

A New Day for Psoriasis Sufferers

*New treatment options bring hope
for psoriasis sufferers*

There is no real cure for psoriasis, the chronic inflammatory skin disorder that affects two out of every 100 people in the United States. But new and more focused treatments have been introduced in recent months, bringing hope and relief for the more than six million Americans who suffer from the disease.

Psoriasis often presents itself with itchy, sore, flaky, cracked or bleeding skin. Unsightly lesions, while not contagious, may appear on various parts of the body including the nails and scalp. Some sufferers can experience joint pain and stiffness. People with psoriasis are often extremely self-conscious of their appearance, leading to a loss of self-esteem or even depression.

Types of Psoriasis

“In healthy skin, cells are normally made and shed every 28 to 30 days,” explains Dr. Boucher. “People with psoriasis produce skin cells at a much faster rate due to parts of the immune system that are overactive. They make new cells every 3-6 days. However, they don’t shed these cells fast enough, so the extra scale builds up into plaques.” Psoriasis can be activated by infection or brought on by certain medicines. It can also flare up due to stress or in the winter as a result of dry skin.

Different forms of psoriasis include **plaque psoriasis**, the most common type, which starts out with little red bumps that become larger and form scales. **Scalp psoriasis** can be harder to diagnose and be mistaken for dandruff. **Guttate psoriasis** usually affects children and young adults and can clear itself up in a few weeks or months. **Inverse psoriasis** occurs in the armpit and in skin folds.

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New Age-Defying Cosmetic Procedures

*AMCD Introduces Three New Products to
Combat the Effects of Aging Skin*

The field of cosmetic dermatology continues to evolve every year, with new and improved methods of fighting unwanted lines and wrinkles. Three new products/procedures have been introduced in the last 12 months which have shown promising results and AMCD is proud to offer them to our patients.

Juvéderm®

Juvéderm®, FDA approved in June of 2006, is the newest addition to the family of hyaluronic acid dermal fillers, the fastest growing non-invasive aesthetic procedures in the United States used to fill in facial wrinkles. Hyaluronic acid is a naturally occurring substance in the human body and is used in Juvéderm® to create volume and elasticity in the skin by plumping and drawing water molecules into the area.

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Support the Fight Against *Skin Cancer*

Over 1 million cases of skin cancer will be diagnosed this year – more than all other cancers combined, and on May 6th you can help fight this killer. The Melanoma International Foundation will host its annual *Philadelphia Safe from the Sun* event to celebrate the lives of those who have lost their battle with melanoma (the deadliest form of skin cancer) and support those who are fighting this battle today. The event will take place on Sunday, May 6th from noon to 4:00 pm at the pavilion at Villanova University, and will include a Kids Dash, a 5K Run/Walk, a Health/Wellness Expo, and free skin cancer screenings by area dermatologists (including our very own Drs. Scheiner, Hostetler and Boucher).

In addition to donating our time to provide free skin cancer screenings, we will be showing our support by joining in the 5K Run/Walk. We invite our patients and friends to show their support as well. You can opt to participate in the races (see www.MelanomaIntl.org for registration details), make a donation or just stop by the pavilion to say “hi” and learn more about melanoma prevention at the Health/Wellness Expo.

Based in Glenmoore, PA, the Melanoma International Foundation was founded with the goal of providing guidance and support to patients and their families. Their efforts and funds are aimed at the prevention, early detection and treatment of skin cancer. To learn more about the foundation, check out their website, www.MelanomaIntl.org. You’ll find a wealth of information about melanoma and its prevention, and ways that you can offer your help in this battle. ☑

Get Teens Involved in the **“Prom Pledge”**

Last fall, 25-year-old Maria Whitehead, graduate and star athlete from West Chester East High School, lost her battle with melanoma. In an attempt to raise awareness, her alma mater is sharing her story and has asked all students to take the Prom Pledge and say “no” to tanning salons. One out of three teens uses tanning salons – perhaps the reason that melanoma is the most common cancer for women between the ages of 20-29. To hear more of Maria’s story go to www.MelanomaIntl.org/news.cfm.



Join Us!
The Melanoma International Foundation's
Philadelphia Safe from the Sun

Sunday, May 6th, 12 noon – 4:00 p.m.
Villanova University

Includes:
Kids Dash, a 5K Run/Walk, a Health/Wellness Expo, and free skin cancer screenings

It is the Season for....

Laser-Assisted Hair Reduction

Preparing to show some extra skin this summer? Consider tossing your old razor and opting for something more permanent – **Laser-Assisted Hair Reduction.**

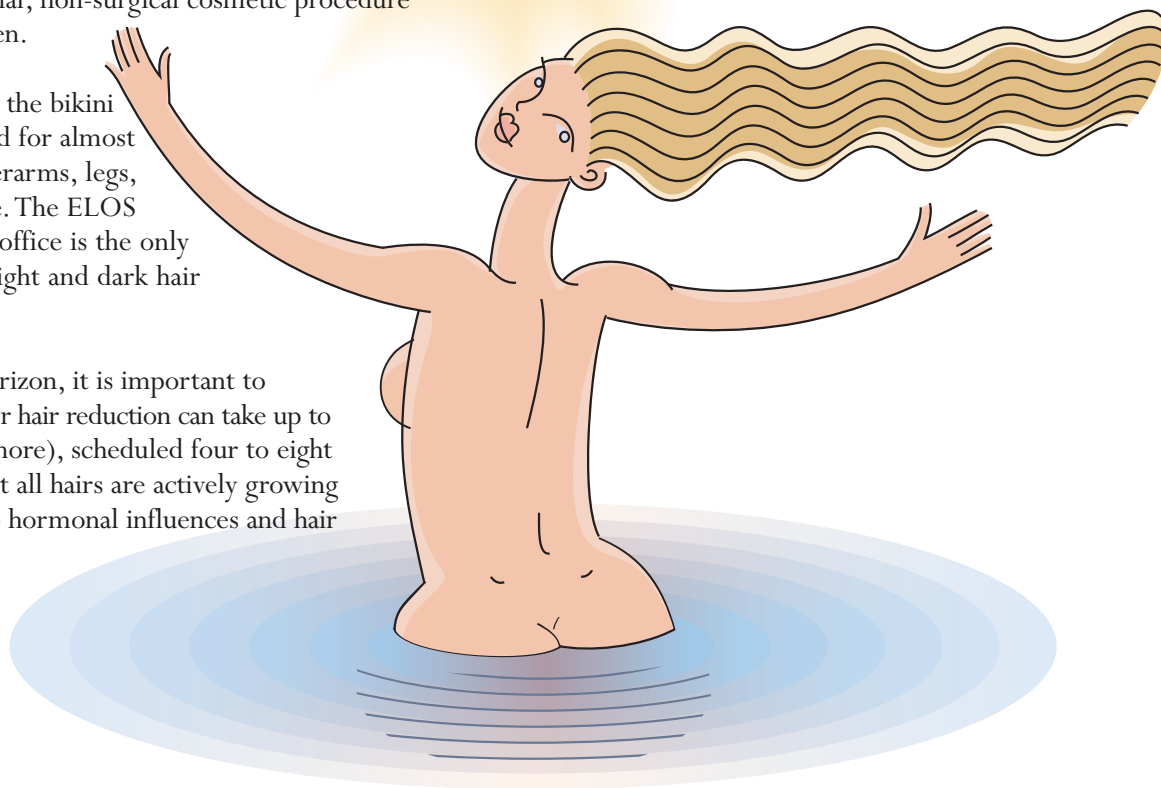
The never-ending task of eliminating unwanted hair plagues Americans on a daily basis. In the United States, more than 80 million women and men use temporary means for hair removal – shaving, waxing, plucking, chemical depilatories as well as professional waxing and electrolysis. It's no wonder that more than 1.5 million laser hair reductions were performed in 2006 - up 11% from 2005, and still growing. Laser hair reduction is the second most popular, non-surgical cosmetic procedure for women as well as men.

The laser is not only for the bikini line, but can also be used for almost any area, including underarms, legs, arms, abdomen and face. The ELOS technology used in our office is the only laser effective on both light and dark hair and skin.

With summer on the horizon, it is important to start planning now. Laser hair reduction can take up to six sessions (sometimes more), scheduled four to eight weeks apart. Because not all hairs are actively growing at the same time (due to hormonal influences and hair

cycling), treatments scheduled four to eight weeks apart will catch those hairs that were dormant during previous treatments. Some people will experience virtually no regrowth; however, most will want to follow-up once or twice a year for a maintenance treatment. The time of each session will vary, depending on the area being treated.

The process is virtually painless and there is no downtime; you can return to your regular activities immediately after treatment. Most importantly, the time saved on the never-ending battle against unwanted hair is priceless. 🌞



Melanoma Myths and the Sun

- **I'm dark skinned so I can't get skin cancer.**
While Caucasians are 20-40% more likely to develop skin cancer, no one is 100% risk free.
- **I won't get skin cancer from a tanning bed.**
UV rays from a tanning bed are actually stronger and more harmful than those from the sun.
- **I look healthier with a tan.**
A tan is actually your body's response to UV damage. This damage will only prematurely age your skin.
- **I'm safe because I always use sunscreen.**
While sunscreen can reduce the amount of UV rays that reach your skin, it cannot block 100% of rays.
- **If a mole is flat, it's OK.**
Most melanomas start out flat and spread before they become bumpy.
- **Doctors screen their patients for melanoma.**
Even though it is the easiest to detect by a skin examination, it is the least performed cancer screening.

Diagnosing the Problem

Psoriasis sufferers already understand the need for regular check-ups with their dermatologist so their condition can be continually evaluated and treated. “At each appointment, we thoroughly examine the patient’s skin, nails and scalp, and evaluate the severity of the outbreak,” explains Dr. Scheiner. “We’ll take into consideration the patient’s age and overall medical history and talk about what, if any, past treatments have been tried.”

About 30% of people diagnosed with psoriasis also experience joint pain, stiffness or swelling of their fingers and toes. This combination of symptoms often points to a diagnosis of **psoriatic arthritis**, a more complicated form of the condition which if left untreated, can lead to debilitating results.

“A patient with skin lesions may not think of mentioning their joint pain to their dermatologist because they don’t realize it could be related to their psoriasis,” says Dr. Scheiner. “But the discovery of the correlation can mean both conditions can be treated simultaneously.”

Many Treatment Options

Depending on the severity of the case, psoriasis may be treated with topical creams and gels or carefully monitored ultraviolet light therapy. Combinations of medications and ultraviolet therapy, immunosuppressant drugs or cortisone injections may be suggested.

The medical community is learning more and more about psoriasis all the time. Several “biologic” medications made from living sources (such as Remicade®, Enbrel® and Humira®) that were formerly used to treat diseases like rheumatoid arthritis have been found to be effective treatments for severe plaque psoriasis and psoriatic arthritis. These biologic medications are given by IV infusion therapy or injection and work below the surface to help reduce pain, stiffness and inflammation and to improve visible skin symptoms.

“The idea is to slow down the production of the skin cells produced by the overactive immune system and, for those who also have psoriatic arthritis, to improve the patient’s physical functions and keep their joint damage from getting worse,” says Dr. Boucher.

Summer is coming. If you’re one of the six million Americans who suffer from psoriasis and would like to hear more about the new treatment options available, schedule a visit with one of our clinicians. 📞

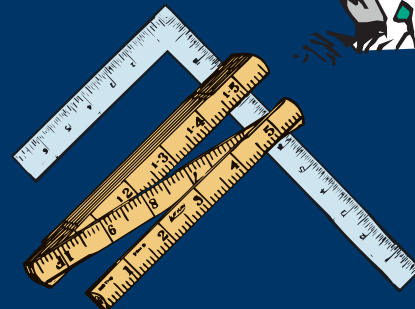
Skin Facts by the Numbers

Interesting facts about skin and skincare

- 60: percentage of women who say they would give up chocolate or their morning coffee for better skin.



- 40,000: The number of dead skin cells the body sheds every minute.



- 21: Total square footage of skin on the average adult human body.
- \$54.4 billion: Amount Americans spent on anti-aging products and services in 2006.



The only hyaluronic acid dermal filler made using a special cross-linking process, Juvéderm® is a smoother, more flexible gel that results in a softer, more natural looking finish, as well as minimal discomfort during injection. It has the highest concentration of hyaluronic acid of any other dermal filler, providing longer lasting results, and allowing most patients to have excellent results for 6 months to a year without additional treatments.

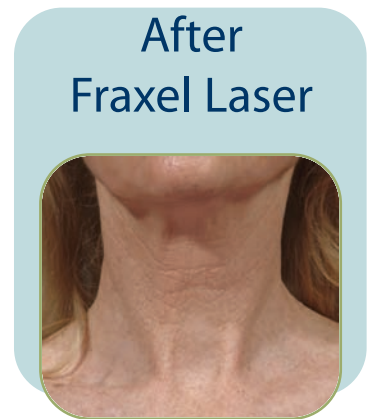
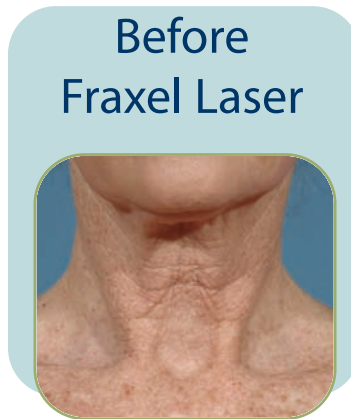
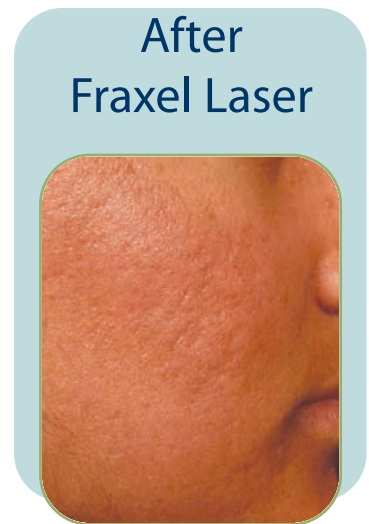
Radiesse

Radiesse, known for its long lasting results (up to 2 years) is quickly creating a new model for treatment of fine lines and wrinkles. Radiesse is comprised of microspheres of naturally-occurring substances combined with a gel. When injected, the microspheres serve as a foundation allowing the new tissue to grow around it. While it is mainly used to fill in deep folds and wrinkles, it may also be used for facial contouring in areas where a larger volume is required (such as cheeks), maintaining a natural look and feel.

Fraxel Laser

The innovative technology of the Fraxel Laser allows for the most precise and targeted treatment of scarred and damaged skin available today. Instead of removing the entire epidermal layer, the Fraxel Laser works by creating thousands of

The Fraxel Laser is a breakthrough technology based on a new science of "fractional" skin repair, where only a small fraction of skin is treated at a time without having to break its protective outer layer.



Photographs courtesy of Dr. J. Burns

microscopic but deep columns of treatment in the skin, called microthermal treatment zones, in the targeted areas. The laser is so precise that it is able to leave the surrounding healthy tissue untouched, resulting in a much quicker healing period by allowing the healthy tissue to replace the damaged area.

Fraxel Laser Treatment is recommended for treating fine wrinkles, discolorations, age spots, sun damage and rough skin. It is also FDA approved, and one of the most effective treatments for acne scars.

"Skin Savvy" Newsletter Special

Present this coupon and receive **10% off** your first
**Juvéderm, Radiesse or
Fraxel Laser Treatment**

Valid until June 30, 2007



AMCD's Doctors Attend AAD Annual Conference

*The Annual Gathering of the American Academy of
Dermatology Presents "State of the Industry" Findings*



At AMCD, we strive to keep up-to-date on the latest advances in dermatology by reading numerous medical journals and attending continuing education seminars. As an example, we recently attended the American Academy of Dermatology's (AAD) Annual Meeting which was held in February, 2007 in Washington, D.C. The AAD is recognized as the foremost educational body in the world. It was incredibly enlightening to hear about innovations in dermatology along with 9,000 other doctors from all over the globe.

Since many of our patients seek safe and effective means of achieving a more youthful appearance, we are continuing to research and test new products and methods. This year, there was a great deal of discussion about the new Fraxel laser which we had recently tested ourselves. We were pleased with the way it targeted fine wrinkles with the least amount of post-treatment redness and swelling. Information gathered at the AAD meeting supported our positive initial findings. We've now purchased the Fraxel laser and are proud to be able to offer it to our patients. (See page 5 for more information on the Fraxel Laser.)

We also learned that after ten years, Intense Pulsed Light (IPL) is still recognized as the safest and most efficient treatment for dark marks and broken blood vessels. We were one of the first dermatology practices in the U.S. to adopt this mode of therapy.

We will continue to keep you up to date on other industry innovations as they become available.

Discussion Highlights from AAD Annual Meeting

- The Fractional CO2 Laser, awaiting FDA approval, will offer hope to patients with severe wrinkles.
- Reloxin, a new form of Botox, should offer results in as little as two days.
- Artefill, a "polymethylmethacrylate" filler, has been approved by the FDA, and appears to offer permanent results!
- Existing fillers we've used successfully, like Juvéderm, Restylane, Radiesse, Captique, Hylaform and Sculptra, may be creatively combined with other therapies to achieve best results.



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