



DERMATOLOGY

U P D A T E

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The Newsletter for Medically Sound Information from Midwest Dermatology Clinic, Omaha NE
JOHN R. LUCKASEN, M.D. + STEPHEN C. PAPPENFUSS, M.D. + BERT C. FRICHOT III, M.D. + JASON S. PAPPENFUSS, M.D.

START A NEW ROUTINE! *Self exams can spot skin cancer*

Do yourself some good and give yourself some credit at the same time! Skin self-examinations (SSEs) are an important tool in the fight against skin cancer and, done once a month, these self-examinations of your own skin play an essential role in early detection and treatment of skin cancer.

Think of self-exams as "spot checks" that pay off with enormous dividends. According to recent studies, SSEs have the potential to reduce the number of melanoma deaths by more than 50 percent. Melanoma, the most serious form of skin cancer, claims more than 8,000 lives each year.

HOW TO DO A SELF-EXAM

First, take note of existing moles, blemishes and birthmarks. You may even want to map them on a piece of paper, or take a digital photo to store on your computer, so you can spot and chart differences month to month.

Second, plan on a regular time each month. Whether you do your SSE on the first Monday or the last Friday, it doesn't matter. Simply pick a time and day, make a date with yourself and keep it!

Third, put yourself in the right environment. You'll need a private space with bright light, a full length mirror, a hand mirror and a place to sit. Oftentimes, the best time to conduct a self-exam is after a bath or shower, before you dress.

Fourth, use the ABCDE approach to look for new growths or changes in moles:

- ♦ Asymmetry, do the halves of a mole match in shape?
- ♦ Border irregularity, are a mole's edges ragged?
- ♦ Color change, is a mole's color uniform? Has the color changed or deepened? Be especially aware of open sores that continually bleed, itch, ooze and crust over and don't heal. These are the warning signs of both basal cell and squamous cell skin cancers.

- ♦ Diameter, is a mole larger than 6 mm, about the size of a pencil eraser?
- ♦ Evolution, is a mole changing or has it changed? In shape, size or color?

Fifth, examine all of your skin, head to toe. Start by examining your head and face using one or both mirrors, Check your hands, including your fingernails, and then look at your elbows, arms and underarms. Examine your neck, chest, body, and women, under the breasts.

Next, with your back to the full-length mirror, use the hand mirror to inspect your neck and shoulders, upper arms, back, buttocks and legs. Lastly, sit down and check your legs and feet, including the soles of your feet, your heels and toenails. Use a hand mirror to examine your genitals.

WHEN TO VISIT MIDWEST DERMATOLOGY

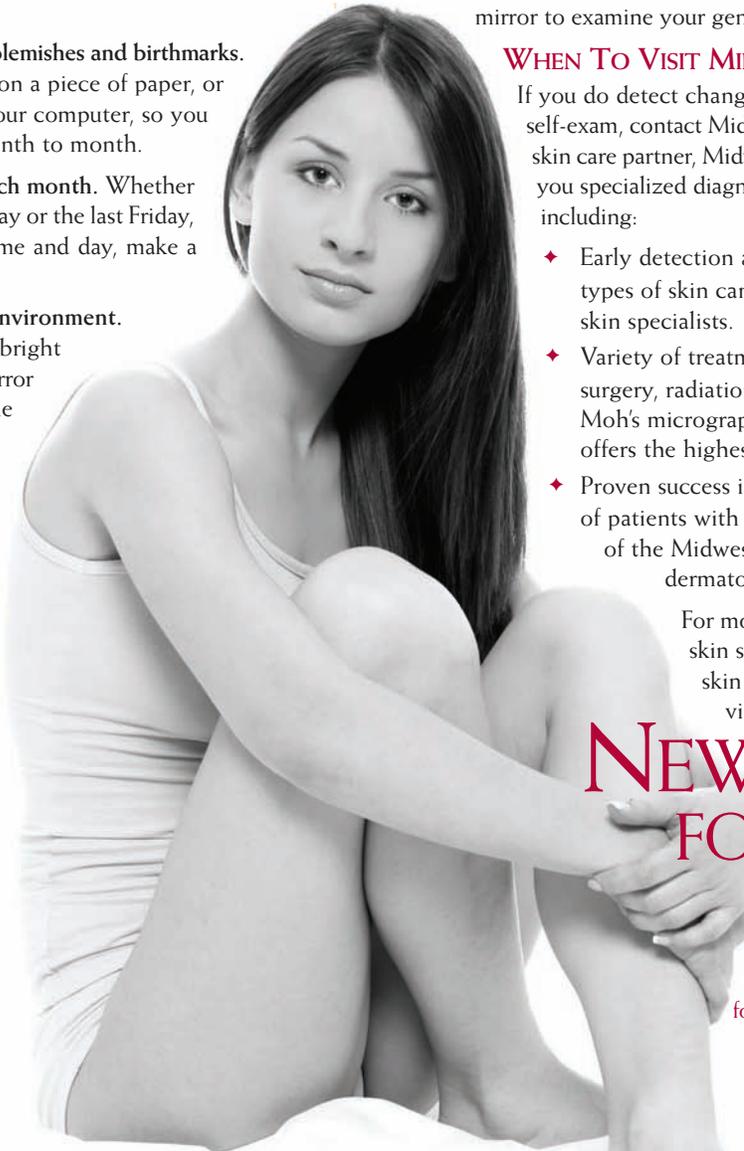
If you do detect changes while conducting a skin self-exam, contact Midwest Dermatology. As your skin care partner, Midwest Dermatology can offer you specialized diagnosis and treatment services, including:

- ♦ Early detection and diagnosis of all types of skin cancer by board-certified skin specialists.
- ♦ Variety of treatment methods, including surgery, radiation, chemotherapy and Moh's micrographic surgery, which offers the highest potential for recovery.
- ♦ Proven success in treating thousands of patients with skin cancer, as one of the Midwest's leading medical dermatology practices.

For more information about skin self-exams or detecting skin cancer or melanoma, visit midwestderm.com.

NEW FOR YOU NEW!

Check out this issue to find out about the changes and improvements we've made at Midwest Dermatology...especially for you and the health of your skin!



CHANGE IT UP TO PROTECT YOUR SKIN

Although there's nothing wrong with the tried-and-true methods of prevention and early detection of skin cancer, Midwest Dermatology encourages you to re-invent the way you examine and care for your skin and create a new, even more effective regimen.

INCREASE YOUR SPF

If you usually wear sunscreen with a Sun Protection Factor (SPF) factor of 15, go for 30. Or better yet, consider wearing sunscreen with a SPF of 45 or higher when you go outside to play.

KEEP AN EYE OUT

If you don't do monthly skin self-exam, there's no time like the present to start (see Self Exams Can Spot Skin Cancer) and look at your skin with an eye toward what's changed.

CHART YOUR COURSE

When you have your skin examined by a dermatologist annually it's a great idea to bring a written chart, or record, with you showing changes in your skin. Then, talk to the doctor about your skin's history – any moles that have gotten bigger, new pink or red lesions, or sores that don't seem to heal.

ZINC ABOUT IT

Remember zinc oxide, that shiny white paste that lifeguards wore on their noses? Well, it's back and better than ever. Several new sunscreens on the market contain zinc, but the lotions are lighter, less greasy and offer total sun block up to SPF 55.

REHAB YOUR HABITS

There's no time like the present to change habits you've had for years. Change your days by staying out of the midday sun, wearing a hat and looking for shade when you're out and about.

Incorporating sun protection into your daily routine will help ensure that you're protected all the time – not just when you're on vacation or during the sunny summer months.

A more sun-smart routine will also help prevent you from becoming a statistic. The American Cancer Society estimates that 1.5 million cases of skin cancer will be diagnosed this year and that, sadly, nearly one person will die of skin cancer every hour.

THE NEW YOU! *naturally beautiful*

Natural beauty is the kind that lasts. And that's exactly what you can have with Radiesse, a brand new product now available at Midwest Dermatology that works to rebuild your skin, while dramatically filling in facial lines and wrinkles.

IDEAL FOR NOSE & SMILE LINES

Recently approved by the U.S. Food and Drug Administration, Radiesse is being hailed as a highly effective treatment of moderate to severe smile lines and nasolabial folds. Nasolabial folds are the deep lines that run from the side of the nose to the corner of the mouth.

In addition to being highly effective, Radiesse injectable gel is also safe. In the medical world, Radiesse is what's known as "bio-compatible," which simply means that because it's an organic compound there's virtually no risk of an allergic reaction and allergy testing isn't required prior to treatment.

How well does Radiesse work? Just one treatment, which can easily be done over a lunch hour, yields immediate results. Just as exciting is the fact that the early results of Radiesse last, on average up to one year.

A BRAND NEW TECHNOLOGY

NEW!

Radiesse gel is actually made of small, smooth, calcium-based particles called microspheres. As Radiesse is injected, the gel and microspheres form a framework around which new skin tissue starts to grow. The injections stimulate the production of collagen, which eventually grows into the treated area and transforms into new, natural skin tissue.

Like other cosmetic fillers, Radiesse injectable gel helps smooth the skin's surface by filling in wrinkles. What's different is that Radiesse "partners" with your body to rebuild the skin's foundation.

As your skin starts to repair itself, the gel and microspheres are safely absorbed back into your body.

TREATMENT THAT YIELDS RESULTS

Radiesse treatment, done in the doctor's office, involves three simple steps:

- 1) Your doctor selects the injection points for the locations to be treated;

- 2) Based on the depth of your facial lines, your doctor determines the amount of Radiesse needed;
- 3) Radiesse gel is injected underneath the uppermost layer of the skin, sometimes after applying a local anesthetic.

After treatment, results are visible immediately. There may be some mild swelling and redness for a few days, but most people resume normal activities right away.

Radiesse treatment offers the longest-lasting results available, but the treatment is not permanent. Touch-up treatments are available.

To find out more about Radiesse and the naturally beautiful, wrinkle-freeskin it can help you achieve, contact Midwest Dermatology at **(402) 552-2555**.



YOU'VE GOT OPTIONS

Your way to smoother skin might be Radiesse, or it could be another treatment option, such as:

- ◆ Restalyn, a natural filler that restores the skin's volume and fullness, resulting in a more youthful appearance.
- ◆ Botox helps erase dynamic wrinkles, like brow furrows and crow's feet.
- ◆ Microdermabrasion involves "polishing" the topmost layer of skin with tiny aluminum oxide crystals and scrubbing away fine lines, age spots, acne scars and crow's feet.
- ◆ Peels, glycolic and chemical, safely peel away the top layers of skin and kick-start the production of the next layer of skin cells.

To find out what option is your best way to smoother skin, call (402) 552-2555.



NEW HOPE for unmasking Melasma

The dark days of melasma are finally over. Today, thanks to a variety of new treatment options available at Midwest Dermatology, women are finding ever more effective ways to rid themselves of unsightly brown patches and spots on their faces.

More commonly known as the "mask of pregnancy," melasma is a darkening of the facial skin that affects 6 million, people, mostly women, in the United States. Though its exact cause is unknown, hormonal changes – like the kind that occur with pregnancy – as well as genetic factors and sun exposure are thought to play a role.

What's behind the brown patches themselves? An overabundance of pigment cells. Quite simply, the body is triggered to produce more melanin than normal. The abnormal melanin levels show up on the:

- ◆ Cheeks
- ◆ Upper lips
- ◆ Jawline
- ◆ Mid forehead
- ◆ Nose
- ◆ Chin

TRIGGERS & TREATMENTS

The triggers are different for everyone. Some women may experience melasma when they start taking birth control pills or estrogen supplements. Other cases of melasma begin during pregnancy – and then resolve themselves at the pregnancy's end.

But don't think that estrogen turns skin brown all by itself – the sun plays a key part in the process. When people with melasma go out into the sunshine, the sun's rays transform the extra pigment into spots on the skin.

The most obvious place to start with treatment is to take away the cause or remove the trigger. But in many cases, that simply isn't an option. That's why today's specialists are turning to one or more of a host of treatments, such as:

Sunscreens Because sunlight is one of the major factors in melasma, sun protection through sunscreens is key. Midwest Dermatology recommends applying a broad spectrum sunscreen daily that protects against both ultraviolet B and ultraviolet A light, with a SPF of at least 30. In addition to sunscreen, limit your exposure by staying inside, and with hats and other clothing.

Topical medications Prescription creams, like Tri-Luma and EpiQuin Micro, are considered very effective. Both contain hydroquinone, a skin-lightening agent that helps prevent the body from making too much melanin and helps fade the dark spots that are already there.

Tri-Luma is one of the new triple-action treatments that combines three ingredients that complement each other and work together to achieve the best results. EpiQuin Micro also contains retinol, which helps reduce wrinkles.

Bleaching A variety of prescription and over-the-counter bleaching creams and gels are available. Natural botanical gels and creams are available, too.

Skin Peels Midwest Dermatology also offers a variety of chemical peel procedures to resurface the very top layer of facial skin, and remove the dark spots caused by melasma. Mild glycolic and lactic peels can be done in less than an hour and boast very short recovery times.

Our board-certified dermatologists may recommend a single treatment approach, or may recommend a combination treatment.

RESULTS & RECOVERY

How serious a case of melasma is will determine what type of treatment should be used. And because every case is unique, treatment periods and recovery times vary.

For example, prescription drugs like Tri-Luma and EpiQuin Micro may get results within several weeks, while bleaching results may take several months to appear.

Skin peels can be done in a brief period, but depending upon the substance used, the skin may take days or a few weeks to return to normal. Also, more than one peel is often required to fully rid the skin of the extra pigment and get it back to normal.

Sometimes, melasma goes away only to return months or years later. You can prevent recurrences by using sunscreen on a regular basis, and by being ready to return to treatment if the condition reappears.

For more information about the new treatments available for melasma and what you can do to prevent it, contact Midwest Dermatology at (402) 552-2555.

NEW FACE... NEW PLACE!

Soon, a new face will be part of the Midwest Dermatology family. Dr. Jason Papenfuss will join the staff this summer and will be seeing patients in Midwest Dermatology's offices in central and eastern Nebraska, including our newest office location at Lakeside Health Park!

NEW! NEW DOCTOR

Dr. Jason Papenfuss is the son of Dr. Stephen C. Papenfuss, a co-founder of Midwest Dermatology. The younger Dr. Papenfuss is a graduate of the University of Nebraska College of Medicine, where he received the prestigious Nellie House Craven Scholarship for Outstanding Academic Performance.

After medical school, Dr. Papenfuss completed an internship in internal medicine and a psoriasis clinical research fellowship at the University of Utah Health and Science Center in Salt Lake City, Utah. He then performed his dermatology residency at the Medical University of South Carolina, where he served as Chief Resident.

Dr. Papenfuss will specialize in the diagnosis and treatment of skin cancer, as well as provide general dermatology care for both adult and pediatric patients. He also brings expertise in cosmetic dermatology. He will be participating in all major insurance plans.

NEW! NEW WEST OMAHA LOCATION

Midwest Dermatology is committed to providing you with medically sound dermatology care and part of that commitment involves seeing you in locations that are convenient to where you live and work.

Our new office location at 17030 Lakeside Hills Plaza is slated to open later this summer. It will offer weekday appointments and easy, abundant parking. Patients coming to this location will be able to find it easily – just look for the “green top” building in the Lakeside complex that starts at approximately 168th and Center.

The west Omaha location, combined with our seven other regional locations, will enable us to meet your needs better than ever before. To make an appointment at the Lakeside office, call (402) 758-5522.

GET TO KNOW

DR. JASON PAPENFUSS, M.D.

The Midwest Dermatology will grow by one this summer when Dr. Jason Papenfuss joins the staff. To get acquainted with Dr. Papenfuss, we asked him a few getting-to-know you questions – which he enthusiastically answered!

Q. What two words describe you as a physician?

A. Enthusiasm and expertise. Charleston, S.C., (where I did my residency) has its fair share of fishermen, golfers and beachgoers needing skin cancer detection and treatment. This was a great experience which prepared me for joining Midwest Dermatology Clinic.

[CONTINUED ON
REVERSE SIDE]



[CONTINUED FROM FLIP SIDE]

- Q.** Dr. Stephen Papenfuss is your father. What do you think about joining him in the Midwest Dermatology practice?
- A.** I'm excited about joining Dad in practice. It's something I've looked forward to since grade school. Throughout my training, we've discussed challenging cases. This exchange of ideas and our experience will serve to improve patient care for both my patients and his.
- Q.** Can you tell us a little more about you and your family?
- A.** Yes. I was raised in Omaha and attended Westside High School. I have a wife and daughter. We're all excited to be coming home to such a great town.
- Q.** Are there any procedures or treatments that you specialize in?
- A.** Skin cancer surgery and the treatment of psoriasis. I also bring tremendous cosmetic experience including treatment with Botox, Restylane and Radiesse. That said, I chose to specialize in dermatology because of the diversity of patients and challenges.
- Q.** Finally, do you have some advice about how people can take care of their skin?
- A.** I am often asked about how to prevent or reverse the effects of aging. Oftentimes, the effects of aging are the effects of sun exposure. So it's important to use a daily sun screen, avoid the midday sun (11 a.m.-2 p.m.), as well as perform monthly skin self-exams for early detection of skin cancer.

NEW CUTTING-EDGE LASERS

putting skin in a whole new light

My how times have changed! Lasers were first used in dermatology in the 1960s and since then, their use has benefited hundreds of thousands of patients around the world.

Today, new laser technology is continuing to improve treatment. Lasers are getting smaller, more powerful, easier to use and more affordable. Laser treatments are also safer than even before, not to mention more comfortable as cooling devices have been built-in to laser equipment.

Some of the most beneficial uses of lasers can be seen in these areas:

Birthmark Removal Port-wine stains and other vascular birthmarks are treated very effectively today with pulsed-dye lasers. Short bursts of intense but gentle light are targeted toward the tiny blood vessels, which absorb the light and break down, causing the birthmark to fade away.

Hair Removal The Food and Drug Administration cleared the laser for use in hair removal in 1995 and since then, dramatic advances have been made. Today, lasers quickly and effectively remove dark hair on the face, legs and arms, and prevent regrowth for three to six months.

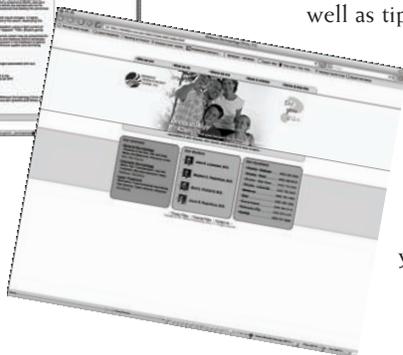
NEW! Tattoo Removal It used to be that tattoos were a lifetime commitment. But as laser technology has developed, tattoo removal has become an effective, affordable option for thousands of people. Today, the YAG laser available at Midwest Dermatology is considered the gold standard treatment for removing tattoos of any color.

Facial Resurfacing and Wrinkle Removal The UltraPulse Laser, one of the new generation of cosmetic lasers, is ideal for erasing the fine lines and wrinkles that creep up on us all with age. Simply, the handheld laser with a built-in cooling device removes the damaged skin layer by layer and, at the same time, stimulates the growth of new, healthy skin.

Spider Vein Treatment Unsightly spider veins and broken blood vessels are no match for the SchleroPLUS laser treatment. Longer pulses of laser light zap the tiny veins and cause them to shrink and fade. Best of all, there is no damage to the skin's surface!

These are just some of the ways that laser technology is making a difference in the practice of dermatology. To find out more, visit midwestderm.com.

WHAT'S NEW NOW? OUR WEB SITE!



Along with our other exciting news, Midwest Dermatology is proud to launch our enhanced Web site, midwestderm.com, providing you with access to medically sound dermatology information online.

NEW! For years, we've provided you with information about everyday and more serious skin conditions, as well as tips for prevention and treatment. Now, we've updated our site to make it easier for you to navigate and find the information that's relevant to your family and your lifestyle.

WITH A FEW CLICKS YOU CAN FIND:

- ◆ List of Midwest Dermatology office locations and phone numbers
- ◆ Description of our services – everything from skin cancer treatment to tattoo removal and more
- ◆ Forms and free information that you can download, including new patient registration and our privacy policy
- ◆ List of our experienced physicians, who all specialize in dermatology
- ◆ Insurance plans that we accept
- ◆ And more!

Check out the updated site today at midwestderm.com! Feel free to email us (or call us) with any comments or questions.

KNOW SWEAT!

HOW BOTOX CAN HELP BEAT THE HEAT

There are lots of ways to stay cool this summer, but for some people the answer to beating the heat – not to mention the problem of excessive sweating – may be Botox.

Botox injections are a safe solution to an uncomfortable condition called hyperhidrosis. The disease, caused by overactive sweat glands, usually affects the underarms, palms, face and soles of the feet.

Approximately 8 million Americans are believed to suffer from hyperhidrosis, which typically starts during the teen years. Although there are no physical symptoms apart from the perspiration, sufferers often experience embarrassment and anxiety about everyday activities like shaking hands, raising their hand in class and wearing sleeveless clothing.

Botox injections virtually halt the condition in its tracks by keeping the nerves from stimulating the sweat glands. Sweating stops because the sweat glands are unable to receive chemical signals from the nerves.

The Botox injection treatment for excessive sweating takes just 10 to 20 minutes and can safely be done right in the Midwest Dermatology office. After treatment, sweating usually decreases noticeably within several weeks. For most patients, the results of the injections last between four and six months.

For more information on Botox and how it can help you beat the heat of excessive perspiration, call (402) 552-2555.



MoleWatch[®] FREE SKIN CANCER SCREENING

To schedule an appointment, complete this coupon and mail it today. We will call to schedule your free, no-obligation, initial skin cancer screening. MoleWatch is an initial screening for *new patients only*, and cannot be used as a substitute for an annual skin examination.

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MIDWEST DERMATOLOGY
 SKIN CANCER CLINIC
 4242 FARNAM STREET, SUITE 360
 OMAHA, NEBRASKA 68131



JASON S. PAPERUSS, M.D.
 STEPHEN C. PAPERUSS, M.D.
 JOHN R. LUCKASEN, M.D.
 BERT C. FRICHTOT III, M.D.

- OMAHA – LAKESIDE OFFICE: 17030 Lakeside Hills Plaza, Suite 218, Omaha, NE 68130, Ph: (402) 758-5522
 BELLEVUE OFFICE: 720 Fort Crook Road North, Bellevue, NE 68005, Ph: (402) 731-1403
 GRAND ISLAND OFFICE: 1917 West Fairley, Grand Island, NE 68803, Ph: (308) 382-2713
 OMAHA – WEST OFFICE: 10330 Regency Parkway Drive, Nebraska City, NE 68410, Ph: (402) 873-5127
 NEBRASKA CITY OFFICE: 103 North Tenth Street, Omaha, NE 68114, Ph: (402) 399-9010
 OMAHA – OAKVIEW OFFICE: 109 North 15th Street, Norfolk, NE 68701, Ph: (402) 371-3564
 NORFOLK OFFICE: 1727 S. 144th St., Ste 225, Omaha, NE 68144, Ph: (402) 778-5560
 BLAIR OFFICE: 810 North 22nd Street, Blair, NE 68008, Ph: (402) 426-1239

MIDWEST DERMATOLOGY CLINIC, P.C.
 4242 Farnam Street, Suite 360
 Doctors Building North Tower
 Omaha, NE 68131
 Ph: (402) 552-2555
 www.midwestderm.com
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