

***SKIN FITNESS –
DERMATOLOGY 101 FOR THE
NON-DERMATOLOGIST***

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SKIN FITNESS

- Healthy body requires regular exercise and good nutrition
- Healthy teeth require brushing, flossing, good nutrition, regular check ups with Dentist



SKIN FITNESS

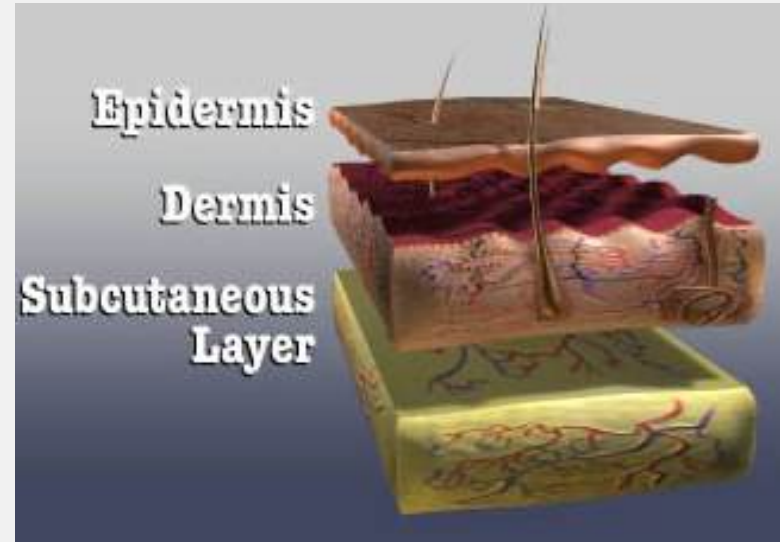
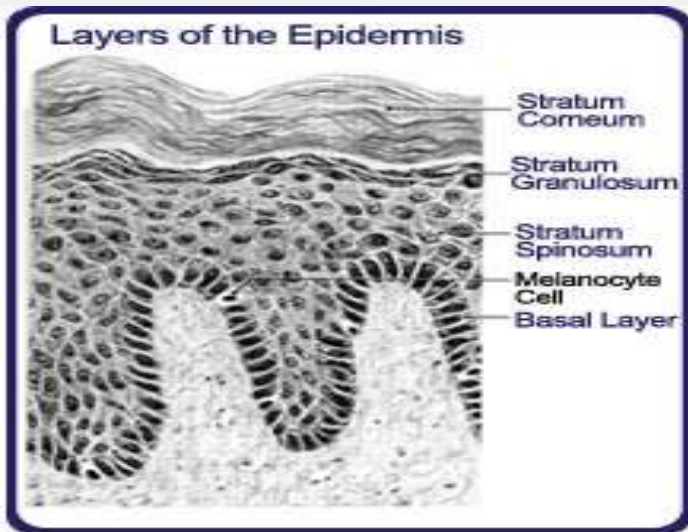
Healthy skin – needs daily attention too !

- Good nutrition
- Daily cleaning (exfoliation)
- Daily resurfacing
- Daily protection
 - Buddhist monks never need face lifts



SKIN ANATOMY

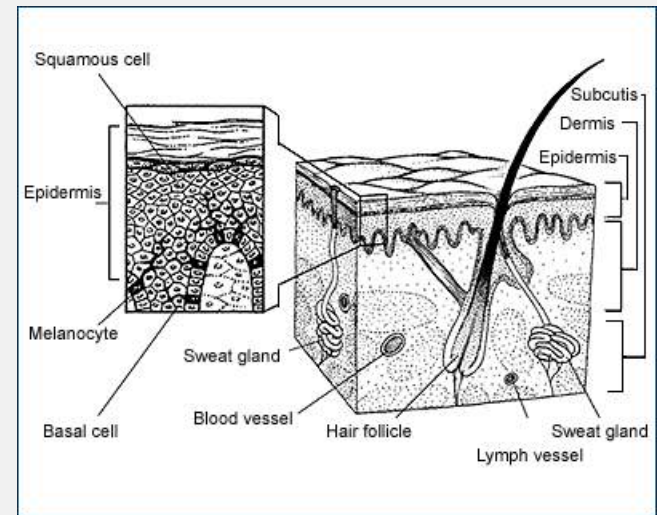
3 skin layers



- About 90% of each skin cell is water
- Thickness varies **widely**
 - Stratum corneum, papillary dermis, etc
 - Therefore, must match treatment to thickness

SKIN CANCER IS ON THE RISE!

- Listen
 - Ask the right questions
- Look
 - For warning signs
- Feel
 - The region of interest



SKIN CANCER

AS COMMON AS ALL OTHER
CANCERS COMBINED

- **1.5 million** new skin cancers this year*
- Basal cell carcinomas (80%)
- Squamous cell carcinomas (15%)
- Melanomas (4%)
- Sebaceous cell carcinoma (1%)

**American Cancer Society Estimate*

CLASSIC RISK FACTORS

- Elderly Caucasian
- Light complexion/Blue eyes
- Actinic damage
- Cigarette Smoking



PROLONGED SUN EXPOSURE



John McCain
s/p treatment
for Melanoma

One bad burn in childhood doubles your lifetime risk for Melanoma

SKIN CANCER

- More than 90% of non-melanoma skin cancer is caused by sun exposure
- Unprotected exposure
 - Outdoors, even in the fog
 - Tanning booths
 - Through car, home, or office windows
- Only 33% of women and 10% of men wear daily sunblock

www.skincancer.org

SKIN CANCER STATISTICS

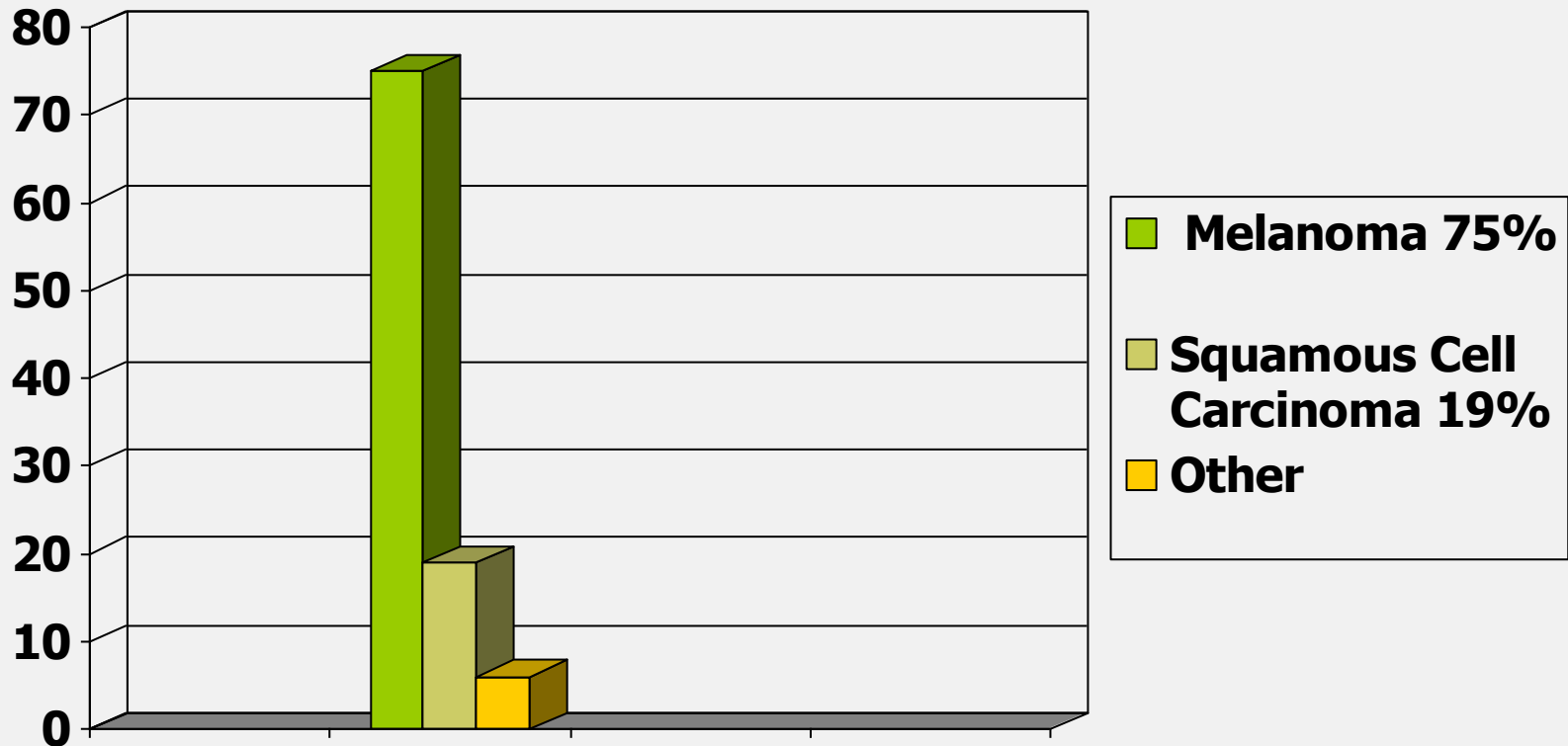
UNITED STATES

- Incidence of has tripled since 1980
- 1 in 5 Americans will be diagnosed with skin cancer (1 in 3 Caucasians)
- Men > Women 2 : 1
- **Early detection is crucial!**

American Cancer Society Data



DEATHS DUE TO SKIN CANCER



SKIN CANCER: IN THE YOUTH

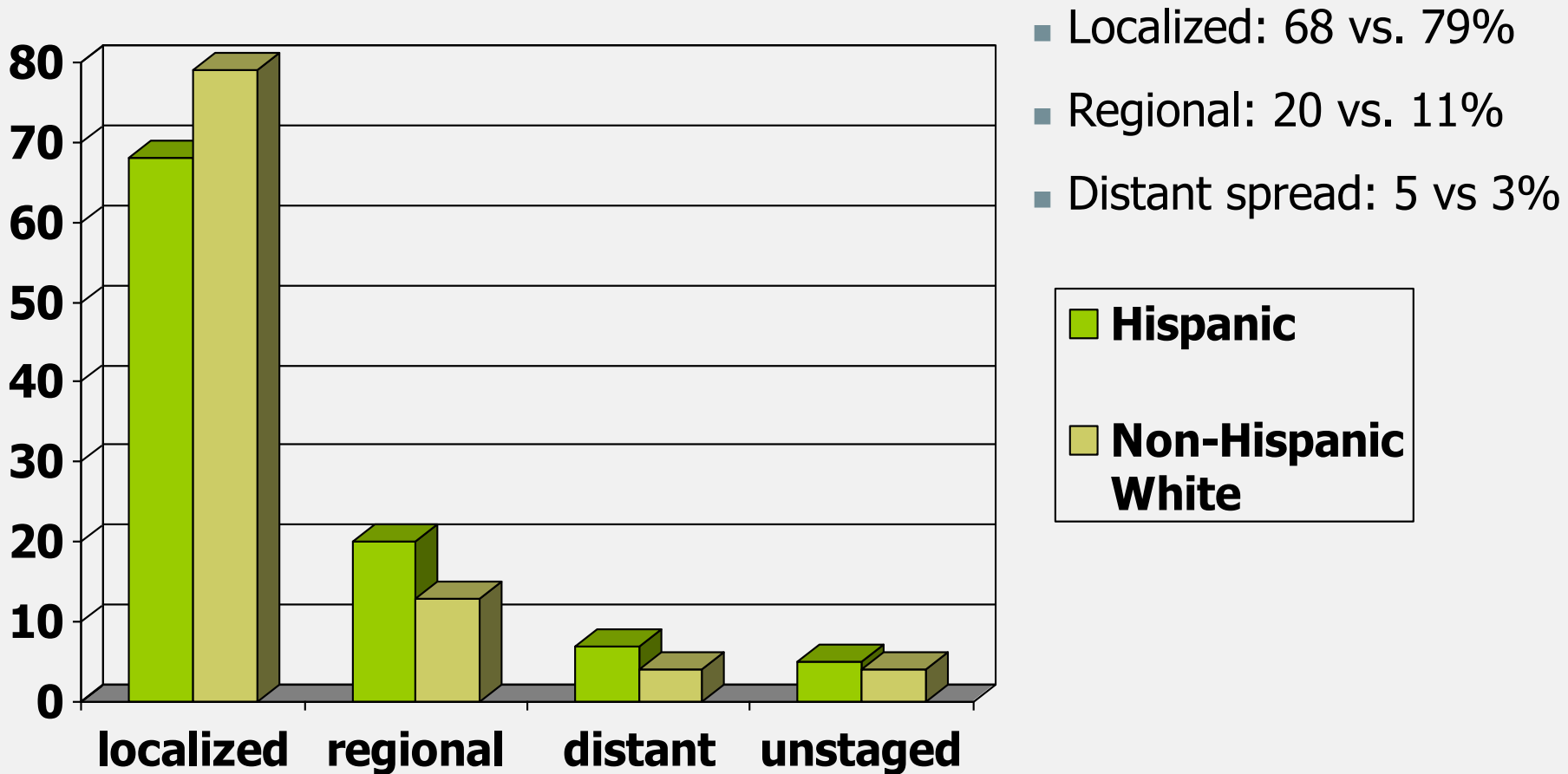
- Dramatic Increase in People < 30:
 - Melanoma has tripled
 - Squamous cell carcinoma doubled
 - Basal cell carcinoma have doubled



WATCH OUT:
SKIN CANCER OCCURS IN NON-
CAUCASIANS!

- Melanoma of the skin
- More likely to be diagnosed later
- **Hispanic: birth to death risk**
 - Male: **1 in 221**
 - Female: **1 in 205**

MELANOMA OF THE SKIN



THE HISTORY

ASK THE RIGHT QUESTIONS

- Have you had a prior skin cancer ?
 - **If history of BCCA -> 50% have second lesion at 5 years**
 - **If history of SCCA -> 75% have second lesion at 5 years**
- Think beyond the face:
 - Women: lower legs
 - Men: back

THE HISTORY

ASK THE RIGHT QUESTIONS

- Intermittent itching ?
- Intermittent scaling or scabbing ?
- Irritation when wearing glasses ?

MEDIAL CANTHAL REGION COMMON



Beware of the "irritation due to eyeglass fit"!

AMERICAN CANCER ASSOCIATION'S **WARNING SIGNS –**

- **A**symmetry
 - Draw a line down the center
- **B**order irregularity
 - Uneven, scalloped or notched
- **C**olor variations
 - Brown, tan, black mixed with red, white or blue
- **D**iameter
 - > Pencil's eraser
- **E**volution
 - ANYTHING NEW

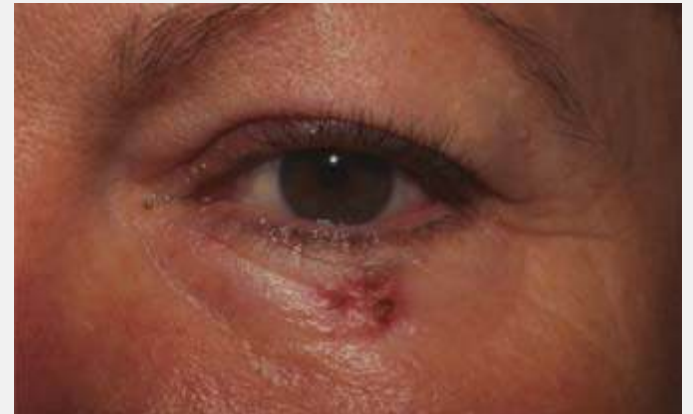
CANCER:

DOESN'T ALWAYS FOLLOW THE RULES!



AMERICAN CANCER
ASSOCIATION'S
WARNING SIGNS -

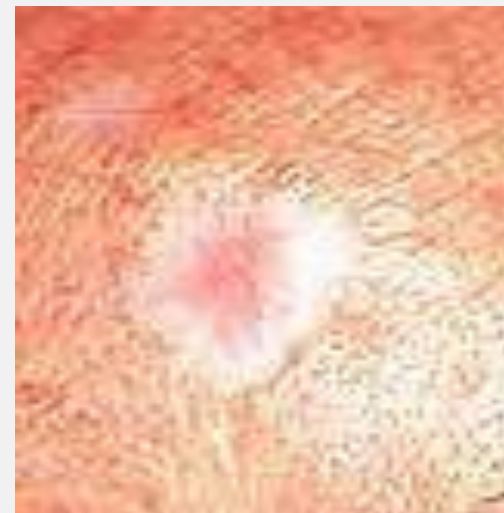
- **E**volution = ANYTHING NEW
 - Grows or shrinks (suddenly)
 - Irritation, redness
 - **Scaling**
 - Crusting, oozing or bleeding
 - Tenderness or pain
 - Itchy



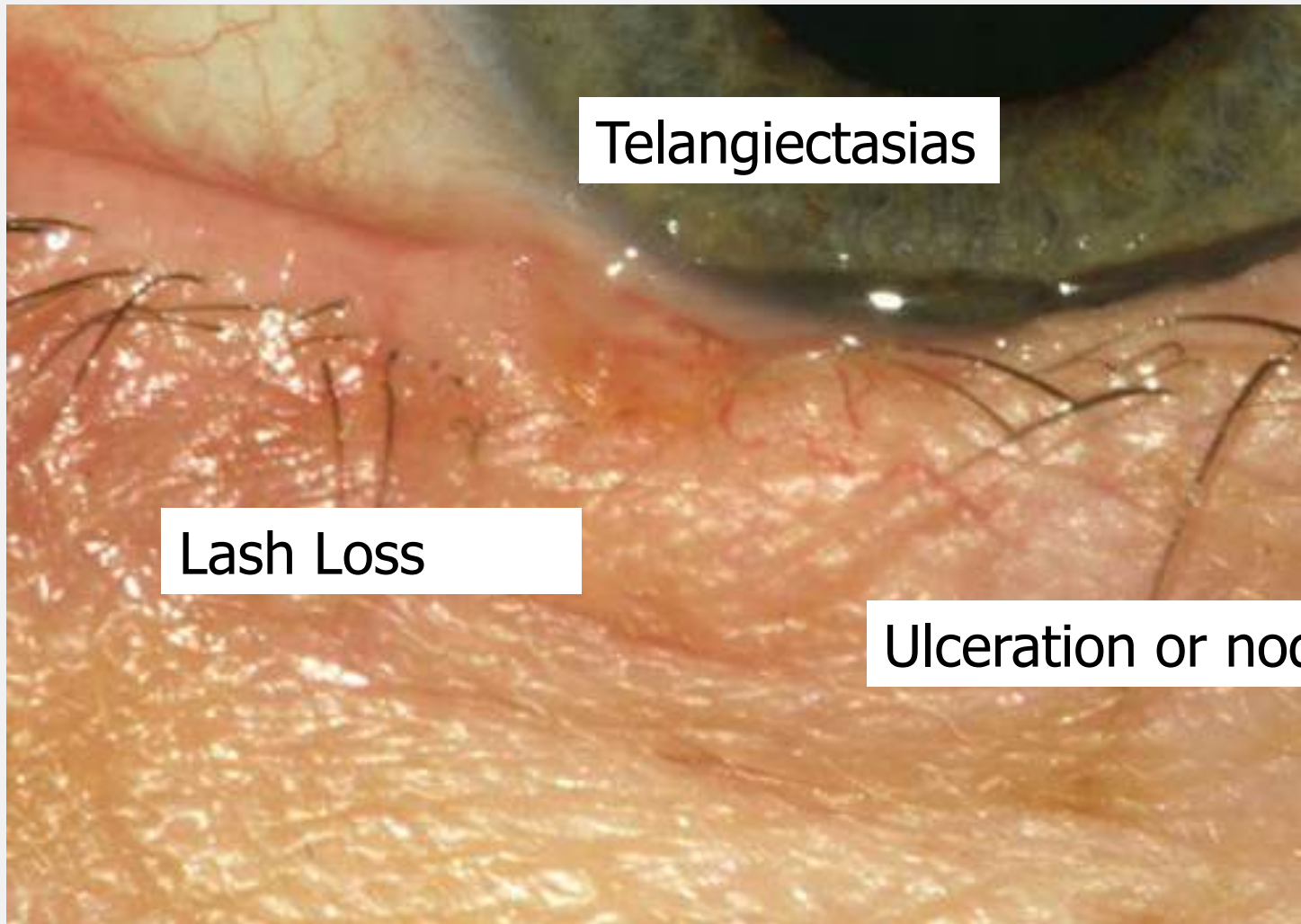
EYELID SPECIFIC FEATURES

LOOK FOR WARNING SIGNS

- Change in Pigmentation
 - Hyperpigmentation
 - Hypopigmentation
- Change in Visible Vessels
 - Telangiectasis
 - Vessel blanching
- Change in Lashes
 - Loss of lashes
 - Lashes in new locations



THE CLASSIC TEACHING



Telangiectasias

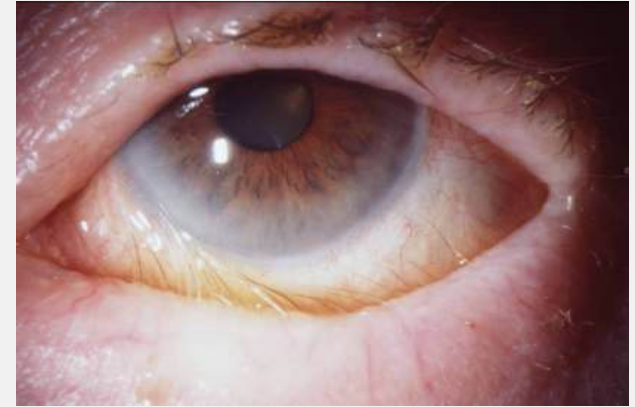
Lash Loss

Ulceration or nodule

EYELID SPECIFIC FEATURES

LOOK FOR WARNING SIGNS

- Chronic conjunctivitis
- Eyelid malposition
 - Ectropion
 - Entropion
 - Ptosis



SEBACEOUS CELL CARCINOMA

THE WORST OFFENDER

- Least common
- 50% misdiagnosed
- Average age: 72 years old
- Women: Men = 2:1
- Ectropion/entropion 10%
- Caruncle 5%
- Chronic conjunctivitis, cyst or pannus

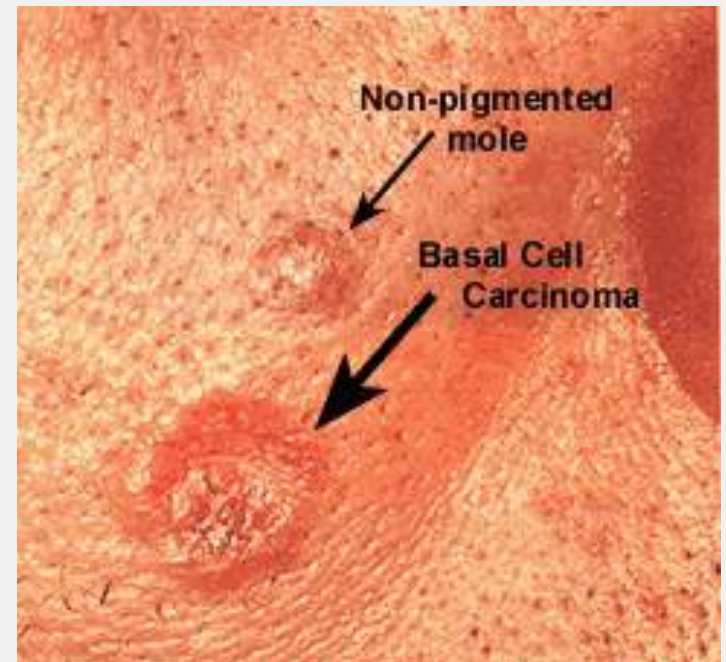
PALPATION IS IMPORTANT

- *Feel the region of interest*
 - **Firm**
 - Irregular
 - Nodular
- *Check for Lymph Nodes*



CLINICAL SERIES OF 136 **EYELID LESIONS**

- It is impossible to always guess correctly !
- 16% “presumed benign lesions” were carcinomas
- Don’t burn, destroy or throw away anything!



VISIA: HI TECH WOOD'S LAMP

- VISIA Complexion Analysis
 - Provides a comparison of patient's complexion to 100 other people of the same gender and age group
 - Analyzes spots, pores, wrinkles, texture, UV damage



Spots (75%)



Pores (87%)



Porphyrins (147)



Wrinkles (54%)



Texture (60%)



UV Spots (306)



SKIN FITNESS

- *Botox*
- *Dermal Fillers*
- *Topical Adjuncts*



BOTOX + FILLER = LIQUID FACELIFT

Before and After

A NON-SURGICAL FACELIFT

liquid lift

CAN THE ALTERNATIVE TO A SURGICAL FACELIFT COME FROM A NEEDLE? THE LIQUID LIFT SHOWS PROMISE FOR ERASING THE SIGNS OF TIME WITHOUT SURGERY.

HOW IT WORKS?
The right filler, or combination of fillers, newly approved **Juvederm** has three different formulas and to pump, fill and smooth wrinkles is injected at varying depths within or beneath the skin to instantly fill space and create a new shape. You may have multiple injection sites (and some swelling or bruising that lasts for a few days), but no incisions. You can also use your own fat as a filler by taking it from an area where you don't want or need it, like the tummy, inner thighs or buttocks. The fat is removed via a liposuction-like procedure, processed and re-injected all in one treatment session. Fat may be injected into the skin or muscle, or below the skin and muscle. And while the Liquid Lift is all about restoring volume with the help of injectable fillers, Botox plays a role in facial wrapping by relaxing the muscles that contribute to expression-related creases. A liquid lift ranges from \$2,000 to \$4,000.

BEFORE AGE 42

THE PATIENT PRESENTED WITH DIAGONAL LINES BETWEEN THE BROW, CROW'S FEET, NASOLABIAL FOLDS, AND SMILED LINES AROUND THE LIPS.

PHOTO: JEFFREY M. ALLEN, MD, FACS, FACOS, FRCO, FRCO (S), FRCO (C), FRCO (E), FRCO (G), FRCO (H), FRCO (I), FRCO (J), FRCO (K), FRCO (L), FRCO (M), FRCO (N), FRCO (O), FRCO (P), FRCO (Q), FRCO (R), FRCO (S), FRCO (T), FRCO (U), FRCO (V), FRCO (W), FRCO (X), FRCO (Y), FRCO (Z)

LIQUID LIFT

AREAS injected

FROWN LINES AND BROW
Botox was injected between the brows to relax the muscle contractions that lead to vertical lines. Some injections above the brow can also have a subtle lifting effect by relaxing downward pull of the depression muscles.

CROW'S FEET AND UNDER-EYE AREA
Botox around the eyes prevents the muscle contractions that cause crow's feet and Juvederm fills under the eyes that remain after Botox treatment. Juvederm also smooths the nasolabial creases, creating a more youthful contour to the cheek.

CHEEKONES AND NASOLABIAL FOLDS
Injections of Juvederm will deliver to the cheekbones and plump up the nasolabial folds, restoring youthful volume.

LIPS
Botox relaxes the lips and fill the natural "smile" or "frown" lines during the lip treatment with Juvederm.

JAWLINE
Juvederm adds definition to the jawline and addresses neck sagging due to relaxing muscles.

AFTER

SEVEN DAYS AFTER TREATMENT, THE PATIENT'S LIQUID LIFT WITH JUVEDERM AND BOTOX IS IN EFFECT.

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Age 42: no surgery / no laser

FOUR STEPS TO SKIN FITNESS

- **Exfoliate**
 - Glycolic wash
 - Clarisonic brush
 - Papaya
- **Protect**
 - Sunblock (Colorscience)
- **Resurface**
 - Topicals
 - Lasers
- **Regenerate**
 - Increase collagen production

SKIN PRODUCTS DO WORK!!

- Core non-prescriptives:
 - Glycolic wash
 - Clarisonic brush
 - Combination of Vitamin C and E
 - Sunblock
- Core prescriptives
 - Retin-A (0.05% and 0.1%)
 - Hydroquinone (4%)
 - Tri-Luma

GLYCOLIC WASH

- Glycolic acid for daily exfoliation
- Indications:
 - Daily exfoliation
 - Anti-aging
 - Acne prevention
 - Pre- and post-procedure regimen

GLYCOLIC WASH

PATIENT COUNSELING

- Apply to dry skin for 30 seconds then massage and rinse with warm water
- May experience dryness, redness, light flaking, and possible scabbing
- Recommended to use with Clarisonic brush
- **Caution:** not for people with red skin (e.g. rosacea)



CLARISONIC BRUSH

- From the creators of Sonicare
- Uses a sonic frequency of more than 300 movements per second
- Indications:
 - Loosens dirt and oil
 - Eliminates pollution
 - Cleans pores



CLARISONIC BRUSH

PATIENT COUNSELING

- Works with any non-abrasive cleanser
- Use for 60 seconds everyday
- Cleans more than twice as effective as manual cleansing
- Waterproof and rechargeable



VITAMINS: E & C

- Indications:
 - Anti-aging
 - Anti-inflammatory
 - Reduces fine lines and wrinkles
- Apply topically:
 - Jan Marini C-Esta Cream
and Eye Repair



TOPICAL HYALURONIC ACID

□ Indications:

- Smooths wrinkles
- Moisturizes skin
- Anti-aging

□ Apply topically:

- Jan Marini Age Intervention Cream



SUNBLOCK

- Apply on a daily basis
- Multiple applications are necessary
- Protect at all times, even when driving in your car

SUNBLOCK

- Chemical:
 - Parasol
- Physical:
 - Zinc Oxide
 - Titanium Oxide
- Advanced skin protection
 - UVA and UVB Windshield coating
 - Micronized zinc clothing
 - Micronized zinc topical (Colorscience)

COLORSCIENCE

- Micronized Zinc
- Indications: Protection from sun damage
- Result of 30 years of R&D
- Easy-to-use retractable brush for:
 - Eyelids
 - Ears
 - Balding heads
 - Hands
 - Multiple applications
 - Applying over make-up



COLORSCIENCE: PATIENT COUNSELING



- Works best on skin that is moisturized
- No greasy mess / No thick, white goop
- Doesn't burn eyes – great for eyelids!
- Men should pay particular attention to the tips of the ears – this area tends to be neglected and is prone to skin cancer.
- FDA approved for infants > six months old
- Refillable powder

RETIN-A:

- Form of Vitamin A
- Indications:
 - Treatment of acne
 - Reduces fine wrinkles and hyperpigmentation
 - Renews skin
- Should be applied topically to the skin

RETIN-A:

PATIENT COUNSELING

- Can cause skin sensitivity
- Avoid exposure to sunlight and UV rays
- Wear sunscreen and protective clothing
- Avoid getting in eyes, mouth, nose, and on lips
- If using to treat acne, conditions may worsen before improving

HYDROQUINONE

- Indications: Lightening of hyper-pigmented skin, such as:
 - Acne spots
 - Freckles
 - Age spots
- Should be applied topically to the skin once or twice daily

HYDROQUINONE:

PATIENT COUNSELING

- Contains sodium metabisulfite, which can cause allergic-type reactions
- Sunblock is recommended to prevent melanin production
- Avoid contact with eyes and mucous membranes

EYE SPA

- Skin protection - Colorscience
- Skin rejuvenation
 - Vitamin C
 - Retin-A
 - Hyaluronic Acid
- Eyelash and eyebrow growth
 - Latisse –
newly FDA approved



LATISSE

- Indications: Prescription solution for eyelash hypotrichosis
- First FDA-approved treatment to grow longer, thicker, darker eyelashes
- Produced by Allergan
- With a sterile applicator, apply one drop per eye along the base of the upper eyelash each evening



LATISSE

PATIENT COUNSELING

- Users may experience itching, dryness, or redness of the eye, or hyperpigmentation of the skin along the lash line
- Slight risk of brown iris pigmentation
- Users should start seeing results around 8 weeks with full results at 12-16 weeks



THE FUTURE

- Cosmion mask (ActivaTek) – combats hyperpigmentation
- Lipothera – working on injectable and topical agent that dissolves fat
- Juvista (Renova) – working on injectable for use at time of surgery to make scars invisible faster – topical natural follow-on



The Future ?

- Activa Tek
- Lipothera
- Renova
- Permatox



*Disclosure of Financial
Interest in above companies*

Vitamin C driven by Electrophoresis
Mask x 20 min daily for 2 weeks

QUESTIONS ?

Skin Fitness is for
Women AND Men!

