

The Skinny

CONTOUR
DERMATOLOGY
& COSMETIC SURGERY CENTER

A quick read with substance

Summer 2008

~ Playing It (Sun) Safe with Sunscreen ~

You've heard it before, but it bears repeating: wearing sunscreen is the single most important thing you can do to protect your skin from both skin cancer and the signs of aging (see the article on page 4 about how the sun affects your skin).

Sunscreens are chemical agents that help prevent the sun's ultraviolet (UV) radiation from reaching and damaging the skin. There are two types of ultraviolet radiation. UVB is the chief culprit behind sunburn, while UVA rays, which penetrate the skin more deeply, are associated with aging.

What SPF indicates

Sun Protection Factor (SPF) measures a sunscreen's ability to prevent UVB from damaging the skin, and most sunscreens with an SPF of 15 or higher do a good job. It works like this: If it takes 20 minutes for unprotected skin to start turning red, using an SPF 15 sunscreen theoretically prevents reddening 15 times longer, or about 5 hours.

A new rating system measures UVA

When choosing a sunscreen, however, there's more to it than a product's SPF. You also want

protection against the sun's aging (UVA) rays. Fortunately, now there's a rating system for UVA protection called PFA. And the higher a sunscreen's PFA value, the better and longer-lasting its UVA protection.

Choose broad-spectrum sunscreens

The American Academy of Dermatologists (AAD) has established the AAD Seal of Recognition to recognize products that meet stringent sun-protection criteria and help consumers choose the most effective broad-spectrum sunscreens (the kind that protect against both UVA and UVB). One of the most effective sunscreens currently on the market is Neutrogena's Ultra Sheer® SPF 85 with helioplex™. It offers the highest combined UVA/UVB protection when compared with the top ten sunscreens available, and it's the longest-lasting (it also comes in SPF 55 and 70).

"I just can't stress enough how important it is to wear sunscreen, every day," says Dr. Jochen. "And if you're outdoors, reapply it every two hours, even on cloudy days, and after swimming or sweating."



~ Feel More Confident in Summer Attire with Liposuction ~

Summertime is the season of sleeveless, mid-riff tops, bathing suits and shorts. If you've pushed these clothing items to the back of your closet because you feel self-conscious about excess fat deposits on the thighs, hips and buttocks, abdomen and waist, upper arms, back, inner knees or chest, liposuction could be the answer.

"Despite our best efforts to eat right and exercise, sometimes stubborn fat tissue just won't budge," says Dr. Jochen. "For these individuals, liposuction can help to slim and reshape specific areas of the body by removing these excess fat deposits. In fact, its body-contouring capabilities are often referred to as 'liposculpture.'"

A safe and effective procedure

Dr. Jochen performs a procedure called tumescent liposuction. It's a major advance in the surgical removal of body fat that was developed by dermatologic surgeons in the 1980s, so it has a long, proven track record of safely and effectively removing both deep and superficial layers of excess fat. And it does so with less discomfort, faster healing and improved cosmetic results than traditional liposuction.

How liposuction works

With the tumescent technique, areas of excess

fat are injected with a warmed, diluted solution of local anesthesia and other medications – all FDA-approved – before liposuction is performed. This liquid makes the fatty layer of the

skin become swollen and firm, or "tumesced," which enables the liposuction cannula (a small tube) to move smoothly underneath the skin as the fat is removed.



The cannula is connected to a powerful suction pump and inserted into the fat through small incisions in the skin. Fat removal is accomplished as the suction cannula creates tiny tunnels through the fatty layers. After surgery, these tiny tunnels collapse, resulting in an improved body contour.

Are you a candidate?

"Liposuction isn't a treatment for obesity or a substitute for proper diet and exercise," Dr. Jochen points out. "But it can be an excellent option for contouring the body when those last few pounds just won't go away. And patients consistently say it helps to enhance their self-image," he adds.

To learn more about tumescent liposuction and if it's right for you, simply call the office at 416-6971 to schedule a free consultation.

~ Tumescent Liposuction Special ~



\$2,000 per area (reg. \$3,000)

It's great for abdomen, thighs, buttocks, underarms and even under the chin!

To receive this special rate please schedule your appointment by August 31, 2008.

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Radiesse™	\$550 per syringe	\$695 per syringe
Artefill®	\$550 per syringe	\$650 per syringe
Beta Lift Peel	\$50	\$125
Illuminize Peel™	\$85	\$125
Vitalize Peel®	\$85	\$125
TCA Peel	\$300	\$400
Green Tea Infused Vibradermabrasion	\$50 face only	\$125 face only
IPL™ Foto Facial™	\$299	\$399
Laser Hair Removal	\$99 per area*	\$230 per area*
*upper lip, chin & underarms only		

~ Obagi: Tried-and-true Products for Younger, Healthier Skin ~

Among the first and most consistently popular products we carry at Contour are those from Obagi Medical. Developed by a respected dermatologist and sold only in physician offices, these skincare products transform your skin at the cellular level so that it looks and acts younger and healthier.



Because we're such believers in these products, we carry the full Obagi line including:

• **Obagi Nu-Derm System** accelerates cellular turnover for skin with moderate to severe sun damage.

• **Obagi Condition & Enhance System** is the essential component to improving the overall results of facial rejuvenation procedures.

• **Obagi-C Rx System** is for brighter, luminous skin with mild to moderate sun damage.

• **Obagi Blue Peel System** is a peel performed here in the office, used in conjunction with the Obagi Nu-Derm System.

• **Professional-C Serums** are potent vitamin C serums for maximum daily antioxidant protection.

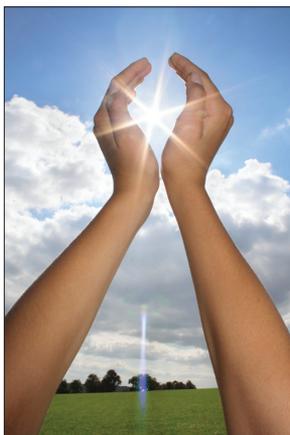
• **Obagi CLENZiderm M.D.** is a three-step therapeutic system for acne including a liquefied form of benzol peroxide that is clinically proven to penetrate deeply and clear acne fast.

(continued on page 4)

~ How the Sun Affects Your Skin ~

It's not pretty. Despite the lingering perception that a tan is "healthy," it really means that the skin is damaged. Here are some facts to consider before you go out into the desert sunshine without sun-screen protection:

- The sun emits two main types of ultraviolet (UV) radiation. UVA makes up 95 percent of UV light, and is known as the "aging ray." It penetrates deeply into both the epidermis (the outer protective layer of the skin) and the dermis (the sensitive, inner layer of the skin), and causes the wrinkling, leathering, sagging and brown spots associated with aging skin. UVA also can cause structural damage to the DNA, impair the immune system and lead to skin cancer. In fact, UVA has been linked to 67 percent of melanoma, the deadliest form of skin cancer.
- UVB is the "burning ray" that penetrates into



the outer protective layer of the skin (epidermis) and stimulates melanin formation (melanin is the substance that gives skin its color). While it accounts for only about 5 percent of UV light, UVB is 1000 times stronger than UVA. UVB decreases antioxidants in the skin, impairing the skin's ability to protect itself against the free radicals generated by sunlight exposure. This can cause DNA damage that leads to skin cancer. UVB is also suspected of lowering the skin's immune defense system.

"A deep tan is about as far from healthy as you can get," warns Dr. Jochen. "While I can appreciate wanting to have that 'glow' that comes from sun exposure, a better, healthier alternative is to use a sunless self-tanning product. And to continue to use a sunscreen with it," he adds.

~ Learning Early About Being Sun Smart! ~



Contour Dermatology's Laura Moroney, R.N. gave a SunSmart presentation this past June to Katherine Emery's Summer Enrichment Class (grades 3-5) at Washington Charter Elementary School in Palm Desert.

~ Obagi: Tried-and-true Products for Younger, Healthier Skin con't. ~

- **Obagi ELASTiderm Eye Treatment** works to reduce visible fine lines and wrinkles, and bring back the "snap" to the eye area.
- **Obagi ELASTiderm Décolletage** is one-of-a-kind therapy that really works to restore healthy,

young-looking skin on the delicate chest and neck area.

To learn more about these products and which are best for your particular skin type, please stop by the office for a free consultation.

~ Got Cellulite? Get VelaSmooth™! ~

Did you know that 80 percent of women over the age of 20 – regardless of their weight or size – are affected by cellulite? Lean women, average-weight women and heavier women are all susceptible to this condition.

Cellulite occurs when fat cells in the deepest layer of skin become over-inflated from an increase in fat storage. The fat cells protrude through the connective tissue, causing that dimpling or “cottage cheese” appearance. The areas most affected by cellulite are the thighs, buttocks, abdomen, calves and arms.

The VelaSmooth solution for reducing cellulite

The good news is that there is a non-surgical treatment for reducing cellulite called VelaSmooth. Produced by the respected man-

ufacturer Syneron, this advanced laser uses the revolutionary elos™ technology that combines radiofrequency (RF) energy, infrared light and suction to smooth the skin’s appearance. Based on the results of numerous clinical studies, VelaSmooth has been used to

successfully treat thousands of patients worldwide and is FDA-cleared in the United States.

“My patients know that I won’t invest in a new technology until I’m confident that it will deliver safe and reliable results,” says Dr. Jochen. “VelaSmooth from Syneron delivers, a fact to which hundreds of satisfied patients can attest.”

If you’d like to learn more about this non-surgical way to reduce cellulite, please call us for a complimentary consultation.

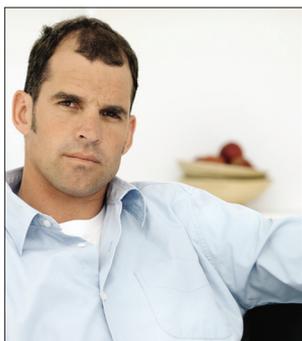


~ Summer Special VelaSmooth™ Cellulite Reduction ~ \$100 per area Or buy 10 treatments, get one free!

To receive these special rates, please schedule your first appointment by August 31, 2008.

~ Not Enough Hair Today? Get Hair Tomorrow! ~

Hair Transplant Special \$1,999 for up to 1,000 micrografts



Among the expert services of Contour Dermatology & Cosmetic Surgery Center is Hair

Restoration for men and women. The highly sophisticated procedure of hair

transplantation restores more than hair to balding or thinning spots. It restores confidence and

a more youthful look. Best of all the procedure uses your own hair from tiny micrografts to provide a completely natural look. Dr. Jochen performs hair, eyebrow and eye lash replacement. In your initial consultation, Dr. Jochen will evaluate your hair growth and loss, review your family history of hair loss, and discuss your lifestyle, and expectations and goals for surgery. Then he'll develop a treatment plan tailored to your individualized needs.

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~ Don't Seek the Sun for Vitamin D ~



Timothy M. Jochen, M.D.

rays in sunlight, prompting the argument that sun exposure is "good for you."

As a dermatologist, I simply cannot recommend getting vitamin D from sun exposure (a position also taken by my professional society, the American Academy of Dermatology). The risks – including skin cancer and premature aging of the skin – are just too great. In fact, current estimates are that one in five Americans will develop skin cancer in their lifetime, and one person dies from melanoma – the most serious form of skin cancer – every 62 minutes.

We know vitamin D plays a key role in our ability to absorb calcium for strong bones, and recent studies suggest it also helps boost our immune system, protecting against disease. The skin produces vitamin D in response to the UV

Conversely, dietary sources of vitamin D have no such risks – and you can get ample vitamin D from eating the right foods and taking vitamin supplements. The right foods include fortified milk, cheeses and yogurt, fortified cereal, and oily fish like salmon and tuna. And research shows that vitamin D supplements are well-tolerated and effective (talk to your doctor about the optimum amount of vitamin D to take).



Bottom line, getting your vitamin D from a healthy diet and supplements, and practicing sun protection – including daily sunscreen use – is the safest, most effective approach. This way, you get the health benefits of vitamin D – and you save your skin.