



PiMA DERMATOLOGY

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GERALD N. GOLDBERG, MD

ADULT & PEDIATRIC DERMATOLOGY ■ DERMATOLOGIC & LASER SURGERY



Tracy L. Thomas, MD Joins Pima Dermatology!



We are proud to welcome Tracy L. Thomas, MD as the newest member of the Pima Dermatology Medical Staff.

Dr. Thomas graduated from the University of Arizona College of Medicine in 2002, where she was elected to the Alpha Omega Alpha Medical Honor Society and achieved the prestigious Merck Manual Award for Individual Achievement. She received her Dermatology specialty training at both the University of Arizona and the University of New Mexico.

In 2005, she completed a Fellowship in Molecular Pathology at the University of Arizona and is published in the fields of both Dermatology and Pathology. She has given multiple presentations in

dermatology, both nationally and internationally.

Prior to attending medical school, Dr. Thomas graduated Cum Laude with a Bachelor of Science from the University of Arizona, where she achieved high academic honors as a member of the Phi Kappa Phi and Sigma Theta Tau Honor Societies. She has worked for over a decade in the field of Clinical Oncology Research at the Arizona Cancer Center and developed an in-depth interest in the biology of skin cancer and dermatologic diseases.

Dr. Thomas is one of the recipients of the 2009 American Academy of Dermatology International Scholarships and is an active member of the Women's Dermatologic Society. Her main interests in dermatology include the care of skin cancers, psoriasis, the maintenance of healthy skin, and skin rejuvenation. Her favorite hobbies include tennis, skiing and hiking. Dr. Thomas will begin seeing patients in August, 2009.

5150 East Glenn Street
Tucson, Arizona 85712

520.795.7729
520.795.4177 FAX
www.pimaderm.com

Products available at Pima Dermatology



Jan Marini Skin Research

Jan Marini Skin Research is a comprehensive skin care line designed to dramatically improve your skin. Common conditions including the results of sun damage, fine lines and wrinkles, acne, acne scarring, and skin discoloration can be resolved or improved by the use of these specialized formulations. Using the Jan Marini line, skin of all types can appear clearer, younger, smoother and healthier.

Sunday Afternoon Hats

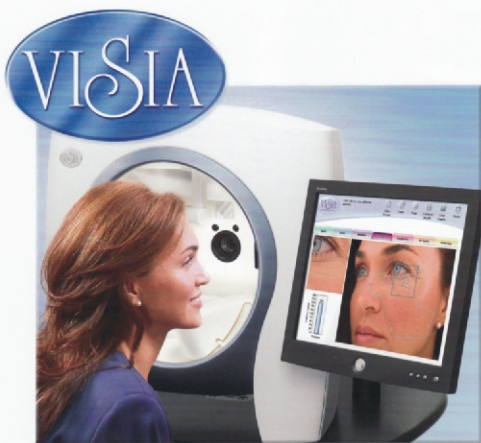
Sunday Afternoon Apparel provides dermatologist approved sun protective hats. Enjoy the sunshine wisely, and play it safe with full coverage hats. All Sunday Afternoon hats contain the highest level of UPF protection. UPF means 'Ultraviolet Protection Factor', the accepted world standard for rating UV resistance in protective garments. In combination with sunscreen, these hats keep you protected while participating in outdoor activities. Hats are available at Pima Dermatology in various styles and sizes for men, women, and children.



From the company that brought you Botox, Allergan has found the answer to improve your eyelashes! Latisse solution is a prescription treatment to grow and thicken eyelashes. It is the only FDA approved treatment to produce longer, thicker, and darker lashes. The results of Latisse are gradual. Patients may begin to see a dramatic improvement in eyelash length between 5-8 weeks, and optimal results in length, thickness, and darkness, by 16 weeks.



Unretouched photos of Latisse users in the clinical trial before starting treatment and at week 16. The onset of effects with Latisse solution is gradual. In the clinical trial, the majority of users saw significant improvement by 2 months. Individual results may vary.



VISIA™ Complexion Analysis
Effective visual communication tool for skin rejuvenation patients

Call today for a Cosmetic Consultation with Lynne or Sylvia

This consultation includes a *free* VISIA Facial Complexion Analysis.

Please visit our website or call us at 520-795-7729

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Dermal fillers at Pima Dermatology By Kay Strickland, NP-C

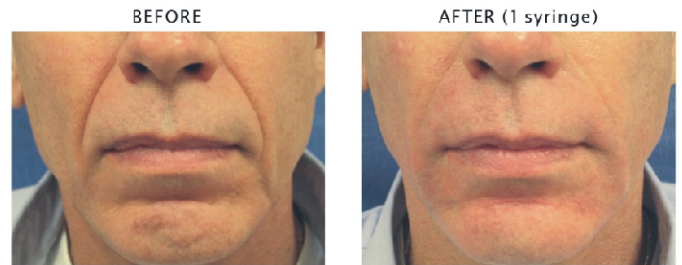
Collagen and hyaluronic acid are naturally occurring substances found in the skin that help to provide fullness and elasticity. As we age, these substances diminish, creating wrinkles and folds around the nose, mouth and eye area. Pima Dermatology has a number of injectable dermal fillers that aid in the restoration of facial volume and softening or elimination of lines, by temporarily restoring lost collagen and hyaluronic acid.

HYALURONIC ACID FILLERS - Restylane, Perlane, Juvederm Ultra, and Juvederm Ultra Plus are gels containing hyaluronic acid which, when injected into the skin, restore volume and correct moderate to severe wrinkles and folds. They can be used in all areas of the face including the lips and around the eye area. With full correction, and depending on the product used, these fillers can last for twelve to eighteen months. The best hyaluronic acid filler to be used will be decided during consultation between the patient and provider.

RADIESSE - Radiesse is an injectable filler for the correction of moderate to severe facial folds and wrinkles such as the nasolabial folds. Radiesse delivers a calcium-based product into the deeper layers of the skin to naturally stimulate new collagen growth. It is mixed with

anesthetic to improve patient comfort and lasts up to a year or more, with full correction.

SCULPTRA - Sculptra is an injectable filler that is different from all others previously mentioned. It was originally developed to restore and correct the signs of facial fat loss (lipoatrophy) in people with HIV. Now, it is being used in non HIV patients who have volume loss in the cheeks, jaw and eye area. Sculptra contains a synthetic injectable material known as poly-L-lactic acid. It does not harm the body and is biodegradable. Sculptra is injected below the skin, in the area of fat loss, to gradually increase the skin thickness and volume after several treatments. It will not instantly improve the area injected, as time is needed to correct the depressions in the skin. Sculptra can last for two years or more.



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VITAMIN D

The "Sunshine Vitamin"

By Gerald N. Goldberg, MD

There has been a lot of "buzz" lately about Vitamin D. Tremendous controversy has surfaced regarding balancing the need for sun-safe behaviors and getting adequate daily sunlight to promote the normal production of Vitamin D for overall health. Vitamin D is obtained through dietary sources such as oily fish (sardines) or from vitamin supplements. We also produce vitamin D through the action of ultraviolet light on the skin. Vitamin D has known health benefits in regulating calcium and strong bone production. Most recently, Vitamin D has been linked to aiding cardiovascular health and helping to prevent various cancers, such as colon cancer, and having a role in lessening depression. However, ultraviolet light from sun exposure or tanning beds has also been proven to produce harmful effects such as sunburn, skin cancer, and accelerated skin aging.

Thus the controversy; is the sun our friend in promoting Vitamin D and its health benefits or is it our foe in promoting skin cancer and skin aging?

How much sun is enough?

An average Caucasian can produce enough Vitamin D to meet their daily requirements (about 1000 IU of vitamin D) by exposing 40% of their body surface to midday sun for one minute.

With the extreme sun we have in Tucson, we should be able to get adequate Vitamin D with simple "incidental" daily sun exposure.

Does sunscreen block the skin's ability to produce Vitamin D?

Vitamin D is stimulated with the same type of sunlight that triggers a sunburn or skin cancer (Ultraviolet B). There is however, no evidence that sunscreen fully inhibits Vitamin D production since most people's sunscreen application is imperfect at best.

How much Vitamin D is enough?

Since Vitamin D has been "re-discovered" in the last few years, there has been an explosion of interest and a tremendous increase in testing for Vitamin D deficiency. Normal amounts of Vitamin D are still in question.

Current daily recommendations of Vitamin D are to ingest 200 IU for children and up to 600 IU for adults. These amounts are easily obtained through a dietary supplement or daily multivitamin. For example, an 8 ounce glass of fortified whole milk has approximately 100 IU of Vitamin D. Adequate Vitamin D is also obtained by a few minutes of exposure to UV light, well below the threshold for a sunburn.

Synthesis-Sun, Skin, and Vitamin D

The recently published American Academy of Dermatology guidelines provide the most practical advice:

- 1) Promote sun safe behaviors - avoid unnecessary ultraviolet exposure, whether from the sun or artificial tanning beds. Use a high quality, broad spectrum sunscreen that blocks both Ultraviolet A and B rays.
- 2) Take a daily Vitamin D supplement to fortify your Vitamin D dietary intake. This should be increased by those with known risk factors for Vitamin D deficiency (dark skin, elderly, malabsorption, etc).

By practicing sun safe behavior and taking a regular dietary Vitamin D supplement, everyone can avoid the known ravages of over-exposure to UV light, without sacrificing the benefits of Vitamin D for overall health and well-being.

Availability...

Pima Dermatology has next day appointment availability! We understand that at times an urgent appointment is needed and will do our very best to accommodate you.

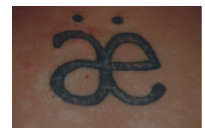
Liza S. Byrne, MPA-C is accepting same day and next day appointments.

Call 795-7729 to schedule an appointment.

Tattoos are not forever

By Jennifer A. Allison, MPA-C

Pima Dermatology has been successfully removing unwanted tattoos for more than 25 years. The **Trivantage Laser** is our newest laser that effectively removes tattoos. This laser has the ability to treat all colors of ink with minimal skin wounding. The **Trivantage Laser** works by breaking the particles of ink under the skin into smaller particles so that the body can clean them up on its own. Five to eight treatments, spaced four to eight weeks apart, are usually required. We treat many types of tattoos, including removing cosmetic tattoos (eyeliner, eyebrow, and lip liner), traumatic tattoos (road rash), professional and amateur tattoos.



Please call 795-7729 to schedule a tattoo removal consultation.

Community Support in 2009!

Pima Dermatology has sponsored and donated to multiple Tucson community organizations in 2009 including:

- American Cancer Society
- Tucson Children's Museum
- American Heart Association
- Tucson Community School District
- Steele Children's Research Center
- Ara Parsegian Medical Research Foundation
- Southern Arizona AIDS Foundation
- MIXfm Womens Spa and Wellness Fair
- Southern Arizona Celiac Society Food Fair
- Gooter Foundation for Research in Sudden Cardiac Death. Major Sponsor/Underwriter

This tennis gala event took place March 29th. Funds are donated for research in memory of Mr. Steve Gooter, a friend and tennis partner of Dr Goldberg's for many years.

- University of Arizona StressBusters
- Flowing Wells School District Employee Wellness Fair

Vitalize Peel

By Lynne Coulter, Cosmetic Director

The Cosmetic Department is now offering our newest peel; *The Vitalize Peel*. This peel provides a special blend of alpha hydroxy acid and other agents offering a gentle

to moderate treatment. It will improve your skin's texture and tone, lessening fine lines, and giving you a more youthful appearance. Results can be seen after just one peel. It is excellent for treating hyperpigmentation, melasma, acne and sun-damaged skin. *The Vitalize Peel* offers minimal to no down time.

If you schedule a cosmetic consultation appointment, we will apply the \$50 charge toward any procedure in the Cosmetic Department costing \$200 or more.

Dr. Goldberg Presents

Gerald Goldberg, MD provides national lectures on advancements in Laser Skin Treatments

Dr. Gerald Goldberg was invited to speak at the recent American Academy of Dermatology meeting held in San Francisco, California this past March. He gave an informative, two hour forum titled, "Laser Skin Surgery Basics".

Dr. Goldberg was also invited to the international meeting of the American Society of Laser Medicine and Surgery in Washington, D.C. He presented "My Approach to the Pediatric Vascular Lesion Patient".

New Medical Product Advances

ACNE

Epiduo- A unique topical product combining the power and efficacy of an antibiotic (Benzoyl peroxide) with Vitamin A (Differin gel). This is the first product of this type allowing a patient to apply one topical medication once daily and obtain the dual effects of both products. Epiduo works better than either product alone and increases ease of use, which helps patient compliance.

Aczone- An antibiotic product, which contains dapsone, has both antibiotic and anti-inflammatory effects in acne treatment. It comes as a well-tolerated gel and is used once or twice daily.

PSORIASIS

Taclonex - A new medication which combines an ultrapotent corticosteroid (Clobetasol) with the gentle effectiveness of Vitamin D (Dovonex). It is produced as a well tolerated ointment, which is safe to use on thickened skin areas for long-term, once daily application, promoting medication compliance.

Vectical - Another new Vitamin D topical product, for the treatment of psoriasis, is now available.

ECZEMA

Epiceram - A new cream that helps repair the natural lipid skin barrier, which is disrupted in eczema. This cream has no cortisone, is well tolerated, will not thin the skin, and is safe for all skin types.

SKIN AGING

Retin-A (Tretinoin) - Although it has been with us for more than two decades, this product remains the foundation for topical home treatment for skin rejuvenation. We are now dispensing the generic form of Retin A (Tretinoin) in our office at a lower price than most local pharmacies.

"Quadralase"

Carbon Dioxide Fractional Laser

A new Laser to treat wrinkles, acne scars, sun damaged skin on the face, neck, chest and hands!!!

Dr. Goldberg is one of very few laser surgeons across the country who have gained experience with this newest Carbon Dioxide Laser device. The Quadralase is an improved version of previous Carbon Dioxide Lasers, which provide unique capabilities. It is more versatile than previous generations of lasers and can be used by an experienced physician, in various modes, to achieve the desired results. The "Quadralase" allows the physician to select a very gentle "fractional" application for fine skin textural improvement of mild wrinkles and scars, or the physician may select a much more aggressive "full ablative" mode, which is ideal for deeper lines, wrinkles, and scars. This device allows Dr. Goldberg the opportunity to fine tune treatment and provide the best personalized outcomes. Treatment can be done on the face, neck, chest, hands, and arms.

With more than two decades of laser experience, Dr. Goldberg has been selected by Candela Corporation, one of the industry's leading laser companies, to be a preceptor in our own comprehensive laser center,



educating other physicians on the use of the "Quadralase". This Laser now adds to the array of more than 16 different laser and light modalities available at Pima Dermatology.



Recently, in Las Vegas, Dr. Goldberg spoke with the entire Candela Company staff about this device, and he is available to give workshops,

demonstrating the proper use of this laser to physicians from across the country.

To learn more about the "Quadralase", please view the video on our website at: www.pimaderm.com

(See "Fractional Resurfacing")

AAAHC certification sets us apart

What is AAAHC?

By Liza S. Byrne, MPA-C

Pima Dermatology is the only full service dermatology practice in Tucson certified by the Accreditation Association for Ambulatory Health Care (AAAHC). The AAAHC is a private, nonprofit organization formed to assist medical practices in reaching and maintaining the highest standards in ambulatory medical and surgical care. Voluntary accreditation through AAAHC ensures that Pima Dermatology not only exceeds national health care standards, but continually improves patient care through benchmarking the quality of its services and performance against the best current health care practices. This certification also assures the highest standards of safety for our patients.

The AAAHC benchmarking process requires each medical practice to conduct rigorous scientific studies that compare practitioner performance, both within the medical practice as well as to other dermatology practices and their providers. The information gathered from the benchmarking studies allows Pima Dermatology to identify areas of improvement that can be made and provides us with the tools to incorporate such improvements on a continual basis. By successfully completing the accreditation process, Pima Dermatology demonstrates to the public, its patients, and other health care professionals that it provides exemplary ambulatory surgical care.

Liza S. Byrne, MPA-C

Liza is a nationally certified Physician Assistant. She received her Master's degree in medical science at Oregon Health and Sciences University School of Medicine Physician Assistant Program in Portland, Oregon. As part of her degree studies, Liza completed specialized clinical rotations in dermatology and reconstructive surgery. Her formal medical training has been augmented by a focused dermatologic training period under the direction of Dr. Gerald N. Goldberg.



Raised in Tucson, Arizona, Liza has a keen interest in the diagnosis and treatment of skin cancer and assists our Mohs surgeon, Dr. Duane Whitaker with Mohs surgeries.

Additionally, Liza is skilled in the diagnosis and treatment of eczema, psoriasis, skin infections, rashes, acne, rosacea and warts. She performs general skin cancer and mole checks and surgical excisions.

Liza is a member of the Society of Dermatology Physician Assistants and a fellow of the American Academy of Physician Assistants. She recently celebrated her one year anniversary with Pima Dermatology and is accepting new patients; often having same day or next day availability!