



Treatments, Trends & Technologies

Produced for the Patients of Dr. Melinda Gooderham

Winter 2009/2010

from the doctor

Welcome...

To our new newsletter!

Welcome to the very first issue of *Treatments, Trends & Technologies*, a newsletter designed to keep you informed about the latest ideas and concepts in the field of dermatology and skin care. As you know, I believe the best patient is an informed patient, so in this and future issues, you will learn a lot about maintaining a youthful appearance, ideal home skin care, surgical and non-surgical procedures, and our new state-of-the-art high-end technology, as well as upcoming events and changes at our practice.

This month, our exciting news is the addition of two new specialists to our team. Dr. Robert Nie, Vascular Surgeon will be offering endovenous laser therapy (EVLT) and sclerotherapy for the treatment of leg veins, and Dr. Scott Hamilton, Head and Neck, Facial Plastic Surgeon will be offering surgical procedures from cosmetic eyelid surgery (blepharoplasty) to neck lifts.

Our team hopes you read our newsletter thoroughly and benefit from it. And please, feel free to share it with a friend!

*Sincerely,
Dr. Melinda Gooderham
and Janice Towse*

Get Winter Itch Relief

Uncover wise winter ways to stay smooth!

The skin is the largest organ in your body, so when cold weather strikes with low humidity and indoor heating, dry, red, itchy skin can result and ignoring it can create a *large* problem. You need to take care of your skin to defeat the discomfort created even by simple winter dryness – but if you suffer from eczema or psoriasis, diligent skin care is even more important.

Here are some common-sense winter care suggestions that can soothe and even prevent dry skin flare-ups...

Bathe with warm water, not hot ... and don't linger. You don't need to apply soap to areas that are already inflamed and be sure to *pat dry* with a soft, non-scratchy towel – don't rub.

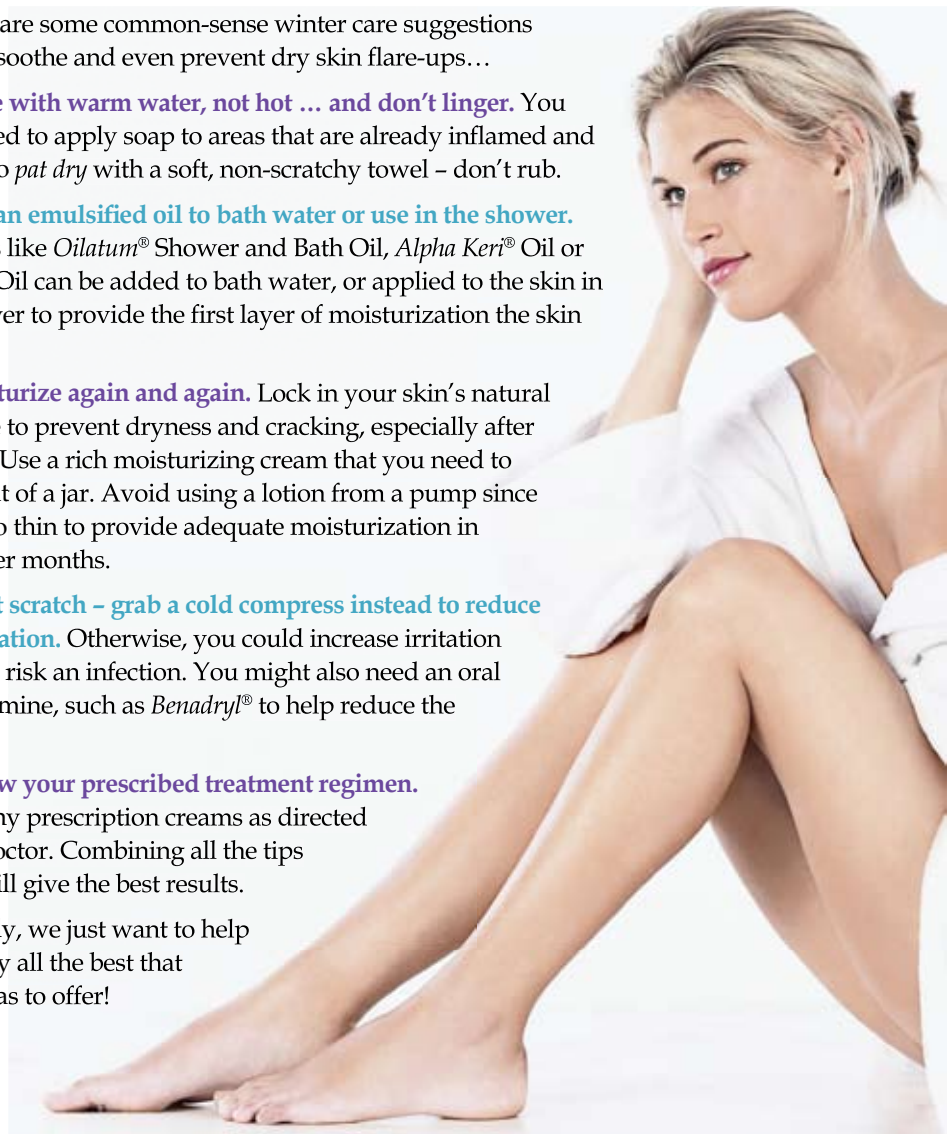
Add an emulsified oil to bath water or use in the shower. Products like *Oilatum*® Shower and Bath Oil, *Alpha Keri*® Oil or *Aveeno*® Oil can be added to bath water, or applied to the skin in the shower to provide the first layer of moisturization the skin requires.

Moisturize again and again. Lock in your skin's natural moisture to prevent dryness and cracking, especially after bathing. Use a rich moisturizing cream that you need to scoop out of a jar. Avoid using a lotion from a pump since this is too thin to provide adequate moisturization in the winter months.

Don't scratch – grab a cold compress instead to reduce inflammation. Otherwise, you could increase irritation and may risk an infection. You might also need an oral antihistamine, such as *Benadryl*® to help reduce the itching.

Follow your prescribed treatment regimen. Apply any prescription creams as directed by the doctor. Combining all the tips above will give the best results.

Mostly, we just want to help you enjoy all the best that winter has to offer!



Thank you for all your referrals. We appreciate them!



The Eyes Have It

And so can you!

If people are always asking if you're tired, or if your eyelids feel heavy, then an eyelid rejuvenation procedure may be for you.

Droopy eyelids, puffiness and bags under the eyes make our upper faces look old and tired. Eyelid rejuvenation involves a combination of treatments that target different aspects of aging eyes and is focused to a patient's particular needs. Some people choose eyelid surgery to correct problems that are a result of aging, while others have inherited traits such as bags under the eyes that cause them to seek treatment in their 20s or 30s. The ultimate goal is to give you a more youthful, relaxed and rested appearance.

Depending on the patient's needs, excess skin from the eyelids is removed, the brow lifted, frown and smile wrinkles reduced, skin creases filled, and even fatty pouches below the eye reduced.

For example, a surgical eyelid lift, or *blepharoplasty*, takes about two hours and is done right here at SKiN Centre for Dermatology by Dr. Scott Hamilton, a Head & Neck - Facial Plastic Surgeon. He works within the natural creases and contours of your eyelids to ensure the incisions are well camouflaged when healed. This results in a more natural, youthful look with minimal downtime.

In no time, you could be seeing your world through different eyes! Speak to us about arranging a private consultation to explore your options.

Say Hello To The Real...

You

Let Botox® Cosmetic smooth away lines and wrinkles

We've long been advocates of non-surgical cosmetic makeovers because we see first-hand how our patients experience improved self-esteem from looking younger and more attractive. One of the procedures that really gets results is the Botox® Cosmetic non-surgical face-lift which is world-renowned for its ability to smooth away lines and wrinkles. And we can administer Botox right here at our practice - easily and safely.

Botox injections are the most popular cosmetic medical procedure. In fact, in 2006, over 4.1 million women and men benefited from this safe non-surgical procedure. When facial muscles are repeatedly contracted, they repeatedly fold the overlying skin, resulting in lines and wrinkles. That's where Botox comes in.

A clinically produced bacterium, Botox prevents muscles from contracting when injected in small diluted amounts. Within three to five days of treatment, lines and wrinkles relax, giving the face a smoother, happier appearance. Every patient is different, but often treatments can last beyond six months, and can be repeated any number of times. Appointments last ten to thirty minutes, and although a few patients experience some slight discomfort, it disappears immediately after application. And the rejuvenating results? *Fabulous!* Men and women are increasingly aware that the residual effect of wrinkles, frown-lines, and smile-lines can leave them looking strained and tense ... and can communicate fatigue and anger when nothing could be further from the truth! Why not treat yourself? Call today for your complimentary consultation.

**Botox® Cosmetic is approved for the temporary treatment of moderate to severe frown lines between the brows in people ages 18-65. Botox Cosmetic is administered by physicians and is available only by prescription.*



Look

Feel The Burn

...Indoor tanning not a 'safe' alternative to sun

For years tanning salons have been hyped as "safer than tanning outdoors". Because the sun is the leading cause of skin cancer, these supposed "risk-free" alternatives to getting that summer glow have been reaping the benefits. It's estimated that on an average day more than one million

people use a tanning salon! However, the time has come to shed some light on the real risks of indoor tanning. Not only can tanning beds cause an increase in the appearance of wrinkles, they can cause skin cancer.

Ultraviolet radiation, UVA and UVB, that are emitted by tanning

equipment is similar to that of the sun, and in some cases is even stronger. It is these harmful rays that have been shown to increase the risk of skin cancer - including melanoma. This risk is increased with exposure at a young age. In fact, the possibility of developing deadly melanoma jumps





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by 75% with frequent use of indoor tanning, before the age of 35. The issues with tanning salons don't stop there. Using this artificial sunlight has also been proven to cause burns. As reported by the FDA, it is estimated that around 3,000 cases a year reported in the

emergency room are the result of tanning lamp exposure. So, our advice? Don't get burned. Steer clear of indoor tanning and protect yourself from the sun. Ask us at your next visit about the right kinds of sun protection, and sunless tanning options.

Shed Some Light

Lasers eliminate visible leg veins

Visible leg veins are a common condition that affects almost all of us as we grow older. They can cause many people to feel uncomfortable or even embarrassed to wear shorts, skirts, or swimsuits. Until recently, this problem could only be solved through painful procedures, often involving surgery; but those days – mercifully – are over!

The *Endovenous Laser Treatment (EVLT™)* delivers a more comfortable and effective leg vein treatment. Its non-invasive laser pulses cause unsightly vessels to fade from view in a few treatments or less. And it can be done right in our office by Vascular Surgeon, Dr. Robert Nie – with local anesthetic – in less than an hour!

Here's how it works. A laser fiber is inserted and delivers concentrated light in a specific wavelength of the spectrum. Each wavelength is absorbed by a different target, such as pigment, blood, or water. The EVLT delivers light pulses ideal for targeting leg veins. First, the light pulses heat the blood in the vein. Next, the heat of the blood affects the vessel lining, which causes the vessel to constrict, sealing off the faulty vein, and eventually fading it from view.

EVLT leg vein treatments are both safe for your skin and comfortable. Immediately after treatment, you may even resume normal everyday activities with little to no pain! Results are as high as conventional surgery – but without the incisions, general anesthesia, and longer recovery time.

Call us today to schedule your consultation.



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Technology For

You

Investing in innovation because you're worth it!

We provide only the best in care, so we invest in leading-edge technology that will make your treatments as effective, efficient, and as comfortable as science will allow. We're proud that at the SKiN Laser Clinic we can offer you the very latest **Broad Band Light (BBL™)** treatment which allows us to provide safe, effective, non-invasive skin procedures. The photorejuvenation technology that we use is versatile and can be used to precisely target small flaws or treat your full face, and is powerful enough to restore and revitalize your skin, yet gentle enough to require minimal "down time." Plus, you can actually see immediate results that will only improve with each treatment.

Here are just some of the things BBL laser treatment can do for you.

Smooth out...

- sun damage, as well as red splotches or *rosacea*;
- roughened texture due to aging, sun, wind, toxins, or smoking.

Eliminate...

- brown spots and freckles from sun exposure and aging
- broken capillaries (telangiectasia) and redness

BBL works by gently heating the upper layers of the skin. The light energy is absorbed by unwanted pigment (melanin) causing these to darken and fall off; it is also absorbed by oxyhemoglobin causing small blood vessels at the skin surface to close up. The treatments are spaced several weeks apart to maximize your comfort,

- and because the outer layer of your skin is minimally affected, you can wear makeup right away if you want to.
- *Imagine - revitalized healthier skin over your lunch hour!*
- Consider photorejuvenation. There's no down-time, and you'll see a gradual, natural-looking improvement that lasts. People will know you look fabulous ... they just won't be sure why!
- For more information on BBL, visit www.sciton.com or book a consultation.

Refer a friend and you will receive \$50 off of your next treatment!

office information SKiN LASER CLINIC

Dr. Melinda Gooderham
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Peterborough, ON K9J 1Z2

Office Hours

Monday	9:00 am	–	5:00 pm
Tuesday	9:00 am	–	5:00 pm
Wednesday	9:00 am	–	5:00 pm
Thursday	9:00 am	–	5:00 pm
Friday	9:00 am	–	4:00 pm

**Evenings and selected Saturdays by appointment*

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Gift certificates are available!

Website

www.centrefordermatology.com



Confidence



Information included is not medical advice. For your specific information be sure to consult our office. If you do not wish to receive this newsletter, please contact us directly.



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