

THE BEAUTY BAR™

Skin and Beauty News from New York Laser & Skin Care



To Our Readers,

If you are like most people, you probably worry about sun protection during hot summer days, but not so much in the cooler fall and winter months.

Contrary to popular belief, the sun does not hibernate, even on short, cold winter days. Winter sun can cause sunburn and damage your skin just like in the summer time.

Two types of damaging ultraviolet (UV) rays come from the sun, UVB and UVA. UVB rays cause sunburn and their intensity varies by season, location and time of day, being most intense during the midday hours of summer months. Although UVB rays are less intense in the winter, they can damage your skin year-round, especially on reflective surfaces such as ice and snow and at high altitudes.

While UVA rays (the "tanning" rays), are less likely to cause sunburn than UVB rays, they also damage the skin and cause skin cancer. UVA rays are 30 to 50% more prevalent than UVB rays and their intensity remains constant throughout the year. Their strength does not vary during daylight hours or with the seasons, and they even penetrate clouds and glass. UVA rays penetrate the skin deeper than UVB rays and are responsible for skin aging, causing the skin to become spotty, discolored, wrinkle and sag. Indoor tanning lights produce the same dangerous UVA rays as the sun, and will increase your risk of skin cancer.

Remember that cloud cover will not shield you from the sun. Protect yourself by using a broad spectrum (UVA and UVB) sunscreen. Don't forget to apply sunscreen to your hands, lips and ears and wear UV-blocking sunglasses. When exercising, use a waterproof formula, and reapply it every two hours. Take extra precautions when skiing—the combination of reflection of the sun's rays and high altitude can cause you to burn a lot faster.

Sincerely,

Arielle N. B. Kauvar, MD, FAAD

Back-to-School Skin Care for Teens

Acne

Almost all teenagers experience occasional acne breakouts, and for some, even prescription medications stop helping. Fortunately, there are a variety of in-office treatments that can help control acne, even when other treatments fail. For mild cases, microdermabrasion or light chemical or enzyme peels will reduce whiteheads and blackheads, and prevent breakouts. Laser and **Omnilux** treatments take minutes to perform and are painless. These light treatments kill the acne-causing bacteria, *P.acnes*, and can produce results in just 3 to 4 weeks. For more severe acne, **photodynamic therapy (PDT)** is an excellent treatment option, especially when oral antibiotics and medications like isotretinoin (Accutane) cannot be used. With PDT, a medication is applied to the skin and left on for 2 to 3 hours. It concentrates in the acne-causing bacteria and the oil glands. A laser is then used to activate the medication which kills the bacteria and alters the oil glands so they decrease oil production. Two to four treatments are usually required, and they are performed at monthly intervals.

Stretch Marks

Many teenage girls and boys develop stretch marks. They commonly form during periods of rapid growth and first appear as faint pink or red streaks. In girls, they usually appear on the breasts, thighs and hips, and in boys, usually on the hips and upper arms. Left untreated, red stretch marks turn a silvery-white color and do not disappear. While we do have treatments for white stretch marks, it is easiest to treat new, red ones—and by intervening early, we can often make them disappear. Red stretch marks are treated with the **VBeam pulsed dye laser**. Treatment is painless and takes minutes. Three or four sessions are usually required. White stretch marks are treated with fractional lasers.

Unwanted Hair

Teenage girls are often bothered by unwanted facial and body hair. Constant shaving and waxing often produces skin irritation and ingrown hairs. Laser hair removal is safe, effective and permanent in 95% of people. At our center, we have multiple hair removal lasers, including the **Lumenis LightSheer Duet**, **Candela GentleLase**, **Palomar IPL**, **Iridex Gemini** and **Sciton YAG** lasers, so that we can safely treat hair in all skin types. Hair that is blond or white will not respond to laser treatment because it lacks sufficient pigment to absorb the laser light, but all shades from light brown to black can be successfully treated. With the new LightSheer Duet, full legs, from bikini to ankles can be painlessly treated in just 15 minutes without the need for a topical anesthetic.



Winterize Your Skin

Cold winter days and indoor heating can produce dry, itchy skin. The face, hands and feet are usually most often affected, but you may experience dryness anywhere on your body. Sometimes, the skin becomes so dry, it cracks, flakes and causes inflammation (eczema).

As the temperature drops, you will need to boost your skin care regime with more potent moisturizers. That means switching out your light summer lotions



for heavier creams and ointments in the winter. Oil-based moisturizers leave a protective layer on the skin that helps the skin retain its moisture. A good moisturizer should also contain humectants—ingredients that actually add moisture back to your skin, like alpha-hydroxy acids, glycerin and sorbitol. Avoid harsh soaps, scrubs and alcohol-based toners, which will strip oil from your skin. Choose a creamy cleanser for your face and body and hydrating masks rather than clay ones. You may also have to decrease the frequency of your skin peels or other methods of exfoliation.

Although a very hot shower or bath might sound like a great idea when coming in from the cold, it will actually cause more moisture loss from your skin. Keep

the water warm, rather than hot, and minimize your time under the water. By moisturizing immediately after you wash or bathe, you will seal moisture into your skin and prevent additional water loss. You can also help your skin by humidifying your home and office. Space heaters and central heating systems blowing hot dry air will dehydrate your skin. By placing several humidifiers throughout your home, the moisture is dispersed more evenly.

Don't forget about your hands and feet. Remove wet gloves and socks as soon as possible. Keep sample size hand moisturizers with you so that you can reapply when necessary. If your feet become dry and cracked, try an overnight exfoliator with socks, and switch your cool foot lotion to a heavy cream or ointment.

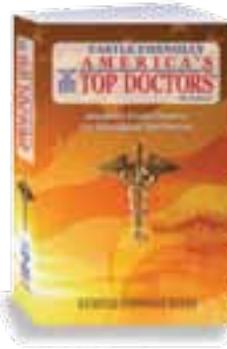
Lips do not have oil glands and are easily chapped in the winter. Use a moisturizing lipstick when you need extra protection and avoid licking your lips as this will dry them out even faster. Add a layer of Vaseline or Aquaphor and sunscreen, especially for outdoor activities. **See our promotion for Alyria's moisture-rich hydrating duo.**

Remember that winter sun, especially when combined with snow glare, can still damage your skin—so continue to slather the sunscreen on exposed skin.

If you are having difficulties figuring out which products best suit your skin, Dr. Kauvar can provide you with an analysis of your skin and make recommendations to keep your skin feeling and looking its best. Please call our office to schedule a skin care consultation.

NEW YORK LASER & SKIN CARE IN THE NEWS

Dr. Kauvar in the News



Dr. Kauvar was promoted to Clinical Professor of Dermatology at NYU School of Medicine. She was listed again in 2010 by Castle Connolly's "Americas Top Doctors" and named a "Super

Doctor" by her peers. Dr. Kauvar was elected to the Board of Directors of the American Society for Dermatologic Surgery. She was awarded a Beauty Genius Award by Elle magazine for her innovation in laser surgery, and was interviewed on Good Morning America about CoolSculpting™ by Zeltiq™, the new, non-invasive method for fat reduction. These and other recent news highlights, including articles on WebMD and AOL, can be read on our website, www.nylaserskincare.com.

NYLSC Gift Certificates!

A beauty treatment is always a welcome indulgence and a thoughtful gift. Gift certificates can be redeemed for any treatment—from microdermabrasion, chemical peels to laser therapy, and skin care products. Call our office to purchase.



Winter Skin Care Recommendations

Alyria Hydrating Complex is formulated with a blend of proven moisturizers to replenish skin, leaving it comfortably soft. It acts as an invisible barrier against moisture loss, helping eliminate the dry, itchy, tight feeling associated with dehydration.

Alyria Hydrating Milk Cleanser is formulated with botanical extracts to wash away impurities and dissolve all traces of make-up on the face and eyes while preserving the skin's protective barrier. Its pH is ideal for even the most sensitive skin. Regular use

will leave skin hydrated and soft. It is a non-foaming cleanser with a milky texture that can be used to remove all traces of eye and face make-up.

To prevent the dry itchy tight feeling of winter skin, use **Skinceuticals Body Polish**, an exfoliating body scrub, along with the **Advanced Body Firming Lotion**.

All products are available at NYLSC. For winter skin care offers, visit www.nylaserskincare.com/ promotions.



New Options for Transforming Scars

Physicians have been transforming scars with lasers for over twenty years. The early resurfacing lasers worked by peeling away the top layers of skin. These treatments had long recovery times and could only be safely used on the face. Newer lasers are fractionated. Instead of burning the surface of the skin, they create hundreds of microscopic holes that seal up within hours of treatment. Healthy skin surrounding each hole heals the treated skin. The procedures only require topical or local anesthesia and the healing is quicker and easier. Because they are not burning the skin surface, fractional lasers are safer and can therefore be used anywhere on the body, not just the face.

Tremendous progress is being made using fractional lasers to help burn victims. Scar treatment can be a life-changing event for some patients. Besides improving the appearance of the scars, laser treatment can often reduce the stiffness associated with burn scars and increase the patient's joint mobility.

Fractional lasers are also improving results for patients with acne scars, and scars from trauma and surgery. Dr. Kauvar recently discussed her new techniques for laser scar treatment at the meeting of the French Laser Group in Paris and at the Controversies in Laser Surgery meeting in San Diego. She also delivered a paper on fractional laser treatment of scars at the annual meeting of the American Society for Dermatologic Surgery.

At NYLSC, Dr. Kauvar uses a wide variety of fractional technology, including the **Lumenis ActiveFX** and **DeepFX**, the **Palomar fractional erbium, Lux 1540** and **Lux 1440** lasers, the **Sciton ProFractional** laser and the **Syneron eMatrix** radiofrequency device.



Dissolve Your Fat Away with CoolSculpting™ by Zeltiq

One of the most experienced physicians in the world using **CoolSculpting™ by Zeltiq**, Dr. Kauvar was featured performing this procedure on "Good Morning America" and in *Marie Claire*. Previously cleared for other indications, this ground-breaking technology was just cleared by the U.S. Food and Drug Administration (FDA) for non-invasive reduction of fat. CoolSculpting uses a patented cooling technology called cryolipolysis™ to reduce fat in areas that don't respond to diet and exercise, such as the abdomen, love handles, hip and back bulges. Selected to be part of an elite network of CoolSculpting Centers in the US in 2009, Dr. Kauvar has performed hundreds of treatments and she, along with her patients, is impressed with the results.

Unlike other devices, CoolSculpting works by using a cooling technology to gently target unwanted fat cells and cause a selective, permanent fat reduction. During the procedure, the physician uses an applicator to deliver a controlled amount of cooling at temperatures just above freezing. The therapy directly targets the underlying fat, leaving the skin surface and other tissue unaffected. The cooled fat cells dissolve and the fat is digested by the body. On average, each treatment produces a 20-25% reduction of fat in the treated area.

CoolSculpting is an ideal procedure for people who are otherwise healthy and fit, but are bothered by fatty areas on their body that are unresponsive to diet and exercise. This in-office treatment produces significant results without surgery, anesthesia, pain or downtime. After treatment, patients can immediately resume their normal activities, including work and exercise. Patients will see results as early as three weeks following treatment, with the most dramatic results occurring within two to four months.

Men and women alike are enjoying the benefits of this revolutionary procedure by improving their physique without surgery or recovery time.

Win a Free Clarisonic®!

The Clarisonic® Sonic Cleansing System cleanses six times better than manual washing, yet is gentle enough to use every day, while promoting better absorption of skin care products and improving skin tone and texture. To enter to win a **FREE Clarisonic**, please submit one question to Dr. Kauvar on a skin care concern. The winning question and answer by Dr. Kauvar will be featured in the next issue of The Beauty Bar™.

For contest rules and to submit your question, visit www.nylaserskincare.com/clarisonic-contest





NEW YORK LASER & SKIN CARE PROMOTIONS

HAIR REMOVAL

Purchase five (5) hair removal treatments, and receive the sixth one free, for any body area.

Offer valid through December 31, 2010.

FREE ALYRIA™ CLEANSER

Protect your skin from the cold, harsh winter with Alyria's™ hydrating duo. With every purchase of a Hydrating Complex, receive a Hydrating Milk Cleanser free.

Offer valid through December 31, 2010.

TATTOO REMOVAL DISCOUNT

If you are seeking laser tattoo removal, you may qualify for a 75% reduction on the cost of your tattoo removal with the state-of-the-art Candela Alex TriVantage tattoo removal laser.

SAVE ON RESTYLANE™ AND PERLANE™

Receive \$50 off each of two (2) or more syringes of Restylane™ or \$75 off each of Perlane™. For more details, visit, www.RestylaneUSA.com/restylane_rewards.aspx.

Offer valid through December 31, 2010.

SAVE ON BOTOX®

Receive \$25-\$75 off your next Botox cosmetic treatment by signing up for the Brilliant Distinctions program and listing Dr. Kauvar as your provider. Visit www.brilliantdistinctionsprogram.com to enroll.

CLINICAL STUDIES

Volunteers are needed for clinical research trials! Receive laser treatments for hand wrinkles, tattoo removal, stretch marks and melasma. Visit www.nylaserskincare.com/clinical-trials for more details and information.

FEATURED NEW YORK LASER & SKIN CARE PRODUCTS

OBAGI-C RX SYSTEMS®

Obagi-C Rx Systems® promote skin rejuvenation from the inside out using a formulation of prescription-strength hydroquinone, which reduces the appearance of hyperpigmentation and age spots, combined with L-ascorbic acid (Vitamin C)—the only topical antioxidant proven to stimulate collagen synthesis and protect your skin by minimizing future skin cell damage. This prescription strength system prevents the skin cell damage causing fine lines and wrinkles, and brightens the skin for a more even tone.



OBAJI NUDERM®

Obagi Nuderm® is a system using prescription-strength tretinoin and hydroquinone to improve the signs of skin aging at the cellular level. The products exfoliate the skin to reveal fresher, younger looking skin as well as reduce acne flares, excess pigment production and age spots.



For those patients who have sensitive skin, inquire about our hydroquinone-free skin care regimes.