

SKIN CANCER PROTECTION THE INVESTMENT OF A LIFETIME

The things we see on our skin's surface – sun spots, moles and various forms of skin cancer – don't typically "just happen." Often, they're the result of many years of exposure and damage to various levels of your skin.

So what can you do today that will be reflected in a lifetime of strong, healthy and cancer-free skin? Plenty, according to the board-certified skin specialists at Midwest Dermatology.

COMMITMENT 1: UNDERSTAND THE DANGER

Each day in the United States, 2,739 people learn that they have skin cancer. That incidence adds up to approximately 1 million new cases of the disease each year.

Chances are that these 2,700-plus people are just like you. They never considered that they would become part of a set of startling statistics about the group of diseases considered skin cancer:

- ♦ 10,000 estimated deaths each year.
- ♦ Rising incidence of melanoma, the most serious form of skin cancer.
- ♦ Between a 40 and 50 percent chance that if you live to age 65 you'll develop skin cancer.

The bottom line is that skin cancer is a serious disease that is diagnosed more often than breast cancer, prostate cancer, lung cancer and colon cancer *combined*. It can be highly disfiguring to the face and body, and the most serious types of skin cancer can be fatal.

COMMITMENT 2: LEARN THE WARNING SIGNS

There are several types of cancer that start in the skin. You can help yourself and your family if you know a little bit about each of the different conditions and know the warning signs of each.

Basal cell carcinoma the most common type of skin cancer, accounts for about 80 percent of skin cancers. It typically starts in the bottom layer of the epidermis, which is called the basal layer. Basal cell cancer generally grows slowly and stays put; it doesn't usually spread to other parts of the body.

Squamous cell carcinoma starts in the upper layer of the epidermis, but tends to invade the tissue below the skin's surface. About 16 percent of the skin cancer cases diagnosed are squamous cell. Fortunately, both basal cell and squamous cell cancers have a very high cure rate – above 95 percent – if they are caught and treated early.

BE AWARE AND BE WARNED!

The warning signs for both basal and squamous cell skin cancers are similar. Be on the lookout for:

- ♦ New or existing growths that increase in size
- ♦ Spots that itch, crust, scab or bleed
- ♦ Open sores that will not heal

Melanoma, a much less common but much more serious type of skin cancer, begins when the body's pigment-producing tanning cells experience uncontrolled growth. Although melanoma cases account for only 4 percent of skin cancer, 80 percent of skin cancer deaths are attributed to melanoma. Melanoma may develop in a mole, so stay attuned for the ABCDE warning signs below:

Asymmetry - does one half of the mole match the other?

Border - are the edges of the mole ragged or blurred?

Color - is the mole's color consistent throughout or is it mottled in appearance?

Diameter - is it bigger around than a 6 millimeters (about the size of a pencil eraser)?

Evolving - is the surface of the mole raised?

COMMITMENT 3: PROTECT YOURSELF

With all of the information, recommendations and tips available on how to protect your skin, you might feel overwhelmed. But there are several everyday ways you can drastically improve the sun protection you provide to your skin – which is actually the body's biggest organ – and the rest of the body that resides inside of it.



CONT. ON PAGE 4



A brighter outlook

FOR BIRTHMARK SUFFERERS

Bye-Bye BIRTHMARKS!

You don't have to wait another day to say farewell to birthmarks. That's because Midwest Dermatology's cutting-edge laser treatments are effective at clearing birthmarks of all shapes, sizes – and colors – including:

- ▶ Port wine stains
- ▶ Strawberry hemangiomas
- ▶ Café au lait spots
- ▶ Flat brown birthmarks
- ▶ Freckles
- ▶ Age and sun spots

Other red and brown skin discolorations can also be treated, including spider veins and broken blood vessels, redness caused by rosacea and ruddy brown facial skin resulting from wind and sun exposure.

Midwest Dermatology was the first in the Midwest to offer pulsed dye laser therapy and today our V-Beam laser means the future is brighter than ever for those with disfiguring red and brown birthmarks.

The V-Beam is safe and effective for all ages – even babies – and is considered highly effective at removing the redness of vascular lesions without damaging surrounding skin.

In fact, results from a recent international clinical trial involving patients show that pulsed dye laser therapy – including treatment with Midwest Dermatology's V-Beam laser – has a higher level of patient satisfaction than alternative treatment options. In the study, which was conducted at the University of Copenhagen, 75 percent of patients with port wine stains reported experiencing "good or excellent clearance" rates with pulsed dye laser treatment, while less than 30 percent of those undergoing alternative treatments reported "good or excellent clearance."

A POWERFUL PULSE

V-Beam works by sending out an intense pulse of laser light that quickly passes through the skin's outer layers and is absorbed by the blood vessels that lie beneath the skin's

surface. The laser light turns into heat and destroys the problem blood vessels; the particles are then absorbed back into the body during the healing process.

Most patients need just a few V-Beam treatments to clear their skin significantly. Patients with port wine stains, dark or large hemangiomas or severe rosacea may require multiple treatments.

THE REAL VALUE OF V-BEAM

Because the micro-pulses let more power come through, gently, in a single session, the majority of patients find that their course of treatment with the V-Beam is shorter overall.

Recovery time is shortened, too, because the micro-pulses allow the laser light to target the blood vessels more precisely.

Ready to find out why more patients are finding success with V-Beam pulsed dye laser treatment? Call (402) 552-2555 today to schedule an expert consultation.



CLEARING THE WAY for change

Before big change can happen in your life – graduating, starting a new career, entering into a new relationship and more – you have to make room for it.

And this is exactly where the YAG laser at Midwest Dermatology can help. The YAG can effectively take on any color of tattoo and remove it permanently – thereby making room for all sorts of life-changing situations!

Midwest Dermatology recognizes that your reasons for making changes are as individual as you are. You may want to have a tattoo removed because you're:

- ◆ Interested in a new tattoo design
- ◆ Need to update a design that is faded or fuzzy

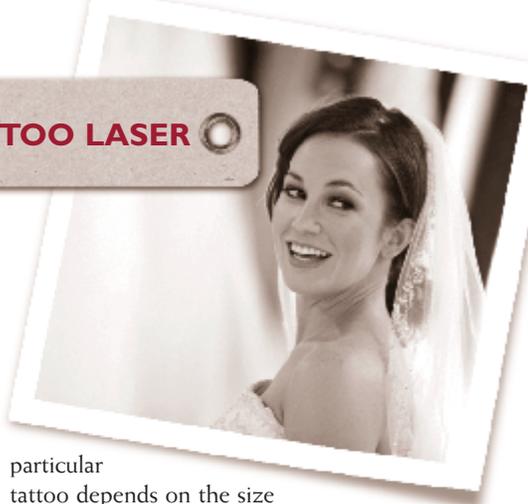
- ◆ Getting married or in a new relationship
- ◆ Having children
- ◆ Changing jobs, careers or industries
- ◆ Updating or changing your wardrobe
- ◆ Graduating from high school or college

Fortunately, even the most colorful tattoos can be removed, even those with designs involving yellow, green and purple inks. The powerful YAG laser light targets the varying ink colors individually and shatters the tattoo ink into miniscule particles. The body rids itself of the particles naturally; all you see is the ink color fading from the skin!

Tattoo removal at Midwest Dermatology is safe and easy. Because the laser light targets the ink, not the skin, most patients experience very little or no discomfort. The actual number of visits required to remove a

particular tattoo depends on the size and colors of the tattoo. Many patients have their tattoo removed in two or three visits – others may require additional visits.

Removing a tattoo can definitely be a life-changing experience. If you're ready, Midwest Dermatology and its experienced physicians and technicians can help clear the way!



Treatment
gains in
popularity!

Glowing results IN A FRACTION OF THE TIME

What did you do last week? Yesterday morning? Chances are that your days and weeks are an absolute blur of activity – kids, work, commuting, errands, housework, whew!

It's a good thing, then, that fractional laser treatment at Midwest Dermatology can deliver noticeable results in just a single treatment session. Not only do you not have to take time off from your busy schedule to have the treatment, fractional laser treatments are gentle enough so you won't experience much downtime.

SMOOTHER SKIN ON A BUSY SCHEDULE

Midwest Dermatology offers two innovative fractional laser treatments that let patients receive treatment in less than an hour, and see results within a week.

Active FX is ideal for treating medium-deep wrinkles, or age spots on the face, neck and chest. With Active FX, more skin is treated, but the laser energy is targeted, so it doesn't go very deep.

Deep FX is better for treating deeper wrinkles and scars on the skin. Even though a limited amount of the skin surface is treated, the laser penetrates further to create a positive thermal response in the skin.

If you're not sure which FX fractional laser treatment is right for you, don't worry. At Midwest Dermatology, a skilled dermatologist will evaluate your skin and discuss with you the results you want to achieve. Then, a treatment plan will be recommended.

RESULTS RIGHT AWAY

The reason you and others around you start seeing results so quickly with fractional laser skin resurfacing is that the treatments truly jump-start your body to create new skin cells. The new skin has better tone, texture and color with:

- ◆ Fewer wrinkles and tiny lines
- ◆ Less visible age spots and freckles
- ◆ Lightening of acne scars
- ◆ Plumper, fuller-looking areas, because of the new collagen that forms
- ◆ Smoother and tighter looking appearance

SMALLER AREA, BIGGER RESULTS

FX treatments are called "fractional" because a smaller area – or fraction – of the skin is actually on the receiving end of the laser's energy. Instead of a traditional full beam of laser light that could damage the skin, tiny dots of laser energy are applied to the skin. So even though the same overall area – such as the face or chest – can be treated, a much smaller quantity of skin is affected by the laser.

One of the biggest advantages of FX fractional laser treatments is that those undergoing treatment experience little or no bruising afterward. In fact most people undergoing FX have a hassle-free recovery. About two days after treatment, the small area of the skin's surface treated by the laser gently flakes off. About four or five days later, cosmetics and lotions can be applied. At the end of a week, the only outward sign of treatment is skin that looks smoother and more youthful.

MORE IN STORE

Today, thousands of people worldwide are taking advantage of FX fractional laser treatments because of the treatments' unique advantages of effectiveness, little to no bruising and shortened recovery time.

The beauty of the fractional laser treatments at Midwest Dermatology is that they bridge the gap between laser skin resurfacing treatments that work on mainly on the skin's surface and those that work only at the dermal, or deeper, level of the skin. So you can achieve significant results without the drawbacks of more extensive treatment.

Both Active and Deep FX fractional laser treatments can deliver more results when they're combined with other skin solutions available at Midwest Dermatology. For example, some patients choose Active FX to rid their faces of fine lines and then select Radiesse dermal filler to add volume and contour to their face. Your Midwest Dermatology team is happy to consult with you about which treatments are best for you.





CONT. FROM PAGE ONE

First, be sun smart. If you have a choice, avoid the sun when it's strongest, between the hours of 10 a.m. and 2 p.m. If you are outside, take steps to filter and prevent ultraviolet rays from damaging your skin. Lotions and creams with a Sun Protection Factor, SPF, of 30-45, or higher, can help, as can hats, long-sleeved shirts and pants.

Second, think twice about tanning. Indoor tanning booths are dangerous because of the ultraviolet A rays they emit. UV-A rays have been linked to deeper, long-term skin damage. Fortunately today, there are safe and streak-free cosmetic tanners that provide the same healthy and bronzed look without the danger.

COMMITMENT 4: GET EXPERT DIAGNOSIS & TREATMENT

While it's important for you to know the warning signs and be on the lookout for suspicious spots, nothing can take the place of expert medical diagnosis and treatment.

At Midwest Dermatology Clinic, basal cell and squamous cell carcinomas are diagnosed with a biopsy, in which a physician removes

all or some of the skin growth and has the skin tissue examined under a microscope.

A highly effective treatment for basal cell and squamous cell cancers in use at Midwest Dermatology is Mohs surgery. According to the American College of Mohs Surgery, clinical studies conducted at world-class medical institutions show that Mohs surgery has five-year cure rates of 99 percent for new cancers and 95 percent for recurrent cancers.

With Mohs, doctors use a systematic, microscopic search technique to trace the skin cancer all the way around its edges, down to its roots. Thus, the likelihood of complete removal of the tumor increases and more healthy skin is saved.

Treatment for melanoma involves surgery to excise the cancer and possible referral to a cancer specialist for further treatment.

EVERY DAY, EVERY WAY

All of the everyday investments of time that you make today – the moments it takes to put on sunblock or a hat before you go out, the minutes it takes to regularly examine your skin for changes, the hour it takes to see a dermatologist for an exam – pays off in big ways throughout your lifetime.

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 and cannot be used as a substitute for an annual skin examination.

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

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GO TO great lengths WITH LATISSE!

NOW YOU CAN TAKE YOUR LASHES TO WHOLE NEW LENGTHS WITH LATISSE, A DRAMATIC EYELASH ENHANCEMENT PRODUCT AVAILABLE AT MIDWEST DERMATOLOGY.

Latisse is a brand new, FDA-approved product designed to revitalize the look of lashes that are fine, light or simply shorter. If you've ever felt your lashes were not as lush or noticeable as you would like, Latisse could be for you.

What's unique about Latisse is that it actually promotes new eyelash growth and thickening. Both existing and new lashes are lengthened, strengthened and darkened, which contributes to a more youthful-looking appearance.

RESULTS IN WEEKS

Patients who have used Latisse start to see results in about eight weeks. More pronounced results can be seen 12 to 16 weeks after starting treatment.

Latisse is a daily cosmetic treatment that works by affecting the eyelash hair cycle in two ways. First, the length of the growth cycle is extended. Second, the number of hairs that grow during the growth phase is increased. If treatment is stopped, eyelashes will return to their pre-treatment length, color and thickness over time.

SAFE & EASY TO USE

Because Latisse is an ophthalmic product, it's safe to use around your eyes. The treatment is done at home; patients use a sterile, single-use, disposable applicator to deliver Latisse to the base of the upper eyelashes every evening.

Midwest Dermatology is one of the area's first and only physician practices that can help you determine if Latisse is right for you and write you a prescription. To find out more about the lengths your lashes can go to, call (402) 552-2555 today!



individual results may vary



The Doctor is in... ARE YOU?

We've all been there. Maybe you've got a little "thing" you'd like to talk to a dermatologist about. But then you think twice about it. Worry that you're making something out of nothing. Put it off. Forget to call and make an appointment. And basically just wish and hope that the "thing" will resolve itself and you can forget all about it.

Midwest Dermatology understands the qualms you might have and because we want to be your source for medically sound information about your skin, we're happy to provide you with the warning signs of skin cancer and to be your resource for all "things" skin!

Remember, if you've got questions, don't hesitate to make an appointment with one of our experienced dermatologists. It's only by catching skin cancer and pre-cancerous conditions early that the disease can be prevented from spreading below the skin's surface. Call (402) 552-2555 today.

FREE MoleWatch[®] SKIN CANCER SCREENING

Midwest Dermatology offers FREE MoleWatch screenings at any of its clinic locations. This valuable, professional examination is designed to help patients with untreated skin cancers obtain diagnosis and treatment. To schedule your MoleWatch consultation, visit midwestderm.com or complete the coupon on the back page.





STRESSED OUT?

So is your skin



The medical community has known for years that past a certain point, stress starts to cause problems and contributes to higher blood pressure, increased risk of heart attack and stroke and a suppressed immune system.

What's much less widely known is that stress shows itself in skin conditions and symptoms, too. In fact, there are a number of skin diseases and conditions that tend to arise when we undergo physical and emotional changes that our bodies perceive as stressful. Fortunately, Midwest Dermatology understands what's behind the symptoms that are showing on skin that may be stressed out and just what you can do.

THE SKIN-STRESS CONNECTION

▶ ACNE: AVOIDING BREAKOUTS

Doctors aren't sure if stress causes acne, but it certainly can worsen it. If you are prone to breakouts, stress could cause your body to produce more hormones that in turn affect the skin oil that your body produces. Stress can also slow down the healing process, so a breakout on your skin stays longer.

But don't worry! Midwest Dermatology can get you through the breakouts. Prescription tools include oral medications, including antibiotics and Accutane for very serious cases; and topical medications like Differin, antibiotics and prescription strength benzyl peroxide that are applied to the skin's surface.

▶ HIVES: SET OFF BY ALLERGENS

Hives is a skin condition with somewhat mysterious origins. Hives happen when the body's immune system is threatened and over-responds with an allergic reaction. What sets the allergic reaction off varies. It may be food, medicine, pollen, an insect bite and any one of these may be exacerbated, or worsened, by stress.

Of course, just the presence of hives is stressful. They can be horribly itchy and appear as angry, red welts all over the body. Because stress can worsen the hives, seek treatment. Our physicians can recommend and, if necessary, prescribe topical medications to relieve swelling and itching, as well as oral and injectable medications designed to calm the symptoms from the inside out.

▶ HAIR LOSS: DIAGNOSING THE "WHY"

Stress can show up on the top of your head, too. The resulting hair loss, which is oftentimes unexpected and somewhat scary, is caused by physical or emotional stress. The stress causes hair loss, the hair loss is stressful – it turns into a vicious cycle.

So the best place to start reducing the stress is with a diagnosis. Midwest Dermatology's board-certified specialists can help determine the "why" behind your hair loss by looking at your hair type, the pattern of your hair loss and factors such as blood hormones.

You may be diagnosed with one of two common types of hair loss, called telogen effluvium or alopecia areata. In both conditions, the hair generally grows back when the stressor is resolved, but the regrowth may take time, support and treatment.

▶ ROSACEA: TRIGGERED BY STRESS

Rosacea is an acne-like condition that starts small, then can come and go throughout your lifetime. Often linked to diet, rosacea can also be triggered by emotional stress.

Although rosacea can't be cured, the team at Midwest Dermatology can prescribe several effective treatments, including antibiotics for redness and inflammation; Metrogel, a strong water-based gel containing the drug called metronidazole, treats symptoms and laser surgery can help remove the tiny spider veins that often appear with rosacea.

▶ PSORIASIS: OUTBREAKS LINKED TO STRESS

Psoriasis is another skin condition with no known cure that is triggered by stress. In fact, many psoriasis sufferers can trace their first outbreak back to a particularly stressful event. As with rosacea, the very visible nature of the symptoms is stressful in and of itself. The thick, raised, reddish patches of skin covered by white skin scales can be very noticeable.

Midwest Dermatology's psoriasis treatments focus on three areas:

1. addressing the swelling, itching and inflammation
2. preventing outbreaks
3. slowing the spread of the disease.

Our experienced team treats psoriasis differently, depending upon where it is on the body. Treatments may range from medicated shampoos for psoriasis on the scalp to lotions and creams for use on the body to biologic drugs and light therapies that treat the condition both inside and outside the body.

▶ EXCESSIVE PERSPIRATION: TOO MUCH STRESS?

Sweating isn't just the sign of a good workout, it can also be a sign of too much stress. Extreme emotional pressure tends to trigger hyperhidrosis, which in layman's terms is excessive sweating. The cause of stress-related hyperhidrosis can often be found in the body's nervous system that controls body functions like heart rate and blood flow.

Midwest Dermatology is now offering safe and proven BOTOX injections that help to resolve the problem by temporarily blocking the chemical signals from the nerves that stimulate the sweat glands. When the sweat glands don't receive the signals the excessive sweating stops.