



face facts

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Fraxel Laser — Looking your best just got easier

The latest and greatest in laser technology is here! Fraxel laser treatment is the most effective minimally invasive solution for facial rejuvenation available, and can be used to treat the following skin conditions:

- wrinkles
- brown spots
- melasma
- acne scarring

All can be improved with this exciting new technology.

The secret is in the “fractional” method of treatment, meaning that the laser uses thousands of penetration points that are spread apart but run deep into the tissue.

Deeper penetration means more effective correction of wrinkles and scarring, but also less downtime since only twenty-five percent of surface skin is affected. With Fraxel, any area of the body can be treated, most common being the face, but also including neck, chest, back, and hands.

What to expect before and after treatment

A consultation with either Dr. Cox or Dr. Finn is required before scheduling Fraxel treatment to determine whether one is a good candidate. Also, topical treatments such as Retin-A, Tazorac, or other retinoids, and any creams with AHAs, salicylic acid, and glycolic acid need to be stopped one week prior to treatment. At the time of your scheduled treatment a



Dr. Cox performing a Fraxel treatment

topical numbing gel is applied for one hour. This lessens skin sensitivity so that the heat and discomfort of the laser is tolerable. Expect to be in the office for about two hours.

Immediately after treatment, skin tissue appears red and puffy. This is to be expected and is a good indication that the skin has already reacted and will stimulate production of both collagen and elastin. The degree of redness and swelling is akin to a bad sunburn, but will vary on an individual basis. The skin may feel rough to the touch and flake a bit, which can be soothed with moisturizer.

Symptoms will gradually disappear after a few days. Since there are no surface wounds, women may apply make-up as soon as they like and men can begin shaving.

Full results can be seen three to six months post treatment, the time it takes for the underlying skin and new tissue to emerge. A series of three to five treatments is generally recommended for optimal

results. Studies have shown that about four Fraxel treatments yield the same benefit as one CO2 laser skin resurfacing procedure, with only a fraction of the discomfort and downtime of CO2 laser resurfacing.

As wonderful as Fraxel is, it is not a quick fix. Patience is required as this is a gradual mode of attack to combat the

signs of aging. The complete treatment cycle can take up to six months. Fraxel also works beautifully in combination with other minor procedures such as Botox and fillers, like Restylane and Juvederm. Most people resume work the next day.

It is extremely important to protect your new skin with a strong sunscreen with both UVA and UVB protection and SPF 30. Apply sunscreen immediately after treatment, and continue to include in your standard routine in order to avoid the reappearance of brown spots, melasma and to keep your beautiful skin looking its best!

**Summer
Skin Tips**
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News Flash! Perlane® is approved!

The Food and Drug Administration (FDA) has approved the long awaited dermal filler, Perlane®, for the treatment of facial folds and wrinkles. Perlane® joins Restylane® as the newest member of the hyaluronic acid fillers manufactured by Medicis Aesthetics Inc. The difference between Restylane® and Perlane® is that Perlane® has a larger gel particle size than Restylane and is designed to be injected deeper into the layers of the skin, thus filling in moderate to severe wrinkles and folds that Restylane could not. Perlane will also be a great product to plump lips and shape facial contours by adding volume. Available in June.

Physician Updates

In the Media

■ Dr. Sue Ellen Cox was recently interviewed for an article that appeared on msn.com.

She talked about the importance of having medical treatments such as Botox and Restylane at a physician's office where emergencies can be handled, as opposed to a spa or shopping mall. To read this article go to the health and fitness section at www.msn.com and search for the article "Cosmetic Surgery at the Mall?"

■ Aesthetic Solutions was featured on the cover of *M.D. News*, a local medical magazine. You can find the full featured news article on our website, www.aesthetic-solutions.com.

A Big Thank You

■ Thank you to all of our patients who have kindly consented to the observation of their appointments and procedures by dermatology resident doctors from Duke and UNC. Both Dr. Finn and Dr. Cox offer residents an exceptional educational experience for external clinical rotations.

■ Thank you to all our patients who returned the April patient satisfaction surveys. We have obtained very useful information regarding how to serve you more efficiently. We value your input and patronage and always strive to improve our service to you. Please feel free to make suggestions at any time.



Dr. Finn and Dr. Cox appeared on the cover of *M.D. News*.

Meetings/Features

■ Dr. Finn recently returned from a week long pro-bono medical mission to rural villages in the Dominican Republic. During this trip, he performed surgeries free of charge to local residents while simultaneously teaching students from the University of Florida.

■ Dr. Cox and Karlee Wagoner, NP both attended the American Academy of Dermatology Annual meeting in Washington, D.C. in February 2007 for continuing education lectures. Dr. Cox also gave a lecture on practice management and Dr. Finn lectured on facelift surgery.

The AAD meeting was a great educational opportunity for a few other staff members. Julie English, business manager, Rachel Wilson, billing coordinator, and Rosina Orr, front office coordinator, brought back great information on practice management and medical coding.

■ Both Dr. Finn and Dr. Cox attended the Medicis Aesthetics Cosmetic Winter Advisory board meeting in Snowbird, UT in March 2007.

■ Dr. Cox spent a long weekend in Miami, FL attending the American Society for Dermatologic Surgery (ASDS) meeting. At the ASDS meeting she lectured extensively on Botox, facial shaping using injectable fillers, and marketing.

■ Most recently Dr. Cox was in Dallas, TX attending a meeting for the American Society for Laser Medicine and Surgery (ASLMS) on the Fraxel Laser. She also worked with Allergan formulating updates for the Consensus Recommendations on the Use of Botulinum Toxin Type A in Facial Aesthetics.

■ Aesthetic Solutions was a sponsor of the 2007 Lineberger Beach Ball, a fundraiser organized by UNC for Cancer treatment, research, and prevention. Dr. Finn and Dr. Cox donated \$5000 to the event..



Dr. Finn teaching students while on a recent pro bono medical mission in rural villages of the Dominican Republic.

Updates from



Instant Mojo!

A visit with Jenny or April at “The Product Bar” can help anyone get their groove back.

Block around the clock

More than 1 million cases of skin cancer are diagnosed each year. Almost every hour, one person dies from melanoma here in the U.S.A. (1 in 5 Americans will develop skin cancer in their lifetime). Skin cancer is the second most prevalent form of cancer among women aged 20-29.

Get it while you can!

Anthelios Sunblock with Mexoryl SX — This fabulous new product is hard to keep in stock. Mexoryl is a stable UVA sun filter. Remember — UVA rays are more deceptive than UVB rays. UVA rays accelerate skin aging! Now available in a sheer, tinted face cream. While supplies last!

Do it!

Wash your face before bedtime. Leaving on make-up at night will clog pores, not to mention dirty your pillowcase.

Dream creams

The new **Elastiderm Eye Cream** and **Eye Gel** from *Obagi*— If you haven't tried this one, you are missing out—**LOVE IT!**

..... \$85

Obagi-C Rx System — Helps to correct and restore balance to lackluster skin caused by photo-damage, brightens skin from the inside-out. Products can be purchased individually or as a system.

The next biggest thing in skin care products is about to arrive! By the end of May, a new potent antioxidant cream called **Revale**® will be available through physicians' offices only. The secret ingredient is CoffeeBerry extract! The CoffeeBerry fruit contains exceptionally high amounts of antioxidants. Antioxidants naturally prevent and rejuvenate damage caused by free radical exposure. Look for more details on these exciting new products upon its arrival! The cost for this 3-product regimen is \$230. It will also be available for individual sale.



The Product Bar welcomes Annette Drury!

Annette joins the Aesthetic Solutions' team bringing her superb customer service skills and professional spa experience. Annette is a licensed Esthetician who recognizes the importance of providing the most professional, therapeutic, and consistent esthetic treatments in a high-quality health care facility. Annette possesses a genuine and gracious persona that will enhance your visits to the Product Bar. A warm welcome to Annette!

Skip it!

Leave the zits alone, especially the large, painful lumps under the skin. It will only prolong the healing time and increase the chance of scarring. Leave extractions to the professionals.

Book it!

Considering a new regime or a “no down-time” procedure? The internet is not the place to seek advice about skincare products or procedures right for you. Saving a couple of dollars on imitation product lines doesn't compare to getting the “real deal” from a licensed professional authorized to carry full strength quality ingredients. Beauty starts here!

Just don't do it!

Break the habit of tanning bed use. Not only will it increase your risk of deadly melanoma, but it may also boost your odds of Basal Cell and Squamous Cell cancer by 50%. UVA rays in tanning beds are 15 times stronger than the sun.

- Tinted Anthelios SPF 50+ \$35
- Fake Bake self tanner \$25
- Fake Bake self tanner kit with exfoliate \$50
- Wallaroo Hats \$22-\$36

“I love the sun protection hats from Wallaroo—my whole family is geared up!”

— Julie English, Business Manager

May is Skin Cancer Awareness month

DURING THE MONTH OF MAY 2007, all cosmetic consultation fees will be donated to the Melanoma Education Foundation in honor of Skin Cancer Awareness month. Not only do the donations serve a great cause but this allows our patients to claim a tax deduction. The Melanoma Education Foundation is a non-profit organization devoted to saving lives from melanoma.

A note from Dr. Cox:

“Skin cancer is on the rise,” says Dr. Sue Ellen Cox, a board certified dermatologist and the Medical Director of Aesthetic Solutions. “I see people daily who come in with concerns about their aging skin, looking for solutions to revive their looks. We specialize in this area and offer many rejuvenation options, but we also feel strongly about skin cancer education. Donating our cosmetic fees toward this charity is a great way for us to stress the importance of annual skin cancer checks. It doesn’t often occur to most people to have regular skin cancer checks. Most people assume if they don’t notice changing moles, then they don’t have potentially malignant lesions. I see people everyday for skin checks that result in detecting a skin cancer. It is usually an unwelcome surprise to them.”

The sooner skin cancer is caught, the better the treatment outcome. Head-to-toe monthly self examinations are recommended in addition to an annual skin cancer check by your dermatologist. Use the ABCDE guide to help in your self-evaluations of moles and other lesions:

Signs of skin cancer (ABCDE rule)

A FOR ASYMMETRY:

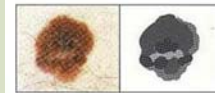
A mole that, when divided in half, doesn’t look the same on both sides



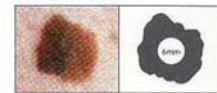
A Asymmetry-one half unlike the other half.



B Border irregular-scalloped or poorly circumscribed border.



C Color varied from one area to another; shades of tan and brown; black; sometimes white, red or blue.



D Diameter larger than 6mm as a rule (diameter of pencil eraser).

B FOR BORDER:

A mole with edges that are blurry or jagged

C FOR COLOR:

Changes in the color of a mole, including darkening, spread of color, loss of color, or the appearance of multiple colors such as blue, red, white, pink, purple or gray

D FOR DIAMETER: A mole larger than 1/4 inch in diameter

E FOR ELEVATION: A mole that is raised above the skin and has an uneven surface

Favorite Sun Protection Cosmetics Tips:

“The new tinted sunscreen by Anthelios adds a touch of sheer color that blends well over just about any skin type. This lotion helps to even out skin tone while providing the best sun protection available.”

—Sue Ellen Cox, M.D.

“Fake it, don’t bake it! I’m a big fan of the self tanners. Make sure to exfoliate prior to applying the lotion for longer lasting color (up to 7 days).”

—Jennifer Jahoo, Paramedical Aesthetician



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