



SOLVING SKIN CANCER

DIAGNOSIS, TREATMENT PLAY EQUALLY IMPORTANT ROLES

Diagnosing skin cancer early is critical, but to beat the disease that affects more than 1.5 million Americans takes a two-pronged approach of diagnosis and treatment. Both are important and, according to the experienced physicians at Midwest Dermatology, together they can form a powerful approach against both non-melanoma and melanoma skin cancers that strike men and women of all ages.

DIAGNOSIS: AN IMPORTANT 1ST STEP

The battle against skin cancer starts with knowing the basic facts – and knowing when to seek professional help. According to the skin specialists at Midwest Dermatology, everyone should know that there are three types of skin cancer and that they all have different symptoms and progress at different speeds.

On the top of the list is **basal cell carcinoma**. Basal cell, which is a cancer on the skin's surface, is the "slowest" form of the disease. It grows more slowly than other forms of skin cancer and rarely metastasizes, or spreads, to other parts of the body.

Squamous cell carcinoma is also a cancer that attacks the epidermis. Squamous cell has more of a tendency to spread along the top of the skin, but is much less likely to spread to other areas of the body.

So how do you spot basal cell and squamous cell carcinomas, which account for nearly half of all cancer cases? **Look for these warning signs:**

- ♦ Open sores that don't heal, or that bleed, ooze or crust over.
- ♦ Reddish or irritated patches of skin on the chest, shoulders, arms or legs. The patches may look like eczema or psoriasis.
- ♦ Pink, mole-like growths that may be raised.
- ♦ Shiny bumps that look like moles. They may have a pearly or translucent appearance.
- ♦ Scar-like areas on the skin that appear taut and are slightly white or yellow-colored. The area may have ragged borders.

The third – and most dangerous – type of skin cancer is **malignant melanoma**. It's dangerous because it spreads fast and goes deeper. Unlike basal and squamous cell, melanoma may spread inside the body, moving into the body's lymph system and internal organs. Not surprisingly, the serious nature of melanoma makes early diagnosis and treatment even more critical.

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TREATMENT: THE KEY 2ND STEP

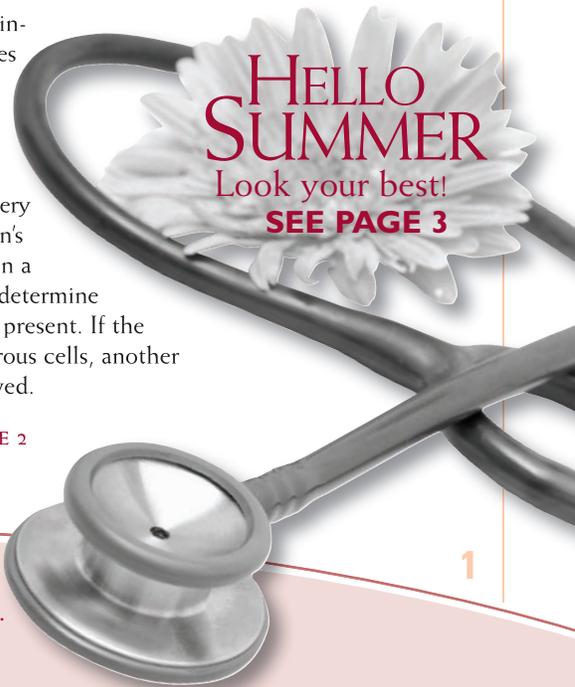
Skin cancer treatments today are highly effective when the disease is caught early. The earlier the diagnosis, the more physicians are able to tailor treatments to, not only the type of skin cancer, but also to the cancer's stage, its location on the body, and the patient's age and overall health.

If the diagnosis is basal cell or squamous cell skin cancer, Midwest Dermatology physicians may likely treat it with the most advanced treatment available today, Moh's surgery. Moh's is considered the treatment of choice because it is so effective at completely removing the cancerous cells and saving the maximum amount of healthy skin.

Instead of simply cutting away a wide area of skin that appears to be affected, Moh's surgery involves a process called "micrographing." Basically, physicians slice away the cancerous cells in extremely thin layers and then take the layers immediately to an on-site lab to examine the layers under a microscope.

Moh's surgery is a pain-staking, and sometimes delicate, process. The actual removal of the skin cancer is relatively brief, but each stage of the surgery involves the physician's reading of the cells on a microscopic slide to determine if cancerous cells are present. If the physician sees cancerous cells, another layer of skin is removed.

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HELLO
SUMMER
Look your best!
SEE PAGE 3

NEW!

Visit midwestderm.com and check out the extended hours at our Bellevue office location.



MOH'S AND MORE

The Midwest Dermatology team has significant experience in performing Moh's surgery, treating literally thousands of patients successfully with the procedure over the last 25 years. These thousands of patients have been able to return to their lives without disfiguring scarring and with the peace of mind that comes from knowing that all their cancer has been removed.

But not every case of skin cancer requires Moh's. Depending upon the individual situation, Midwest Dermatology's physicians may provide treatments ranging from simple excision surgery to topical chemotherapy. Melanoma, however, requires care of a different kind; wider excision so doctors can stage the disease and possible referral to a cancer specialist if the melanoma has spread.

THE ROLE YOU PLAY

You can play an important role in the diagnosis process by performing regular skin self-exams each month and being aware about changes in your skin. At the first sign of any of these changes, make an appointment with Midwest Dermatology. Here, our team of board-certified dermatologists takes diagnosis of skin cancer to the next level.

One of our highly experienced physicians specializing in conditions and diseases of the skin can perform thorough evaluation, and if necessary test any suspicious spots to see if they are skin cancer. Because Midwest Dermatology physicians have diagnosed and treated thousands of cases of skin cancer, they know the warning signs and the different ways cancerous cells can present on the skin.

Remember, just as the fight against skin cancer takes both diagnosis and treatment, it also requires the efforts of both you and the team at Midwest Dermatology.

DID YOU KNOW? NEW!

Midwest Dermatology has a new and improved Web site? You'll find loads of information, including:

- ◆ The latest updates and solutions to common skin conditions.
- ◆ Bios on our team of physicians.
- ◆ List of Midwest Dermatology office locations and phone numbers.
- ◆ Convenient patient information.
- ◆ Online request for MoleWatch, a free initial skin cancer screening for new patients.

Botox® THE TOTAL PACKAGE

Have you got a little frown line at the bottom of your forehead that won't go away? Are you sweating so profusely under your arms that you're leaving perspiration stains on your clothing? The answer to both these problems and others may be wrapped up in a bow – BOTOX®, that is.

Unwrap BOTOX® and you'll find a safe and effective treatment that has helped millions of people enhance their facial appearance and solve the embarrassing problem of excessive sweating of the underarms, hands and feet.

WHAT'S BEHIND BOTOX®?

Basically, BOTOX® is a purified drug made from botulism, the same bacterium that causes food poisoning. When used in very small doses, BOTOX® works by blocking involuntary muscle contractions and certain nerve signals.

It is approved by the Food and Drug Administration for a number of cosmetic and medical uses, and researchers continue to identify new potential uses for BOTOX®.

BOTOX® COSMETIC

When used on the face, BOTOX® temporarily paralyzes some of the muscles in the brow area, including stubborn frown lines between the brows. People who have had BOTOX® treatment can still frown and look surprised – just without the wrinkles and creases between their brows.

The results are nothing short of dramatic. After a few injections made with an ultra-fine needle, patients usually see significant improvement in frown lines with just a few days and results can last for up to four months.

Also, when compared with other cosmetic options, BOTOX® Cosmetic is affordable and

can be done in a done during a brief visit to a physician's office. Midwest Dermatology offers the treatment at all of its seven Omaha-area locations.

BOTOX® FOR SWEATING

For thousands of people who suffer from hyperhidrosis, excessive sweating that can't be managed with topical over-the-counter or prescription anti-perspirants, BOTOX® offers a real solution.

BOTOX® blocks the chemical signals from the nerves that stimulate sweat glands. When the sweat glands don't receive the chemical signals, the excessive sweating stops. The treatment involves a physician placing a very fine needle into the skin under the arm and injecting a small amount of BOTOX®. Typically, a doctor will make multiple injections under each arm.

If you'd like to find out more about BOTOX® and whether it might be the right package to address your needs, call Midwest Dermatology today.



A LOT OF COMMOTION ABOUT LOTION

If you've flipped through a magazine or watched television recently, chances are you've seen advertisements for several high-priced lotions containing anti-oxidant vitamins and special anti-aging and revitalizing formulas promising younger-looking skin.

But simply paying a premium price cannot ensure smoother, younger-looking skin. In general, everyday lifestyle choices – from diet to alcohol and caffeine intake to sun exposure – determine the way we age and the rate at which we age.

If you're really serious about achieving proven results for your skin, spend your time on a visit to Midwest Dermatology. Our board-certified dermatologists will assess your individual skin situation and be able to recommend not just options to try, but proven dermatological solutions, including:

Microdermabrasion to smooth the skin's surface and create a more radiant, youthful appearance.

BOTOX® to halt facial wrinkles and brow lines.

Restylane and Juvéderm™, two long-lasting fillers that restore the youthful contours of the face and smooth moderate to severe wrinkles.

Radiesse, a filler which not only reduces wrinkles, but also stimulates the body to create new collagen.

Peels in various formulas, which remove the skin's damaged outermost layer and along with it blemishes, wrinkles and uneven skin tone.

Laser treatments that resurface the skin and can help fight fine lines around the eyes and mouth.

HAIR TODAY gone tomorrow

It's summertime and the living is easy. Your days can flow even smoother with laser hair removal performed at Midwest Dermatology that leaves you feeling satiny smooth and virtually hair-free for up to three whole months!

With Midwest Dermatology's advanced GentleLase technology, you'll bid farewell to pesky stubble and ingrown hairs that are often seen with the use of traditional hair removal techniques, such as shaving, waxing and creams.

Plus, GentleLase hair removal can be used on most areas of the body, including the areas that both men and women will bare the most this summer:

- ◆ Legs & feet
- ◆ Abdomen
- ◆ Arms
- ◆ Face
- ◆ Bikini line
- ◆ Underarms
- ◆ Back
- ◆ Upper lip, chin & forehead

Not only does GentleLase remove the hair that's there today and keep your skin silky smooth for up to three months, it also slows the growth of new hair. Even better is the fact that the hair that does grow back is often lighter, finer and less dense.

Thanks to a special Dynamic Cooling® system, GentleLase hair removal is painless for most patients. Plus, because GentleLase eliminates hundreds of hair follicles at a time, larger areas can be treated in a single treatment session.

The easy life – not to mention smoother skin for the entire summer – can be yours. Just call Midwest Dermatology at **402-552-2555** and make an appointment for laser hair removal.

hello summer So long tattoo

If you want to show some skin this summer but would rather not worry about showing a tattoo, perhaps it's time you considered laser tattoo removal.

For people of all ages, laser tattoo removal can represent a fresh start. Whether you're getting ready for summer, looking ahead to college or a new job in the fall or simply seeking an opportunity to clear your skin in order to add a new design, Midwest Dermatology's procedure is the most effective available today.

INK BE GONE

But how does the removal process really work? At Midwest Dermatology, experienced technicians perform the procedure using the powerful Q-YAG 5 laser. The YAG laser delivers short pulses of highly concentrated light to the tattooed area.

The light actually passes through the outer layers of skin without damaging it, and is selectively absorbed by the ink below. The laser energy breaks the tattoo ink into minuscule particles that are safely filtered out of the body.

ERASE EVERY COLOR

Simply by adjusting its wavelength, the laser can be targeted to virtually erase every color of tattoo ink. This includes tattoo with blue, black, red, dark orange, as well as yellow, green and purple ink, which may require extra time and attention.

After treatment, skin typically returns to its normal tone with no visible marking or discoloration. Plus, patients can return to their daily routines right away, with little or no downtime.

If the season is giving you a reason to take your tattoo off, contact Midwest Dermatology to discuss laser tattoo removal. Taking off a tattoo – just like adding one – can open a world of possibilities!

FACE YOUR BIG DAY *acne-free*



Weddings and reunions and graduations, oh my! Without a doubt, summer is filled with momentous occasions and to make sure you look your best for the special days ahead, it's time to prepare now!

According to Midwest Dermatology's board-certified skin specialists, summer acne requires an approach specially suited to the season and to your individual situation.

First, remember that in the summer, skin may be oilier than it is in the fall and winter. It helps in the summer and year-round, to keep skin clean by washing it once or twice a day with a gentle cleanser and a soft cloth. If oily skin and acne problems persist, consult the team at Midwest Dermatology. One of our experienced dermatologists will be able to prescribe treatment to balance the skin and get the oil under control.

Second, realize that hot and humid summer conditions may themselves cause acne flare-ups. Sun exposure, instead of drying up pimples, often burns the top layer of skin and may, in fact, increase sebum production. Sebum is oil produced by the skin's cells. When sebum joins up with bacteria and other cells under the skin, acne gets its start. Also problematic are sunscreens, many of which can clog pores and worsen acne.

Once acne starts, it's helped along by sweat. People don't think twice about wiping sweat from their face with their hands. Plus, sweat is salty and, when rubbed across the skin, may irritate acne. Sweat, heat and friction may also cause summer body acne.

Finally, don't forget that increased emotional stress is frequently a cause of acne breakouts. So try to relax! "Whether you're reconnecting with long-lost cousins or saying 'I do' it's possible to stay cool and look that way, too!"

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.

- Omaha – Midtown Bellevue
- Omaha – Lakeside Norfolk
- Omaha – Oakview Blair
- Omaha – West Grand Island

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TELEPHONE (EVENINGS): _____



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FRACTIONAL LASER TREATMENT

SMOOTHER SKIN

in a fraction of the time!

If you don't have time to spare, you can still get luminous, smoother looking skin thanks to the new fractional laser skin resurfacing treatments now available at Midwest Dermatology.

Active FX and Deep FX are two related technologies that represent the very latest advancement in "fractional" laser treatment. The treatments are described this way because only tiny dots of laser energy are applied to treat a "fraction" of the skin. Just as importantly, patients experience much less downtime – as little as two to four days in some cases – but all the beautiful benefits of laser skin resurfacing!

FX EFFECTIVENESS

Active FX and the more intensive Deep FX treatment both result in the creation of new, healthy skin that has dramatically enhanced tone, texture and color. Specifically, patients see:

- ◆ Immediate skin tightening
- ◆ Fewer wrinkles and fine lines
- ◆ More even skin tone and texture, with less visible age spots and freckles
- ◆ Elimination or lightning of acne scars
- ◆ Plumper, fuller areas, thanks to new collagen formation
- ◆ Healthy, more youthful-looking appearance

The UltraPulse employed in both techniques is a major reason for the techniques' effectiveness. Considered the gold standard in CO2 lasers, the UltraPulse does "double duty," eliminating discoloration closer to the skin's surface and also infiltrating deep into the dermis layer of the skin to get rid of damaged cells and kick-start the growth of new collagen. The new collagen ensures that the skin's appearance continues to improve. And with subsequent and proper sun protection, the results can last for years!

THE TIME IS RIGHT

But what really makes the Active FX and Deep FX treatments "special" is the time – or lack of time – involved in the process. The treatments are ideal for those with active lifestyles because

NEW!

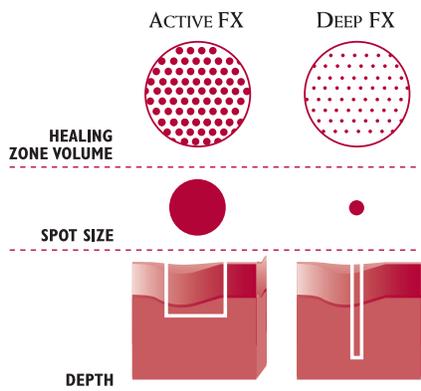
they can be conducted in the Midwest Dermatology office in a single session. Just imagine being able to have your entire face treated with Active FX in about 30 minutes and being back to your normal routine in as little as three to four days!

After treatment, the picture presented by Active and Deep FX is just as appealing. The small proportion of skin treated with the laser begins to gently flake off within a couple of days. Lotions and makeup can be applied four or five later. And, usually, all signs of treatment, including pinkness, are gone in about a week.

WHICH FX IS RIGHT FOR YOU?

Active FX is the perfect solution for active people who want to treat moderate wrinkles and sagging skin, or age spots on the face, neck or chest. With Active FX, more skin is treated, but the laser energy doesn't go as deep.

Deep FX is an ideal treatment for addressing deeper wrinkles and scars. With Deep FX, the laser actually treats less skin but penetrates deeper into the problem areas to create a thermal response.



If you're not sure which FX treatment might be right for you, simply call Midwest Dermatology at **402-552-2555** to schedule a personal consultation.



DURING TREATMENT: STAY Cool & "Chill"

If you're considering the new fractional laser skin resurfacing, your comfort and your comfort level are both ensured thanks to the new Zimmer Laser Cooling System available at Midwest Dermatology.

Our dermatologists will use the "Zimmer Chiller" during Active FX and Deep FX laser skin resurfacing treatments, as well as laser tattoo removal treatments. Midwest Dermatology's ultimate goal is always patient comfort during these advanced procedures.

Unlike other methods, the Zimmer system cools the skin by blowing chilled air onto the skin's surface before, during and after the entire laser resurfacing procedure. In addition to keep you relaxed and "cool" throughout treatment, the Zimmer can eliminate the redness and stinging seen after treatments without any chilling treatment.

Finally, no matter how much chill is needed, Midwest Dermatology has it covered. The Zimmer features six different air flow rates so patients can receive the cooling intensity they prefer

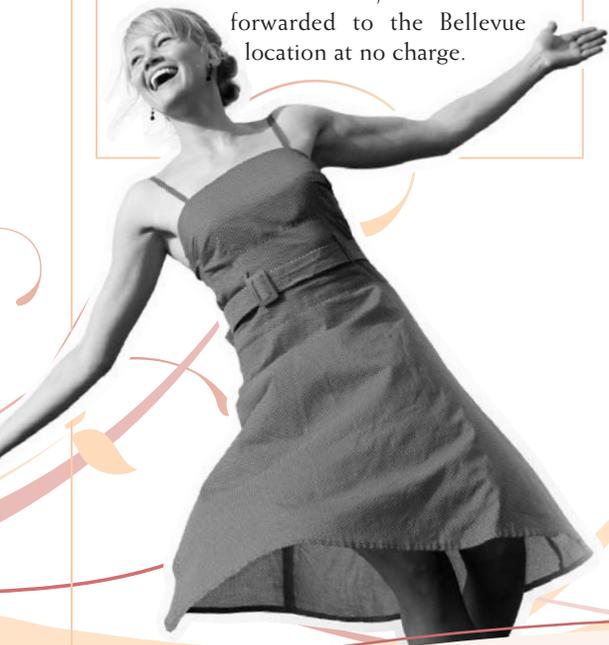
BELLEVUE HOURS EXTENDED

TO ENSURE CARE FOR NEBRASKA CITY PATIENTS

Midwest Dermatology is now offering extended hours at its Bellevue office location to better serve patients in both Bellevue and Nebraska City. The Midwest Dermatology Nebraska City Clinic in Nebraska City recently closed due to water damage that rendered the facility unusable.

The Bellevue clinic is conveniently located at 720 Fort Crook Road in the Bellevue Business Centre. Just a 45-minute drive from Nebraska City off of Highway 75, the Bellevue office features plenty of parking at the front door.

To make an appointment, Nebraska City residents can call the same local number, **402-873-5127**; calls will be forwarded to the Bellevue location at no charge.



LEAVE WRINKLES BY THE WAYSIDE

Just because you're living a full and active life, doesn't mean you have to be resigned to wearing all of your experiences on your face. Today, Midwest Dermatology is proud to offer a complete spectrum of options for treating fine lines and wrinkles.

PEELS

From gentle "lunch-hour" peels to deeper penetrating peels, Midwest Dermatology can help you remove fine lines and sun damage from your skin's surface, and reveal the smoother, fresher skin underneath.

MICRODERMABRASION

Think of microdermabrasion as a way to bring out your body's younger-looking skin. In just 20-30 minutes, skin is gently exfoliated with microscopic aluminum oxide crystals and the old skin cells are removed. An added plus is that the

microdermabrasion treatment stimulates new growth in your skin!

COSMETIC FILLERS

Midwest Dermatology offers a variety of long-lasting fillers such as Restylane, a natural filler that smooths and firms the skin; Radiesse, which fills in wrinkles and rebuilds skin at the same time; and Juvéderm™, injectable gel that can smooth wrinkles for up to one year!

BOTOX®

Even the most stubborn frown lines are no match for BOTOX®! Actually a purified drug made from the same bacteria that causes food poisoning, BOTOX® is a safe and effective treatment that temporarily paralyzes some of the small muscles in the brow area and gives patients a more youthful appearance.

Not sure which treatment might be right for your wrinkles? Make an appointment today to talk to one of our board-certified dermatologists.

DIAGNOSIS: AN IMPORTANT 1ST STEP – CONTINUED FROM PG. 1

Melanoma also has its own warning signs. The physicians at Midwest Dermatology look for:

- ◆ Moles that are asymmetrical, or not round
- ◆ Moles with irregular, or ragged, edges
- ◆ Moles that have multiple shades of colors
- ◆ Moles that are new, growing or changing colors
- ◆ Moles that itch or bleed



You can play an important role in the diagnosis process by performing regular skin self-exams each month and being aware about changes in your skin. At the first sign of any of these changes, make an appointment with Midwest Dermatology. Here, our team of board-certified dermatologists takes diagnosis of skin cancer to the next level.

First, a highly experienced physician specializing in conditions and diseases of the skin can perform a thorough skin examination.

Because Midwest Dermatology physicians have diagnosed and treated thousands of cases of skin cancer, they know the warning signs and the different ways cancerous cells can present on the skin.

Next, a dermatologist can confirm whether or not a suspicious skin area is cancer by using a biopsy. A biopsy involves removing a tiny sample of the suspect skin tissue or cutting away a very thin layer of skin and examining the cells under a microscope.