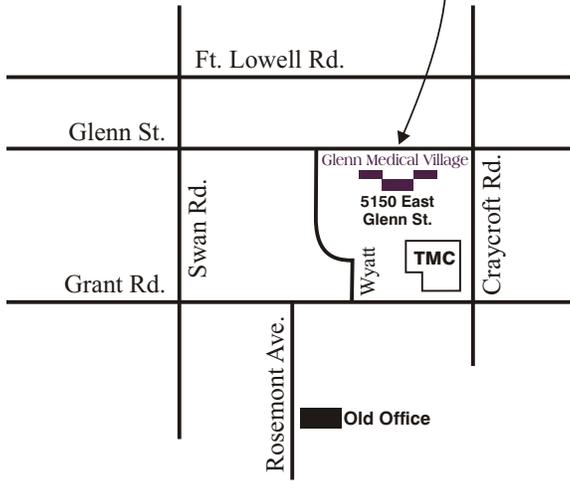
VISIA™ Complexion Analysis

Effective visual communication tool for skin rejuvenation patients

**CALL Linzee at
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TODAY
for your
appointment**

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