When it comes to cold-weather skin conditions, eczema is a bit of a problem child – and it’s one with an extended family! That’s because eczema isn’t just a single condition, but rather a collective of related skin conditions grouped under the same heading.

Fortunately, Midwest Dermatology is here to help. Not only do our dermatologists have the expertise to know what’s what, they also have the experience needed to help you manage a condition that can change throughout your lifetime.

**IS IT ECZEMA?**

Dermatologists, including ours, will tell you that eczema is a general term for any type of dermatitis. Dermatitis, by definition, is an “inflammation of the skin.”

But what most of us in the general public call eczema is actually atopic dermatitis, a more severe, long-lasting condition that not only makes skin itchy and red, but may also, at times, make skin blister, peel and ooze.

Complicating matters is that not every case of the condition looks exactly the same. So before diagnosing eczema, Midwest Dermatology will:

- Examine your skin
- Review your medical history
- Zero in on a patient’s specific symptoms

Once a diagnosis is made, your dermatologist can recommend a method of treatment based on two things: where the eczema appears on your body and how old you are.

**3 STEPS TO EASE THE ITCH**

Even though Midwest Dermatology treats every patient individually, our physicians do practice the same three-step process to manage eczema effectively:

**STEP 1: MANAGE DRYNESS** by prescribing proven skin care regimens and products that add moisture to the skin and lock it in. Because eczema can show up all over the body, including the face, scalp, hands, chest, inside of elbows, and other places, this can be challenging.

**STEP 2: MANAGE THE ITCH.** Prescription ointments like Elidel and Protopic, which are both applied to the surface of the skin, can help squelch the severe itch of eczema. Triamcinolone is a corticosteroid, which helps reduce inflammation. Elidel isn’t a steroid, instead it works at the immune system level to stop the biologic process that causes the skin to itch.

**STEP 3: MANAGE THE TRIGGERS** that spark eczema. Triggers are personal (pet dander and cigarette smoke, for example) and with the help of Midwest Dermatology, you can determine how to avoid or limit exposure to them, thus preventing eczema outbreaks before they start.

Remember, eczema isn’t a cinch to deal with, but dealing with it doesn’t have to be one of life’s big dilemmas either. To get started on a treatment plan, call Midwest Dermatology at 402-552-2555 to schedule a consultation. See specific types of eczema and dermatitis on the next page.

**HOW COOL IS HEALTHY SKIN?**

The answer is **VERY** cool, especially this time of year! And when the thermostat dips, you can be sure your skin is looking and feeling its best by being aware of the common skin conditions that can crop up in the autumn and winter months.

**ECZEMA** and **DERMATITIS** are two of them and Midwest Dermatology is happy to share tips for tackling them wherever on the body they develop. **PSORIASIS** and **ACNE** tend to make fall appearances, too, but with proper diagnosis and treatment, we can help you send them packing.

Of course, you know Midwest Dermatology is your source to turn to when you suspect SKIN CANCER, but in this issue we’ll give you an idea of when you should see your dermatologist after you’ve been treated for any cancer of the skin.

Last but not least, fall is the primo season to consider those procedures that keep you looking good all year long. For example, **COOLSCULPTING** now can freeze away fat and keep you looking sleek throughout Midwestern sweater weather. And scheduling an **FX TREATMENT** or **SPIDER VEIN TREATMENT** in November, means you’ll be the one looking and feeling fresh throughout the busy holiday entertaining season.

Hey, healthy skin is always cool – all you have to do is turn the page and leave it to Midwest Dermatology!
REAL-LIFE REGIMEN

WHEN it comes to acne treatment, Midwest Dermatology believes every acne sufferer can benefit by following an approach built around a real-life skin care regimen.

Real-life skin care regimens are exactly what Midwest Dermatology specializes in. Our experienced dermatologists create an individual regimen for every acne patient as a way to provide a tailored, step-by-step daily skin care regimen that can be practiced day in and day out.

Even though the specifics of the daily skin care regimen for every patient, the steps involved are the same:

- Gently cleansing skin one or more times per day to remove dirt that can block pores and result in inflammation.
- Removing oil from the skin’s surface with benzoyl peroxide solutions or topical antibiotics that fight bacteria.
- Applying prescribed medications like Retin-A and Differin to loosen blackheads, unclog pores and help prevent pores from becoming clogged again.
- Moisturizing the skin with non-oily lotions and creams.
- Taking prescribed oral medications. Drugs like minocycline, amoxicillin and doxycycline all work to lower the bacteria levels present in acne-affected skin, or Accutane for severe cases of acne.
- Regular skin examinations by a dermatologist.

According to dermatologic experts, consistency is the key to ensuring successful acne outcomes. What wins the day with acne is when patients follow their individualized acne skin care regimens 365 days a year – even when their skin is clear. This is especially true considering that some acne treatments take a minimum of 8-12 weeks to begin working.

If you or your teenager want to find out more about a skin care regimen that you and your teen can really live with, give Midwest Dermatology a call at 402-552-2555.

MEET THE EXTENDED ECZEMA FAMILY

Throughout you and your family’s life, you may have met one or more of the members of the extended eczema and dermatitis family. Fortunately, Midwest Dermatology has met them too, and knows exactly how to best treat these related – but completely distinct – conditions.

Atopic Eczema “The Grand Matriarch”

Known as the most severe and long-lasting form of eczema, atopic is characterized by red, sometimes scaly patches on the inside of elbows and the backs of knees, although it can appear anywhere on the body. Atopic eczema is likely to appear for the first time in childhood and can continue on into adulthood.

Nummular Eczema “The Long Lost Uncle”

Just like that relative who appears out of nowhere, nummular eczema tends to just show up – most typically in the winter months, and overstays its welcome, sticking around for weeks or months. Its symptoms – round patches of dry skin that may itch and burn, often on the lower legs – may be confused with allergies. Though, according to the National Eczema Foundation, there’s no connection. This type of eczema is more likely to affect men than women.

Dyshidrotic Eczema “The Sole Sister”

This type of eczema presents as tiny, itchy, sometimes painful blisters on the soles of the feet and the palms of the hands. If scratched enough so they break, the blisters release fluid that can cause the skin to crust and dry out. Unfortunately, soap and water tend to exacerbate the condition.

Seborrheic Dermatitis “The Black Sheep”

Showling up as dandruff on the scalp and as itchy, sometimes red scales, elsewhere on the body, seborrheic dermatitis can absolutely make you feel like the proverbial outcast in any setting. Its cause is unknown, but the fungus that grows in sebum, which the human body secretes through skin cells, and stress are thought to be contributing factors.

Contact Dermatitis “The Wayward Son”

Just like an offspring who goes his own way, contact dermatitis is a condition with a mind of its own. It’s actually a reaction that occurs when the skin comes into contact with certain substances that irritate the skin and cause burning, itching and redness. Contact dermatitis can be caused by substances that are hard on and irritate skin like rough fabric and chemicals, as well as by substances that a particular individual may be allergic to, like animal or vegetable proteins from foods or pet dancer.

Hand Eczema “The Baby of the Family”

At first blush, hand eczema might sound less important than the other forms of eczema. However, this relatively common form of eczema can result in redness, pain, skin so dry it peels, flakes, cracks and blisters. And this is in addition to itching! The good news is that because hand eczema is often triggered by contact with a specific skin irritant (like a mechanical fluid or cleaning solution), the symptoms will generally resolve when the irritant is removed.

ACNE-FREE SKIN DEPENDS ON REAL-LIFE REGIMEN

A FAMILY OF TREATMENTS

Midwest Dermatology employs a comprehensive family of prescription steroid creams, as well as over-the-counter ointments to help patients manage the symptoms associated with their eczema or dermatitis condition. These treatments play a key role in Midwest Dermatology’s three-step approach (see page 1) to preventing eczema flare-ups and maintaining skin’s health. To be evaluated for eczema, call 402-552-2555 and make an appointment with a dermatologist today!
WHERE’S THE BEST PSORIASIS TREATMENT

Today, the answer might just be your very own home! That’s because continuing advances are now allowing some Midwest Dermatology psoriasis patients to give themselves injections at home instead of coming into the doctor’s office to undergo treatment.

Currently, the at-home injectable medications include drugs known as “biologics.” According to the National Psoriasis Association, biologics are protein-based drugs cultured in a lab. Up until now, biologics approved by the Food and Drug Administration, including Enbrel, Humira, Stelara and Remicade, have only been given to patients by injection or intravenous (IV) infusion at a doctor’s office.

What makes biologics different is that they don’t simply work against the red, scaly and sometimes painful patches on the skin that characterize psoriasis. Instead, they attack the root cause of the disease. Specifically, biologics target the T cells in the immune system that, with psoriasis, go into overdrive and result in inflammation and thick, scaly skin.

Midwest Dermatology realizes that doing at-home biologics injections isn’t an option for everyone. As your dermatology partners, our physicians are always available to discuss the full range of treatment options available for managing psoriasis, including:

- **TOPICAL MEDICATIONS**, including both prescription creams and ointments and over-the-counter lotions, that are applied to the skin’s surface. Some of the most effective topical medications contain steroids that help reduce the swelling and redness that come along with psoriasis.
- **ORAL MEDICATIONS**, including systemic drugs that work throughout the body (systemic drugs can also be given via injection).
- **PUVA LIGHT THERAPY**, which combines treatment with ultraviolet light A (UVA) with a light-sensitive cream to slow down cell growth.
- **BIOLOGIC MEDICATIONS** that can be given at our office.

To find out more about the new at-home biologics and whether they’re right for you, call Midwest Dermatology at 402-552-2555.

NEW TREATMENT HELPS SHED THE RED OF ROSACEA

**ROSACEA PATIENTS** looking for relief from one of the disease’s most frustrating symptoms have a new treatment to consider. The U.S. Food and Drug Administration has approved Mirvaso, a topical gel, as a treatment for the facial redness that plagues adults with rosacea.

Applied once daily, Mirvaso works quickly to diminish and lessen the facial redness which is a hallmark of rosacea. Rosacea is a chronic condition, and it’s important to note that Mirvaso does not cure the disease, but works against the symptom of redness.

Rosacea sufferers may still experience other symptoms (i.e., bumps, blemishes or visible blood vessels) when their condition flares up. Rosacea outbreaks can be triggered by a variety of environmental factors such as hot foods, hot baths, and sun exposure. Stress may also trigger the condition.

To find out if Mirvaso is the right way for you to shed the red of rosacea, contact Midwest Dermatology today!

GRIN AND BARE IT ALL WINTER LONG!

**WHETHER** you’re wearing pantyhose, textured tights – or as so many of us are doing today – going bare-legged with that dress or skirt, you can count on Midwest Dermatology to help make sure your legs look sensational all season long!

Our V-Beam Laser Treatment and sclerotherapy treatment help improve circulation and resolve nagging cosmetic issues like:

- Tiny spider veins on your ankles, which can be highlighted by cropped pants.
- Larger spider veins behind the knees – right at the point that pencil skirts hit you!
- Varicose veins that can show up behind the knees.

The V-Beam procedure is a gentle laser light treatment that passes through the outer layer of skin and takes aim at the blood vessels. The veins are heated and destroyed, with no damage to the skin or the rest of the leg. Sclerotherapy is also a targeted procedure, but it’s an injection of specialized solution instead of laser light that causes the vein to fade away. As many patients have various sizes of veins that need to be treated, a patient may undergo both treatments to achieve her desired result.

Both treatments are safe and effective, and they’re done right in the Midwest Dermatology office. Best of all, these leg vein treatments let you dress and live the way you want to today!

YOUR LEGS Will Be Ready for Summer!

To find out more, schedule a consultation with one of Midwest Dermatology’s board-certified dermatologists today.
Cosmetic Fillers

Midwest Dermatology’s advanced weaponry against wrinkles also includes the newest dermal fillers that soften wrinkles and firm up skin tone. Juvaderm gel and Restylane both help restore the hyaluronic acid that’s naturally found and responsible for the volume and smoothness of younger skin. Juvaderm helps smooth out and fill in the lines between the nose and the corners of the mouth, and also those wrinkles known as “parethenses lines” on the outer corners of the mouth.

Restylane is effective against the nose-mouth folds, too. And both can also be used to plump up lips that, as they age, develop tiny pucker lines and wrinkles. Each of the products delivers long-lasting results, up to 6-12 months for most patients.

For patients who really want to fight back against wrinkles, Juvaderm and Restylane can be done in conjunction with procedures like BOTOX® and skin resurfacing. Done together, these solutions can make skin smoother and fuller, with fewer signs of aging.

FX Skin Resurfacing

Fractional laser skin resurfacing, or FX laser treatment, is an ideal way to erase the signs of aging and make way for newer, younger-looking skin. Unlike older skin resurfacing techniques, fractional treatment treats only a small portion of the skin with laser light. The “fractional” amount of treated skin then bridges together to create healthy new skin that is noticeably smoother and more youthful looking. Midwest Dermatology offers three FX options to meet a range of skin issues and conditions.

ACTIVE FX is the perfect solution for skin issues like:
- Small facial scars, including acne scars
- Fine facial wrinkles
- Pucker marks around the mouth
- Loose skin around the jowls

DEEP FX can address surface skin issues, but it also targets deeper inside the skin. This kick starts the growth of new collagen, which tightens up loose and sagging skin. You should use Deep FX to battle:
- Deeper wrinkles on the face, especially in the forehead and around the mouth
- Crow’s feet around the eyes
- Small brown age spots and uneven skin tone and color
- Sagging skin on the face

TOTAL FX combines Active FX and Deep FX treatments to help patients resolve both fine lines and deeper wrinkles (most of us have both).

BOTOX® Injections

The great thing about BOTOX® prescription injections is that instead of dramatically changing your appearance, they simply help you look your best—relaxed, refreshed and more youthful. When injected into the muscles that cause wrinkles, BOTOX® basically stops the muscles from receiving the signals that cause them to contract. This makes it the perfect treatment for problem areas like:
- The stubborn frown lines between your eyes
- Crow’s feet
- Forehead creases
- Lines in your neck

What BOTOX® patients love is that results are noticeable within days, without any surgery or recovery time. Results typically last four months. Of course, if treatments are discontinued, facial wrinkles will gradually come back.

IT’S NEVER TOO EARLY TO WAGE WAR ON WRINKLES

Okay, so maybe fighting wrinkles doesn’t have to be “war” but as anyone who’s aged or is aging (yes, that covers all of us!) knows, it’s never too early to start taking action that will ensure you look your best for years to come. As skin care specialists, Midwest Dermatology is here to help with an effective arsenal of battle-proven cosmetic dermatology procedures.
Maybe it’s just the chill in the air, but fall and winter months really are a terrific time to try the CoolSculpting at Midwest Dermatology. In fact, undergo just one session of this revolutionary procedure and you’ll see your brand new, slimmer shape emerge from under those stubborn deposits of fat that don’t seem to go away no matter how much you exercise or diet.

**HOW IT WORKS**

CoolSculpting transforms the body by using breakthrough cooling technology to actually freeze the fat cells that lie under the skin and crystallize them. The cooled fat cells gradually die off and are shed from the body. After treatment, the remaining fat cells condense, leaving a trimmer, shapelier you behind! The science behind CoolSculpting is proven. The technology was actually developed when a team of Harvard scientists observed that some children developed dimples when they ate popsicles. From there, researchers pursued the concept of using cold to selectively target fat cells.

**TREATMENT TO TRANSFORMATION**

At Midwest Dermatology, CoolSculpting is an intensely personal process. Beginning with an initial consultation, Dr. Jason Papenfuss will work with you to design your very own Treatment to Transformation plan. This plan will guide which areas are targeted and how they are treated. Although noticeable and impressive results with just one session, our CoolSculpting patients may elect to “stack” two CoolSculpting treatments to treat a single area of the body. By treating the area once and then re-treating it in another session done the same day, the fat can be debulked and your shape can be fully refined.

**ALL THE ADVANTAGES**

Compared to other body contouring treatment options, CoolSculpting offers so many advantages, including:

- **No surgery and no needles** Think about it, no scalpels, stitches or anesthesia, so there’s no surgical pain or lengthy recovery period.
- **No scarring** So enhancing your appearance won’t harm your appearance in any way.
- **No downtime** You can get right back to your life...pick up the kids, go to the gym, return to the office.
- **Targeted results** That extra inch or two, stubborn belly bulges, love handles, back fat and bra bulges, banana rolls under the buttocks, thighs, arms and muffin tops can be sculpted away.
- **Peace of mind** It’s safe, proven technology approved by the U.S. Food and Drug Administration.
- **No-stress treatment** At Midwest Dermatology, patients can receive the CoolSculpting treatment and surf or watch a movie on our iPad, read or listen to music. The area being treated will feel cold, but there’s very little discomfort. A gentle massage at the end of each session helps the body return to normal temperature.

**TRANSFORM YOURSELF**

CoolSculpting lets you take charge of your body and contour it to achieve a true transformation. Not only will your physical appearance change, you’ll feel differently.

Whether you’re excited about shopping for clothes again, feel confident about going to the beach again or just have a smile on your face when you get back into your smaller jeans, the result is worth it. In fact, on average, patients undergoing treatment see a fat reduction of **25 PERCENT** in the treated area!

Once you’ve undergone CoolSculpting, you can maintain your new shape with diet and exercise. To get started on your transformation, contact Midwest Dermatology at **402-552-2555** to schedule a consultation with Dr. Papenfuss.

**FROM TREATMENT...TO TRANSFORMATION!**

**CoolSculpting: The Shape of Things to Come!**
THE BEAUTY OF EARLY SKIN CANCER DETECTION

DIAGNOSING and treating skin cancer early not only ensures a better outcome, it also gives dermatologists the best chance possible of preserving your appearance and looks.

While Midwest Dermatology’s primary goal is to remove any cancer that is found, our physicians are skilled and experienced at making your skin look its best after treatment, too. This process is inherently easier and better outcomes are achieved if patients seek professional medical attention as soon as they see warning signs of skin cancer, such as:
- New moles or growths
- Changes and growth in an existing mole
- Skin lesions that bleed, don’t heal and itch
- Discoloration of a mole
- Changes in the shape of a mole
- Roughness or iciness of a mole
- Changes in the color of a mole
- Changes in the symmetry of a mole

In addition, everyone should also be on the lookout for the ABCDEs (see box below), the specific warning signs that a mole has developed into melanoma, which is the most serious form of skin cancer.

TREATMENT & AFTER
Midwest Dermatology is proud to be one of the region’s leading Mohs surgery centers. As a treatment for basal cell and squamous cell carcinomas, Mohs surgery has the advantage of preserving the most healthy skin tissue possible while removing all of the cancer cells.

When a case of skin cancer is caught early and has affected only a small surface area, our physicians can work to ensure that the visible evidence of cancer treatment is small, too. If a larger cancer lesion is removed, our experienced dermatologists put their intimate knowledge of skin – how it moves, lays, contours and heals – to work. To achieve the best look, they may use a number of skin repair techniques, including:
- Simple closures
- Layered closures to prevent an indentation from being left behind
- Rotation of adjacent skin to create natural contours
- Grafting, or transplanting healthy tissue, to the affected area (which is reserved for the most severe situations)

Remember, the beauty of early skin cancer detection is that it’s not only good for your health, it’s good for your looks! Patients should be aware of this, and use it to work through the denial and fear that seeking skin cancer treatment will harm their appearance.

If you’ve noticed a skin cancer warning sign on you or someone you love, call Midwest Dermatology today to discuss scheduling a skin care exam.

Called AKs for short, actinic keratoses, are slow-growing skin lesions with their own warning signs and symptoms. About 65 percent of squamous cell skin carcinomas, a serious form of skin cancer that can spread and cause severe disfigurement, started out as AKs.

At Midwest Dermatology, treatment for AKs involves destroying the abnormal cells with one of the following treatments:
- Liquid nitrogen
- Electric current
- Anticancer skin creams
- Aldara ointment that shrinks pre-cancers from the inside out

Of course, not every spot on your skin will turn into an AK, and not every AK will turn into skin cancer. Sun exposure builds up over the course of a lifetime and the development of AKs and skin cancers is also determined by other risk factors like age, history of sun exposure, skin type and more.

The best defense to AKs is a good offense. Know what they look like – small, reddish spots with a rough texture, that often have a white or yellowish scale on top of them – and make an appointment with Midwest Dermatology if you see them.

KNOW THE WARNING SIGNS
Midwest Dermatology is your best bet for knowing whether a warning sign you see is indicative of basal cell or squamous cell carcinoma. While the warning signs may be somewhat similar, they’re not exactly the same and can vary from person to person.

- With both, you may see lesions that have a raised surface
- With both, the bumps or spots may look like tiny sores that heal slowly
- With basal cell cancer, the spots are often seen on the face, scalp, ears, chest and back
- With basal cell cancer, the spots may have a pearly appearance
- With squamous cell cancer, the surface of the bumps and lesions may get scaly and crust over
- With squamous cell cancer, the lesion may spread

KNOW YOUR ABCDEs
Being aware of the warning signs of melanoma can help save your life. We encourage everyone to regularly examine skin and look for the ABCDEs:

- ASYMMETRY: is the mole shaped differently on each half?
- BORDER: are the edges of the mole ragged or blurred, or are they distinct?
- COLOR: has the mole’s color changed to black, red or purple?
- DIAMETER: is the mole or birthmark bigger around than a pencil eraser?
- EVOLVING: is the mole changing in size, shape or color?

If you notice any moles undergoing these types of changes, contact your Midwest Dermatology specialist right away.

RESPECT THE RECHECK
Lightning doesn’t strike twice, right?

WELL, in the case of skin cancer that’s not necessarily true. In reality, the same damage to skin that resulted in your initial skin cancer may still exist or be taking place inside your skin and creating new cancers in a different area.

Even though we’d like to think this isn’t happening, the statistics tell a different story. According to the Mayo Clinic, patients with a previous skin cancer diagnosis are 40 percent more likely to be diagnosed with a new skin cancer than those who have never had the disease. And survivors of melanoma are significantly more likely to develop a new melanoma – nine times more likely, according to some experts – than the general public.

This reality makes having your skin rechecked by your dermatologist at regular intervals very important. Midwest Dermatology recommends follow-up appointments every six months. If we don’t see you on our appointment calendar, our team will send you a reminder to call and schedule your recheck exam.

Midwest Dermatology wants you to live a long and healthy life. So, please, don’t underestimate the importance of your recheck exam.

midwestderm.com | 6