



ASSOCIATES IN  
MEDICAL & COSMETIC  
DERMATOLOGY, P.C.

News, Information and Education  
from the staff of Associates in  
Medical and Cosmetic Dermatology

# skin Savvy

summer 2006 edition

## From Our Doctors:

Welcome to the first issue of "Skin Savvy," our quarterly newsletter designed to keep you up to date on the latest products, procedures and treatments at Associates in Medical and Cosmetic Dermatology.

The publication was created out of the belief that our responsibility to our patients should be proactive, not just reactive. It is our obligation as physicians to keep you informed of the latest developments in our field and to help make sense of the growing amount of information about skin care that permeates our media outlets. We also want each of our patients to be able to benefit from new products or procedures that we introduce from time to time so that they can derive the very best of what the dermatology field can offer.

The feature stories that we will include about our doctors and professional staff are designed to help you to get to know us even better, both as individuals and professionals. And that will hopefully serve to build the sense of community that we have among our patients and our practice staff.



We are very proud of the trusting relationships that we have developed with our patients over the years, and we hope you will see this newsletter as an extension of that trust. We welcome your comments and input for future issues of "Skin Savvy."

*Robin B. Scheiner, M.D.*  
Robin B. Scheiner, MD

*Lisa W. Hostetler, MD, PhD*  
Lisa W. Hostetler, MD, PhD

*Kari W. Boucher, MD*  
Kari W. Boucher, MD

## What's New...

### *In Skin Cancer Prevention*

**"Doctor, what is the best sunscreen for me?"**

That is the question we hear most often at this time of year. No doubt, there is a great deal of conflicting information out there in both the general press as well as in medical journals. This article will help you sort out the important factual information about skin cancer prevention that can help protect you this summer.



### First, the Facts

It is well accepted that ultraviolet radiation from the sun is a cause of skin cancer (see illustration on page 5). Ultraviolet radiation exposure, your genetic predisposition and your skin type are probably the three greatest factors that might predict your risk for skin cancer.

Another effect of ultraviolet light [UV] exposure is what we call **photoaging**. This is the uneven pigmentation and loss of elasticity that occur in skin that is chronically exposed to sun. Most people over the age of 50 show signs of prolonged sun exposure on the parts of their skin that are normally exposed (e.g., face, arms, etc.). You only need to look at rarely exposed skin to see the difference. The unexposed skin has more even pigmentation and is younger and smoother-looking than the skin in the sun exposed areas. The chronological age of the skin in each location is

*continued on page 4*

## Robin B. Scheiner, MD

When Dr. Robin Scheiner was growing up in Forest Hills, NY, she always had a strong interest in medicine and science. The daughter of a physician, Dr. Scheiner possessed an inquisitive mind, sharp intellect and compassionate manner which made her a natural. After graduating from the University of Pennsylvania with a degree in Psychology, she completed a year of biochemistry research before entering Temple University Medical School to pursue her MD. It was in her final year of medical school that she decided to devote her career to dermatology. She began her residency at the Skin and Cancer Hospital of Temple University and went on to John Hopkins Medical Institutions where she was chief resident.

"I had a strong interest in surgery, but found that I preferred outpatient surgery more than inpatient," explained Dr. Scheiner.

"I liked being able to establish long-term relationships with my patients... hearing about their children and other milestones in their lives. It's the interaction with the patient – understanding their needs, listening to their concerns, and being able to offer new treatments to help them – which lead me to dermatology."

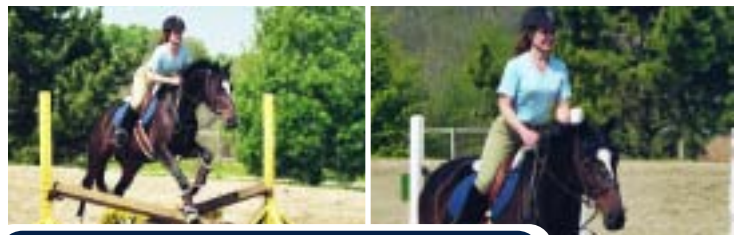
As the founder and senior partner of Associates in Medical and Cosmetic Dermatology, Dr. Scheiner has the same enthusiasm for her chosen field that she had in medical school. "One of my favorite parts of being a dermatologist is being able to attend continuing education seminars and learn about new discoveries and procedures that can help people with medical, surgical and cosmetic problems. I get very excited when I learn something that I can take back to my patients and treat them."

This focus on continued learning and education is a philosophy that has helped Dr. Scheiner and her

### Although it was a childhood dream, Dr. Scheiner only took up horseback riding several years ago.

partners, Dr. Lisa Hostetler and Dr. Kari Boucher, create one of the most comprehensive and advanced dermatology practices in the Delaware Valley area.

"Over the years the field of dermatology has changed dramatically," said Dr. Scheiner. "Our understanding of the immune system has increased greatly, which has led to more sophisticated treatments for cancer, atopic dermatitis and psoriasis." Dr. Scheiner has also seen the tremendous growth in cosmetic dermatology procedures since she began practicing twenty years ago. "The aging of the baby boomers has led to a much greater demand for techniques that can help maintain a youthful appearance and the field of dermatology has been able to meet that demand. These procedures are not only very effective, but they are minimally invasive and require virtually no down time. It is a very exciting time for our field."



Dr. Scheiner working out "Better than Chocolate" over the jumps and in the ring.

Coupled with the continuous demands of running a successful dermatology practice, Dr. Scheiner and her husband, a veterinary cardiologist, manage a busy household, complete with three children, three dogs, one cat and seven chickens.

But she did not let her busy career and family obligations keep her from pursuing a childhood dream – learning to ride a horse. "My entire life I wanted to learn to ride a horse but didn't have the time or opportunity until I was almost 40," Dr. Scheiner explains. "There is so much to learn about the horses, the equipment and the riding technique. I also enjoy the challenge of developing my physical stamina and muscle control which is essential in order to be able to stay in control of the horse."

Enjoying the challenge... that is what has made Dr. Scheiner the woman that she is today: dermatologist, wife, mother and equestrian. 🐾

# Epidermal Leveling:


## Revealing the Beauty Within

Epidermal Leveling is an exciting new procedure now available at AMCD which represents the latest thinking in skin rejuvenation.

Not only does the procedure quickly and safely remove dead skin cells from the surface of your face, but it also removes fine facial hair (the "peach fuzz" that most women have on their cheeks and chin) without the harsh effects of waxing.

The procedure is simple, painless and can be done in the office in about 45 minutes. First, our trained Aesthetician will thoroughly cleanse and evaluate your skin. The "Epi-Blade," a newly designed instrument, is then applied against the skin surface in a gentle sweeping action. The procedure can then be followed with a facial peel (Enzyme, Benefit, Pomegranate or Epi-Plus) for even more dramatic results. No preparation is needed, and there is no down time after the procedure is completed. You can simply look forward to your smooth, glowing skin to emerge.

The benefits of Epidermal Leveling are many. It helps to increase absorption of active products, increase firmness and elasticity, and minimizes fine lines and wrinkles. This treatment is recommended once a month for the best results.

We will work with you to customize a treatment program that incorporates Epidermal Leveling into your ongoing skin care routine. Ask one of our Aestheticians for more information. 



Springfield Aesthetician Charlotte Gallagher performs epidermal leveling on a patient

### Benefits of Epidermal Leveling

- Increases absorption of active skin care products
- Corrects sun damage
- Corrects acne and rosacea
- Increases firmness and elasticity
- Minimizes fine lines and wrinkles
- Minimizes pre-cancerous cells

### "Skin Savvy" Newsletter Special

Present this coupon and receive **25% off** your first

## Epidermal Leveling Procedure

Valid until August, 2006



## It is the Season for...

As you prepare for the warm weather ahead, consider the following procedures to get your skin and body in its best shape:

### Laser-Assisted Hair Reduction...

for bikini line, upper lip, legs, underarms and eyebrows.

**Back Facial...** exfoliation, extractions and special skin treatments to help your back look its best for bathing suit season.

**Enzyme Treatment...** to loosen and remove dead skin cells, revealing fresh, healthy skin. Perfect to gain that "summer glow."



the same. The only difference is the amount of sun exposure each area has received.

The most effective skin cancer prevention is to avoid exposure to the sun, particularly during the time of day when the sun's rays are the strongest (i.e., 10 a.m. – 2 p.m.). If you are like most people, staying indoors and away from windows is neither practical nor desirable. Fortunately, science offers us protective methods that can cut down on your exposure to the sun's most damaging rays and allow you to enjoy the outdoors without the risk and worry of skin damage.

## The Latest News in Sunscreens

Sunscreens are the most universally used form of skin protection. Most of the early sunscreen agents were directed toward UVB (see illustration on page 5), the portion of ultraviolet radiation that is most responsible for sunburn. However, scientists soon began to discover the role that UVA has in the advancement of skin cancer as well as in the premature aging of skin.

In the 1980s, a new ingredient called **avobenzone** or **Parsol 1789** was introduced, offering broad-spectrum protection against the sun's rays. While avobenzone was

seen as an important advancement in sun protection, avobenzone's effectiveness quickly diminishes during prolonged exposure to the sun. Today, the most effective sunscreens on the market combine traditional UVB blockers with avobenzone, along with a photostabilizer (such as octocrylene) which allow avobenzone to retain its efficacy when exposed to the sun. The proprietary name of this combination is Helioplex – be sure to look for it on the sunscreen packaging. Examples of new sunscreen products with this combination of ingredients are **Neutrogena UltraSheer Dry-Touch Sunblock SPF 55** and **Neutrogena Age Shield Sunblock SPF 45**.



Neutrogena's new line of sunblock products, featuring Helioplex, broad spectrum UVA/UVB protection.

Awaiting approval from the FDA are some new sunscreen agents, already available in Europe, that offer long lasting, complete protection from the sun. Known as **Mexoryl SX** and **Tinosorb S**, these agents are currently being tested and promise to be the most important breakthrough in sunscreen formulation in many years.

Sunscreen's ability to protect us is much reduced if we don't use it. It is recommended to apply one ounce of sunscreen – about what could be held in a shot glass – with a minimum of SPF 15 (which blocks 93% of UVB radiation) every two hours to maintain maximum benefit. Most patients don't apply enough and don't apply frequently enough.

## Thought You Would Like to Know

### News and Information about the AMCD Staff

**Wedding Bells:** Congratulations to Physician's Assistant, Amanda Stoll Murphy, who married fiancé Bill on April 29, 2006 in a beautiful ceremony in Rittenhouse Square. They followed their lovely wedding with a two-week honeymoon in Hawaii.

**And Another Wedding in the Future:** West Grove office medical assistant, Carey, recently became engaged. No date has been set, but we all wish Carey the very best.

**Celebrating Her Golden Anniversary:** Springfield nurse, Debbie Guralnick, and her husband, Stan, recently booked a two-week Mediterranean cruise to commemorate their 50th wedding anniversary. Debbie also has another anniversary this summer: she will be marking her 14th year with our practice. Congratulations, Debbie!

**Training Update:** Springfield RN Aesthetician, Charlotte Gallagher, recently trained in a new technique called "Epidermal Leveling" – a treatment that smoothes the skin and removes "peach fuzz" hairs from the face (see story on page 3).

### Welcome to Our Newest Staff Members:

West Grove Nurse, Peggy Hanna  
Springfield Front Desk Receptionist, Diane Velardi  
West Grove and Springfield Aesthetician, Joanna Pinkerton



Joanna Pinkerton, our new Aesthetician in Springfield and West Grove.

## Clothing as Sun Blockers

Clothing provides a high degree of protection against the sun's harmful effects. Polyester is the best UV blocker, followed by wool, silk and nylon. Cotton and rayon offer the least UV protection. Hats are particularly important to protect the face, neck, ears and scalp; choose a wide-brimmed version for the best coverage.

Some clothing is particularly formulated for sunprotection and carries a value called the **Ultraviolet Protection Factor [UPF]**. A company that manufactures such clothing is Solumbra. Their clothing carries a 30+ UPF. Although the shirts from this company have long sleeves, the fabric is very lightweight and therefore, comfortable in warm weather. They also make hats, pants and gloves in ladies', men's and children's sizes.

Your laundry detergent may also be providing you with some sun protection. Most laundry detergents today contain **Optical Whitening Agents [OWAs]**. The residue of

OWAs left on your clothing enhances its ability to protect you from the sun.

An agent you can add to your laundry water called **Rit Sunguard** also enhances the sunprotective ability of your clothing and can give it a UPF of 30+. And as your clothing shrinks, its sun-protective ability increases.

In summary, you don't have to give up the fun and enjoyment that the sunny days of summer can offer. However, it is important for you to take the necessary steps to protect your skin. It is your body's largest organ, and we need to provide it with good care. If it is necessary to be exposed to the sun, find shade when you can, wear sunprotective clothing and use a broad spectrum sunscreen. Your skin will thank you for years to come. 🌞

## Understanding the Sun's Rays

There are three major types of ultraviolet light from the sun, and each has a different impact on us:

### UVC - 200 nanometers [nm] to 290 nm

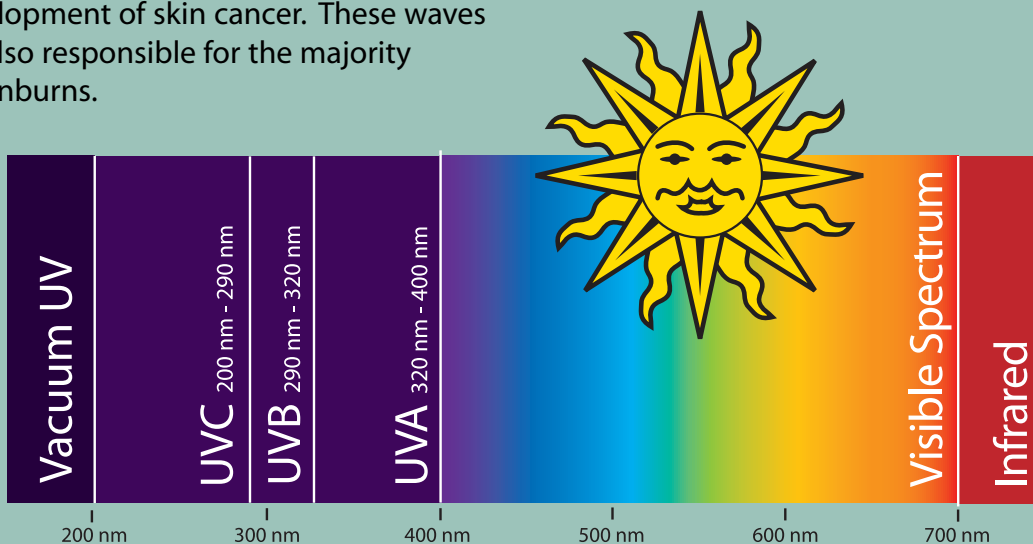
The majority of Ultraviolet C [UVC] waves are filtered out by the ozone layer and do not reach the earth, so at this time we do not feel they are a factor in the development of skin cancer or photoaging.

### UVB - 290 nm to 320 nm

Ultraviolet B [UVB] waves are traditionally thought to be most responsible for the development of skin cancer. These waves are also responsible for the majority of sunburns.

### UVA - 320 nm to 400 nm

Ultraviolet A [UVA] causes immune suppression in the skin. If a cancer cell develops, your skin is much less able to destroy it because the skin's immune response is suppressed by UVA. UVA waves penetrate the skin more deeply and are a major factor in the loss of elasticity in the skin. UVA is responsible for sagging and wrinkles.



# Want to Be a Great Friend?

There is no greater compliment than a referral. It says that you value our services so much you want to share them with someone else. And there is only one thing better than introducing a friend to a great service...it's rewarding yourself with a future treatment of your choice!

As one of our loyal patients, each time you refer a friend for an aesthetic/cosmetic treatment (including Make-up Consultations, Corrective Facials, Chemical Peels, Microdermabrasion and Epidermal Leveling) you will receive a **\$25 gift toward a future treatment.**

Look for the **"Share the Beauty, Refer a Friend"** cards at the front desk. Be sure to write your name on the card so you will receive credit for the referral. Your friend will need to present the referral card at his/her first appointment.

It's a great way to "share the beauty" and give yourself a nice discount off a future treatment. Now that's a win-win!

**Introduce someone to AMCD's aesthetic treatments and receive a \$25 gift certificate!**



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610.544.8100

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