

## BEST-IN-CLASS ACNE TREATMENTS

**W**ith school in full swing, there's no better time for parents and teens to get a handle on what can be a tough subject: finding *the best acne treatment for your skin*.

It's a topic that Midwest Dermatology acers – offering effective education and treatments ranging from topical creams to oral antibiotics to the newest combination drugs.

### INTRODUCTION TO ACNE

You probably know it as pimples or zits, but acne is in fact a skin disease that affects nearly all of us at one time or another. In fact, it's estimated that 85 percent of young people between the ages of 12 and 24 have experienced the skin condition.

Acne occurs when the pores on your skin get plugged. It can show itself in a variety of forms, including:

- ▶ **Whiteheads** that show up when a pore gets clogged and closes;
- ▶ **Blackheads**, where a pore becomes clogged but stays open;
- ▶ **Pimples**, where sebum (oily substance produced in the hair follicles all over the body), bacteria get under the skin and cause an infection;
- ▶ **Cysts and nodules**, which are deep, painful, inflamed bumps that may cause scarring.

Most of the acne we see arises on the face, with the next most likely affected areas being the back, the neck, the chest and the shoulders. Cases of acne can range from mild to moderate to severe.

Fortunately, today's acne sufferers don't have to simply suffer through the condition. There are a number of effective treatments available at Midwest Dermatology, including both topicals that are applied to the surface of the skin and work their way down, and *oral medications* that work from the inside out.

### TOPICAL TREATMENTS 101

Topical treatments include some of the most commonly known over-the-counter and prescription-strength acne treatments, such as:

- ▶ **Benzoyl peroxide**, which works by getting rid of dead skin cells and killing bacteria on top of the skin;

▶ **Aczone topical gel**, which is especially good

**NEW!**

against inflammatory acne, because it reduces inflammation by minimizing the very factors that result in irritated pores;

- ▶ **Topical antibiotics** like clindamycin and erythromycin, that stop acne-causing bacteria and help reduce inflammation and swelling;
- ▶ **Retin-A**, which causes the skin to shed its top layer of cells. This in turn helps keep pores open so blackheads and whiteheads don't develop;
- ▶ **Differin**, a gentler alternative that slows the accumulation of skin cells inside the follicle. This prevents the clogged pores that lead to acne.

Topical treatments can be delivered to the skin via creams, gels, lotions or liquid solutions. Knowing what type of skin is being treated – whether it's dry or oily, for example – is key to choosing the right type of topical.

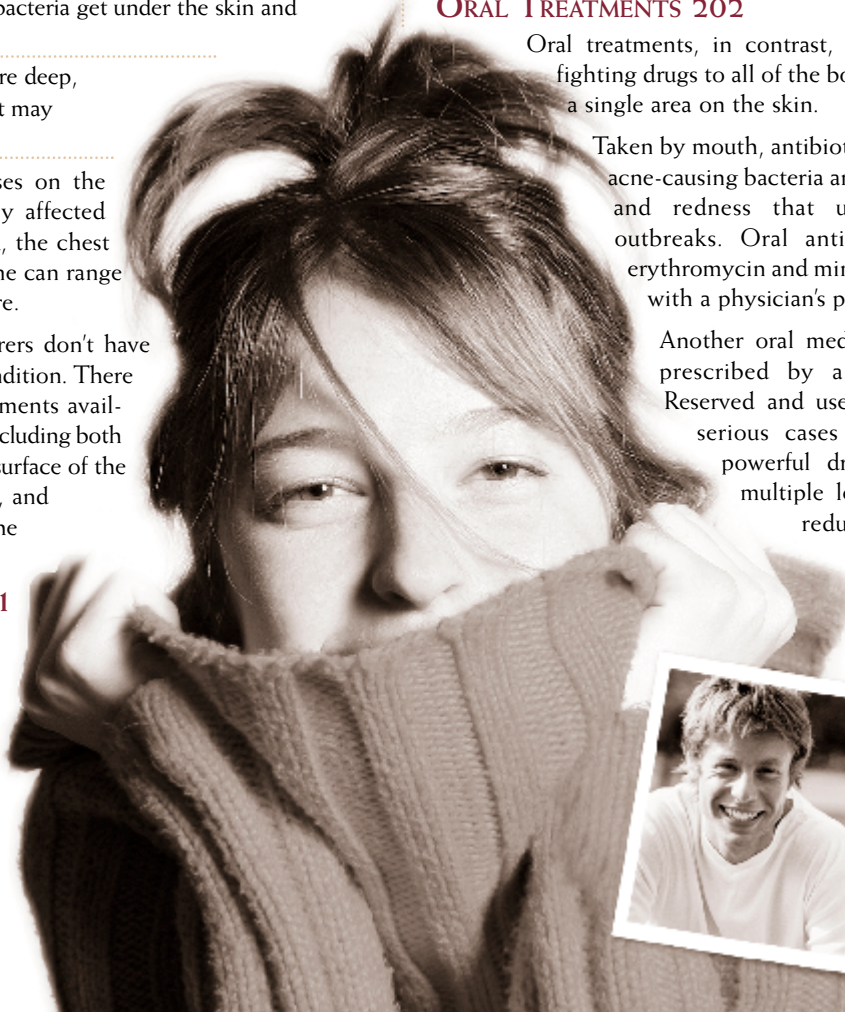
### ORAL TREATMENTS 202

Oral treatments, in contrast, work by delivering acne-fighting drugs to all of the body's systems instead of just a single area on the skin.

Taken by mouth, antibiotics decrease the number of acne-causing bacteria and reduce the inflammation and redness that usually accompany acne outbreaks. Oral antibiotics like tetracycline, erythromycin and minocycline are only available with a physician's prescription.

Another oral medication that may only be prescribed by a physician is Accutane. Reserved and used to fight only the most serious cases of acne, Accutane is a powerful drug that attacks acne on multiple levels, all at once. First, it reduces oil production and actually shrinks the oil-producing sebaceous glands. Next, it kills acne-causing bacteria. Finally, it reduces inflammation.

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# why hibernate

## WHEN YOU CAN REJUVENATE!

### EMERGE FROM WINTER WITH YOUNGER-LOOKING SKIN

WHEN THE MERCURY DIPS AND THE BEARS BUNK DOWN, HUMANS ALSO HAVE A TENDENCY TO COCOON AND CREATE A COMFORTING ENVIRONMENT FOR THEMSELVES. MIDWEST DERMATOLOGY IS GLAD TO HELP AND CAN PROVIDE YOUR SKIN WITH ALL THE PAMPERING IT NEEDS TO LOOK YOUNGER NEXT YEAR!

#### REVERSE THE YEARS

If you really want to reverse the effects of aging, consider fractional laser skin resurfacing. Both Active FX and Deep FX boost the body so it starts producing new skin with:

- ◆ Fewer wrinkles and fine lines around the mouth and eyes
- ◆ Less visible age spots and freckles
- ◆ Lightened acne scars
- ◆ Areas that are plumper and fuller, thanks to new collagen
- ◆ Smoother and tighter-looking appearance

Active FX is most effective at treating medium-deep wrinkles over a wider area of skin. Just like its name, Deep FX penetrates the skin at a deeper level, so it's especially effective for deeper wrinkles and scars.

In both treatments, a fractional amount of laser energy – tiny microbeams – are used to deliver very small laser pulses to the skin. The lasered skin then knits together with surrounding healthy skin and helps problems like lines, discoloration and sagging skin.

Best of all, FX treatments take less than an hour to perform, resulting in just a few days of downtime and can positively transform your appearance within a mere seven days!

But besides simply taking away the lines and spots that mar the skin, Deep FX and Active FX stimulate collagen production! Instead of showing just a little improvement a few days after treatment, this new collagen growth takes place over several weeks. This explains why your skin's appearance continues to get better and better

#### RESTORE YOUR APPEARANCE

Another way to make the most of any winter downtime, are cosmetic treatments that safely and easily help smooth away wrinkles and restore a more youthful appearance.

First, there are BOTOX® Cosmetic injections that temporarily stop even the most stubborn of frown lines between the brows.

For most of us, frown lines are the result of years of using our face to express all kinds of emotions. Delicate facial skin shows the wear and tear over time and the lines stay with us all the time – not just when we frown. BOTOX® Cosmetic is approved by the Food and Drug Administration as a safe and effective treatment to smooth away these lines for up to four months.

The treatment process itself is simple. The BOTOX® substance is injected into the forehead, around the muscles involved in the frown lines, using miniscule needles by a doctor right in the office. Once inside the body, BOTOX® Cosmetic works by slowing down the muscles that contract when you frown, and which ultimately cause the wrinkles. What BOTOX® Cosmetic won't do is "freeze" your face or leave you unable to smile, raise your eyebrows, wink, squint and, yes, even frown, whenever you want to.

Because the procedure causes little discomfort, no anesthesia is needed. In just 10 to 15 minutes, the procedure is complete. Afterward, most patients report seeing improvement within days.





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## A STUDENT OF YOUR SKIN

Almost everyone gets acne at some point in their life. But even though the disease is common, your acne isn't like anyone else's because your skin is unique.

Midwest Dermatology's skin specialists are experienced at diagnosing this condition and how it affects individual skin types. They can design a treatment regimen that meets the specific needs of your skin and, equally important, fits your lifestyle.

To take advantage of the area's best-in-class acne treatments, schedule an appointment today at (402) 552-2555.

# smooth away THE SEASON

BABY YOUR SKIN  
in just 1 hour!

**M**idwest Dermatology also offers a host of other treatments designed to pamper your skin this fall and winter and help all parts of your body look their best next year.

**Peels** ranging from mini "lunch hour" procedures to intensive TCA peels are perfect for removing damaged top layers of skin to reveal smoother, younger-looking layers underneath. The gentlest type peels use a light solution made from fruit acids. These glycolic peels (also known as alphahydroxy, or AHA peels) slough away dead skin cells and reveal a fresher, younger-looking complexion.

**Microdermabrasion** gently buffs away the very top-most layer of the epidermis, along with many of the signs of aging that reside there.

Microdermabrasion treatment is affordable, totally non-invasive and conveniently done right in the Midwest Dermatology office. Experienced technicians use a small hand-held device with a head made out of tiny crystals to exfoliate the skin and remove:

- ◆ Fine lines and wrinkles
- ◆ Patchy skin tone and age spots
- ◆ Sun damage
- ◆ Acne scarring

Described by some as an "instant facelift," microdermabrasion has the added advantage of tricking the body into replacing the recently removed dead skin cells with new, healthy skin.

Treatment takes just 20 to 30 minutes and patients can return to their daily activities immediately, even applying makeup the same day. All those around you will notice is that your skin looks more radiant and youthful!

**Vein therapy** for varicose and spider veins can transform tired-looking legs into one of your best assets! What's more, vein therapy at Midwest Dermatology resolves the blood circulatory problems that are typically present with varicose veins.

Depending upon the size, location and type of the veins to be treated, our board-certified dermatologists may use sclerotherapy, which involves the injection of a specialized solution directly into the problem vein. The solution causes the affected vein to close off. When that happens, the blood that had been pooling in the varicose, or enlarged, vein re-routes through normal veins and flows efficiently once again. Sclerotherapy is often the treatment of choice for larger varicose veins.

Remember, instead of just waiting out the cold-weather months, take advantage of this time. And rejuvenate your skin – and your appearance – at Midwest Dermatology. Call (402) 552-2555 for an appointment.



## THE benefits OF COMBINATION DRUGS ADD UP

**I**f one acne treatment is good, two may be better. That's the thinking behind combination drugs that represent the latest advance in treating acne.

Basically, combination acne drugs bring together the best features of two different topical medications in a single treatment. Considering that oftentimes patients have a mix of acne lesions, combination drugs may be the best way to treat a patient's skin.

### SOME OF THE MOST COMMON COMBINATION DRUGS INCLUDE:

- ◆ BenzaClin, Duac and Clindoxyl, which are different brand name combinations of benzoyl peroxide and clindamycin, an antibiotic, in gel form;
- ◆ Epiduo, which pairs benzoyl peroxide and Differin;
- ◆ Benzomycin, which combines benzoyl peroxide and erythromycin.

These new combination drugs are effective because they lower the likelihood that a patient's skin will become resistant to one of the drugs used alone.

Also, consider that combination drugs may be more convenient for busy, active teens. Instead of going through two or three skin care steps, one combination drug may work instead. But do remember, combination drugs aren't for everyone. Whether they are used depends upon the severity of acne, skin type and the presence of other health conditions.

To find out if combination acne drugs are right for you or your teen, talk to the acne specialists at Midwest Dermatology today.

# LOOK BETTER the natural way

VA-VA VOLUME  
for the Holidays!

**R**estoring volume is another way to correct wrinkles and folds in the skin, and Restylane and Juvaderm are great ways to do it!

Restylane and Juvaderm are a little different than other dermal fillers because they feature hyaluronic acid, a manmade substance that is just like the naturally occurring substance in the body that gives youthful skin its smooth and supple appearance.

For each of us, skin starts out full of elasticity, collagen and moisture. As we age, our skin shows wear and tear due to factors ranging from diet to lifestyle to simply expressing emotions. In a single treatment, Restylane and Juvaderm can revitalize aging skin by plumping up wrinkles and folds and helping attract the water molecules under the skin that provide volume.

Restylane has been used by millions of people worldwide since 1996 because of both its effectiveness and its safety. Juvaderm is newer, but also proven effective, especially enhancing lips.

## THESE DERMAL FILLERS ARE IDEAL FOR:

- Filling lines between the nose and corners of the mouth
- Enhancing lips
- Shaping cheeks and chin
- Erasing frown lines between the eyebrows



Results from either product can be seen instantaneously after treatment, and are very long lasting. Restylane results last up to 9 months while Juvaderm's effects last for up to a year!

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# IT DOESN'T HAVE TO BE THE Season for Psoriasis



THE  
SKIN CANCER  
CLINIC

## MOLEWATCH® your first time SKIN CANCER EVALUATION

To schedule a **FREE** no-obligation, initial skin cancer examination, contact Midwest Dermatology. MoleWatch is an initial screening for *first-time patients only*, and cannot be used as a substitute for an annual skin examination.

Please check the location you prefer and then mail this coupon back today:

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MIDWEST DERMATOLOGY  
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Includes only examination of moles and skin growths. Any additional diagnostic testing or treatment will be provided at the regular charge. Patients with additional dermatologic problems will be charged for that portion of their visit.

If you've got psoriasis, you know that winter can be rough, with flare-ups accompanying the colder, drier air that is a hallmark of the season. To keep outbreaks under control, try sticking to a regimen that brings together the three things psoriasis-affected skin needs most – effective medical treatment, light and moisture.

### TREAT SKIN RIGHT

Psoriasis is a chronic, or lifelong skin condition that shows itself as unsightly thick, scaly patches of skin that can develop anywhere on the body, but most likely on the elbows, knees, lower back and scalp.

Unfortunately, psoriasis can't be cured, but it can be treated very effectively. For decades, Midwest Dermatology's specialists have helped patients with the condition improve the appearance of their skin and, at the same time, reduce the inflammation, swelling and uncomfortable itching that usually accompanies psoriasis. To treat psoriasis, our dermatologists use:

- ◆ **Topical over-the-counter solutions** such as salicylic acid and coal tar. Salicylic acid causes the outer layer of skin to shed, while the natural substances in coal tar reduce the rapid growth of skin cells and repair the skin's appearance.
- ◆ **Prescription topical treatments** like Tazorac, as well as topical steroid treatments.
- ◆ **PUVA light-sensitive medication** treatment (see details below!).
- ◆ **Traditional oral medications** that work throughout the body to fight moderate to severe psoriasis.
- ◆ **Biologic medications.** Biologics like Humira and Amevive are protein-based drugs that target specific parts of the immune system instead of the entire body system. Biologics battle psoriasis by blocking the T cells and proteins in the immune system that are behind the development of psoriasis.

Most patients with moderate to severe psoriasis usually require a combination approach to keep their condition under control. Depending upon environmental and lifestyle triggers, individual treatment regimens may need to be adjusted on an ongoing basis.

### LET THERE BE LIGHT

One of the most effective psoriasis treatments is a light therapy called PUVA. PUVA, brings together psoralen, a medication that makes skin sensitive to light, with exposure to UVA, otherwise known as ultraviolet A light rays. Together the medication and the light interact at the cellular level, and help slow down the body's excessive growth of skin cells. When the cell growth slows, the plaques don't build up.

Although PUVA treatment requires patient commitment because the light exposure is done over several sessions, it has proven to be an effective treatment. Another factor in its favor is convenience. The light therapy can be done right inside Midwest Dermatology's offices in Omaha and Grand Island.

### MAXIMIZE MOISTURE

Even in mild climates, winter weather means there is less humidity, or moisture, present in the air. So the best advice for psoriasis patients is simple – do everything you can to get moisture deep into your skin. The dermatologists at Midwest Dermatology can recommend the best products for retaining and maximizing moisture in your skin.

Finally, don't think you have to suffer through winter weather or psoriasis on your own! If you're unhappy with your appearance or find yourself itching constantly, consult with a Midwest Dermatology specialist on the ideal combination of treatments to clear up your psoriasis.



# REMOVE HAIR for a flawless face

**W**hat if you could rid your cheeks of not-so-cute peachy fuzz? Or finally purge your jawline and chin of those stubborn, wiry hairs? Now you can get a flawlessly smooth, hair-free face you've always wanted thanks to laser hair removal at Midwest Dermatology.

The solution is GentleLase, an advanced laser technology that's so safe and kind to your skin that it's perfect for use on the delicate facial areas like:

- ◆ Cheeks
- ◆ Upper lip
- ◆ Chin
- ◆ Forehead
- ◆ Ears and nose

GentleLase is both fast and effective. A single treatment can keep your face smooth and hair-free for up to three months! An added bonus is that as GentleLase removes hair, the laser also weakens the hair follicles. This means that as hair regrows, it comes back finer, less dense and more slowly.

The procedure is so gentle that no anesthesia is required. To ensure your comfort, Midwest Dermatology uses the Dynamic Cooling DeVise® throughout the entire session. Afterward, you can get right back to your life – errands, appointments, work – without any downtime.

To find out if GentleLase is right for you, schedule a consultation at **402-552-2555**.

## YOU'LL LOVE YOUR LASHES WITH LATISSE!

**W**hat woman hasn't wished she had longer, fuller, darker eyelashes at some point in her life? Now Latisse®, a prescription treatment available at Midwest Dermatology, can help you get the lashes you've always wanted.

Approved just a year ago for use by the Food and Drug Administration, Latisse® represents a real innovation for anyone who is dissatisfied with the condition and appearance of their eyelashes. That's because Latisse can boost the growth of lashes that are thicker, darker and longer.

Latisse® is a liquid medication that is brushed on using a sterile applicator to the base of the upper eyelashes each night. Applied regularly, it works from the inside out. Its active ingredient – a drug called bimatoprost – increases the length of the eyelash growth cycle and increases the number of eyelash hairs formed.

What's certain is that patients are loving Latisse®. In a recent trial of 278 people who used the product, 25 percent reported an increase in lash length, 18 percent reported an increase in lash darkness and all reported an increase in lash thickness!

Notably, the effect of Latisse® is gradual and natural looking. Although you may see progress in eight weeks, full results are visible 12 to 16 weeks after starting treatment. Likewise, if you stop using Latisse®, its effects will gradually fade away and your lashes will return to their pre-treatment state over the course of several weeks or months.

Of course, as with any prescription treatment, there are possible side effects. The specialists at Midwest Dermatology can provide you with the information you need to figure out if Latisse® can help give you lashes you love!