

CONVENIENT LOCATIONS

OMAHA-MIDTOWN
Doctors Building
North Tower
4242 Farnam Street
Suite 360
(402) 552-2555

OMAHA-LAKESIDE
17030 Lakeside Hills
Plaza, Suite 218
(402) 758-5522

OMAHA-OAKVIEW
2727 S. 144th Street
Suite 225
(402) 778-5560

NORFOLK
109 North 15th Street
(402) 371-3564

BELLEVUE
720 Fort Crook Road
North
(402) 731-1403

PAPILLION
1413 S. Washington
Street, Suite 240
(402) 933-3881

midwestderm.com

**NEW LASER OFFERS
NEW OPTIONS**
TriVantage Tackles Tattoos

Are you one of the nearly 20 percent of Americans who've experienced some regret after getting a tattoo? Or are you one of the countless others who want to remove a tattoo to make way for new ink?

Well, even the toughest tattoos won't stand a chance when they run up against the Alex TriVantage Laser now available at Midwest Dermatology. The TriVantage brings together three distinct wavelengths to remove the entire rainbow of tattoo ink colors, as well as skin spots ranging from light tan to dark brown.

MORE SELECTIVE POWER

So exactly how is the TriVantage different? Well, previous generations of lasers, including the Alexandrite and the YAG lasers, had wavelengths that were effective at treating tattoos with very specific colors. Patients with multi-colored designs often needed treatment with both types of lasers to achieve the same results they now get with a single TriVantage treatment.

Bottom line, the Trivantage bundles up the wavelengths to deliver not just more power – but more selective power. Through its unique laser-pumped handpiece, dermatologists use the TriVantage to target tattoo ink that resides right under the skin's surface with a particular frequency of laser light. This causes the ink to shatter into nano-particles that are first absorbed, and then naturally expelled from the body over the next four to six weeks. Because the inks simply dissolve, there is little chance of scarring.

**ALL SKIN TYPES AND
INK COLORS**

Previous generations of lasers were designed to work best for people who had skin that was light and tattoos that were dark. If you had darker skin or a tattoo that was yellow or multicolored, for example, it was simply expected that tattoo removal would take longer. The TriVantage Laser at Midwest Dermatology changes all that. Patients will find that treatment with the TriVantage is:

- ▶ Faster, because all colors of ink can be removed at the same time. So, separate sessions aren't required to remove different colors.
- ▶ Gentler, thanks to an innovative long-pulse mode, that helps keep excess heat from building up and causing inflammation.
- ▶ Versatile enough to treat all skin types, ranging from light to dark, and the entire spectrum of tattoo colors, including black, blue, purple, green, red, orange and yellow.

**TRIVANTAGE
BUSTS UP
BROWN SPOTS, TOO**

EVEN if you're one of the 60 percent of U.S. adults who hasn't gotten any ink yet, you can still take advantage of the TriVantage Laser's ability to deliver clearer skin. That's because it's equally effective at removing brown spots, including sun spots (lentigos), age spots, Café au lait birthmarks, freckles and more.

The key is the TriVantage Laser's ability to "see" the skin pigment it is being used against and deliver just the right dose of laser light needed to correct it. The removal of naturally pigmented spots works in the exact same way that tattoo removal process does. Specific frequencies of laser lights come together and short, powerful pulses of laser energy shatter the pigment into miniscule bits. These tiny pieces are then flushed out of the body over the next few weeks.

To find out if treatment with the new TriVantage Laser can get rid of your brown spot, call Midwest Dermatology today and schedule a consultation.

Now that your skin is looking good...

SMILE AND TAKE A SELFIE!

There's nothing like a selfie – or any up close photo, for that matter – to make you focus (okay, obsess a little) over your perceived flaws. Fortunately, Midwest Dermatology has a few appearance-enhancing strategies to help you up your selfie game!

BOTOX® – Wave goodbye to the lines on your forehead and watch the furrows between your eyes disappear. Best of all, BOTOX® is safe, simple to administer (injections are done in the Midwest Dermatology office) and the results last up to six incredible months.

JUVEDERM – In every photo, you want your face and skin to be as smooth as possible. Juvederm, an injectable filler, is just the ticket for plumping up lips or softening those unwanted smile lines that run from the corners of the nose to the corners of the mouth. The secret is hyaluronic acid, which is a naturally occurring substance responsible for maintaining skin volume and hydration.

RESTYLANE – Wrinkles won't be what you notice if you use Restylane, another injectable dermal filler. Like Juvederm, Restylane features hyaluronic acid, but it's non-animal based, so there's no chance of allergic reaction. One treatment will give you nine months of smoother skin.

LATISSE – Want your lashes to look lusher, fuller, longer and darker? All you need to do is brush the FDA-approved Latisse solution on the base of your upper eyelashes daily and your eyes will look picture-perfect!

If you can picture yourself looking stunning in your next selfie, contact Midwest Dermatology today and schedule a consultation.

TURNING OVER A NEW SKIN LEAF

THE transition of the seasons is a constant hum...summer green gives way to autumn gold, wardrobes move from strapless to sweaters, and tastes change from salad to soup.

Your skin also experiences seasonal transitions. Whether you have dry skin, skin that's oily and prone to breakouts or even completely normal skin, you can count

on the fact that your skin's appearance and condition will change throughout the year.

Our experienced dermatologists are here to provide expert diagnosis, prescription and over-the-counter medications, plus guidance on how to manage the most common environmental factors.

	ECZEMA	PSORIASIS	NORMAL
SYMPTOMS	Itchy, scaly, red or thickened skin that may blister or ooze. Patches may appear on the face, scalp or anywhere on the body.	Outbreaks of inflamed, thickened or scaly skin covered with whitish plaques. May occur anywhere on the body, even on fingernails.	Not overly oily or dry. Fairly even skin tone. Few blemishes.
TREATMENT	Topical steroids and other non-prescription medications like Elidel and Protopic	Topical medications, medicated shampoos, oral medications like Methotrexate and Soriatane. Other options include injectable biologic drugs, light therapy that exposes the body to specific ultra-violet light rays, and PUVA, which combines oral medications with light.	Cleansers, creams and lotions that battle dry air by locking in moisture. Sunscreen with at least SPF 30 to protect against autumn and winter sun.
EVERYDAY MANAGEMENT	Avoid hot water because it strips moisture from skin. Use moisturizing soaps, lotions and creams. Use gentle laundry detergent to avoid irritating skin.	Avoid your individual triggers, which can range from alcohol to cold weather, and from sunburn to infections.	Clean and moisturize skin daily. Get adequate sleep and exercise.



Not every skin condition is easy to diagnose, so to ensure the best treatment, it's important to see a dermatologist. You can make an appointment at Midwest Dermatology today – just call **(402) 552-2555**.

YOUR SKIN IN LIVING COLOR

At Midwest Dermatology we believe that every shade of healthy skin is beautiful.

But we also understand that almost every one of us can experience moments in life where our skin color changes because of a medical condition, an environmental factor or even due to an emotional reaction. Here's a look at the factors that can cause skin to change color – and what you may be able to do to restore your skin color to a more balanced state.

● VITILIGO SYMPTOMS:

Loss of color on the skin. Appears as very pale patches that stand in stark contrast to skin with normal amounts of pigment. Usually is seen first on areas of the skin that receive significant sun exposure, like the face.

WHAT HAPPENS INSIDE THE BODY:

Typically, hair, eye and skin color are determined by melanin. Vitiligo occurs when the cells that produce melanin die or stop functioning correctly.

WHY DOES IT HAPPEN:

Immune system variations, plus a genetic predisposition and possibly environmental triggers.

TREATMENT:

There is no cure for vitiligo, but Midwest Dermatology can treat the condition and may be able to help slow the discoloration process.

● TINEA VERSICOLOR SYMPTOMS:

Small, slow-growing spots on the skin that look like a rash. The spots are often lighter (but sometimes darker) than other skin. Spots may be dry or scaly, and can appear on the chest, shoulders and back, and on rare occasions the face.

WHAT HAPPENS INSIDE THE BODY:

We all have yeast, which is a type of fungus, living on our skin. If the yeast on the skin grows out of control, tinea versicolor develops.

WHY DOES IT HAPPEN:

Several internal and external factors can cause yeast to overgrow on the skin, including hot, humid weather, heavy sweating, oily skin, and a weakened immune system.

TREATMENT:

Anti-fungal soaps, creams and shampoos are the most commonly prescribed treatment. Anti-fungal oral medications may also be prescribed.

● ROSACEA SYMPTOMS:

Redness on the cheeks, nose, chin and forehead that may come and go. Redness becomes more persistent and bumps, pimples and tiny, broken blood vessels may become visible.

WHAT HAPPENS INSIDE THE BODY:

Facial blood vessels dilate and increase blood flow near the skin's surface. Increased blood flow and irritation of the follicles on the skin's surface lead to the bumps and pimples.

WHY DOES IT HAPPEN:

Unfortunately, no one really understands the exact cause of rosacea, but many physicians believe the disease occurs when the immune system triggers a response to a certain type of protein or bacteria.

TREATMENT:

Midwest Dermatology can prescribe antibiotics (either in pill form or to apply to the top of the skin);

- ▶ **Metrogel**, a powerful water-based gel containing metronidazole, that treats bacteria on the body.
- ▶ **Mirvaso**, a new gel that helps to lessen redness; and laser surgery to help erase persistent redness from the skin.

● MEDICATION SIDE EFFECTS SYMPTOMS:

Redness, or erythema, on the skin.

WHAT HAPPENS INSIDE THE BODY:

Certain substances applied to the skin surface can irritate it and cause redness. You may also have an allergic reaction if your body's immune system reacts to a medication taken by mouth or through an injection.

WHY DOES IT HAPPEN:

Your body is simply signaling that the substance is causing irritation – either on the skin, or on a deeper level, within the immune system.

TREATMENT:

Visit Midwest Dermatology to determine what's normal and what's not. You may need to stop using a particular medication and treat the redness with a hydrocortisone cream.

tinea versicolor

medication side effects

LIKE AND LEARN

If you **LIKE** what you're reading, **LIKE** us on Facebook.

With lots of helpful tips about how to care for your skin, new skin enhancing solutions and updates about our practice, our page is your convenient connection to valuable information.



Midwest Dermatology
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Omaha, NE 68131

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Make Time FOR MOLEWATCH®

Plan now and schedule a **FREE** no-obligation MoleWatch initial skin cancer examination at Midwest Dermatology. MoleWatch is an initial screening for **first-time patients only**, and cannot be used as a substitute for an annual skin examination.

Check the location you prefer and then mail this coupon back today:

- Omaha – Midtown Bellevue
- Omaha – Lakeside Papillion
- Omaha – Oakview

You will be contacted within two weeks of returning this form.

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CITY: _____

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CELL NUMBER: _____

EMAIL: _____

Midwest Dermatology
SKIN CANCER CLINIC

4242 Farnam St., Ste 360
Omaha, Ne 68131



THE SKIN CANCER CLINIC

Includes only examination of moles and skin growths. Any additional diagnostic testing or treatment will be provided at the regular charge. Patients with additional dermatologic problems will be charged for that portion of their visit.

SO COOL!

CoolSculpting is Trending

If you've picked up a magazine lately, turned on a TV, surfed the Internet, or just enjoyed coffee with a girlfriend, chances are you've heard about CoolSculpting.



The fat-reduction procedure, which has been performed more than a million times already, is getting rave reviews and coverage in places like Vogue, In Style and Marie Claire, as well as health magazines like Self and Men's Fitness, and on shows like Today and Good Morning, America!

The reason for all the attention is that it works in a revolutionary way – there's absolutely no surgery involved – and it successfully removes those stubborn deposits of fat that don't seem to go away no matter how much you eat right and exercise. In fact, CoolSculpting has been proven effective for men and women for several areas of the body, including the:

- ▶ Upper and lower abdomen
- ▶ "Love handles" on the side of the abdomen
- ▶ Back and bra fat
- ▶ Fat under the buttocks
- ▶ Arms ▶ Thighs

As performed in the Midwest Dermatology office, the CoolSculpting procedure is comfortable and convenient.

Patients can read, listen to music, nap or use an iPad while a device delivers precise cooling to the targeted areas.

The fat cells that reside under the skin are cooled and then they actually crystallize. Post-treatment, the crystallized fat cells are shed from the body, leaving a more trim and shapely figure behind. You will see some results as soon as three weeks after, and you'll continue to see enhancements emerge over the next one to three months.

Patients love the convenience of CoolSculpting, and also appreciate that they can return to their normal schedules immediately. There may be some slight bruising, but nothing that will stop you from returning to work or jumping back into your busy lifestyle.

A huge benefit of CoolSculpting is that the results are **permanent**. Of course, you need to continue to eat right and exercise to maintain your new shape, but the fat that has been removed is gone for good!

If you'd like to do more than talk about CoolSculpting, call Midwest Dermatology for an appointment.

COUNTDOWN TO CLEAR SKIN

10 reasons your ACNE is getting worse

Working your way through the 10 most likely reasons that your acne is getting worse is a lot easier than suffering silently with the condition.

And chances are you'll relate to some – if not all – of these reasons!

10

THE WRONG MAKEUP.

If your skin is acne-prone, you need to look for makeup that's oil-free and non-comedogenic, which means it won't clog pores.

3

STRESS.

Enough said.

9

TOO MUCH TOUCHING.

We touch our face about 16 times an hour, or more than 2,000 times a week, and in the process we have the potential to spread a lot of p. acnes – the acne causing bacteria.

2

JUST BEING YOU.

Which is never going to change.

8

ALL KINDS OF GLASSES.

Acne-causing bacteria can build up on eyeglass frames, so it's best to clean them frequently.

1

THE NUMBER 1 REASON IS... PROCRASTINATION

You keep hoping your acne is going to get better by itself.

7

SPORTS GEAR.

Football or hockey pads, baseball caps, sweatbands and helmets can all trigger acne because of the pressure they put on the skin and the way they trap heat against the body.

6

TRENDY HAIRSTYLES.

If your hair touches your face frequently, oil from your hair, and any hair products, can be transferred to your skin.

5

EMERGENCY PICKING.

Sometimes, even against the best advice, people press on a pimple or pick at their face.

4

SIDE EFFECTS.

Unfortunately, a variety of medications – from anticonvulsants to cough medicine – may cause acne.

THIS BIG LIST can be fixed with one visit to Midwest Dermatology. Our board-certified dermatologists will evaluate your acne and customize a treatment plan suited for your lifestyle and skin type. Depending upon your needs, your plan may include:

TOPICAL MEDICATIONS

(on top of the skin)

- ▶ **Benzoyl peroxide** to dry skin and destroy acne-causing bacteria.
- ▶ **Antibiotics** to battle bacteria on the skin's surface.
- ▶ **Retin-A** that decreases the production of sebum, the skin's natural lubricant, and squelches the formation of acne.
- ▶ **Differin**, a drug that helps reduce inflammations and speeds up the skin growth, which helps keep skin pores open and clear.

ORAL MEDICATIONS

(taken by mouth)

- ▶ **Antibiotics** that help decrease the bacteria that causes acne.
- ▶ **Accutane**, a Vitamin A derivative, that is reserved for the most severe cases of acne. Accutane does four important things: it reduces the amount of oil the skin produces; it lowers the amount of acne-causing bacteria; it dramatically slows down how fast skin cells are produced, which helps them from becoming clogged in the first place; and it reduces inflammation.

SPECIALIZED THERAPIES

- ▶ **Comedone extraction**, in which our skilled dermatologists actually open clogged pores.
- ▶ **Steroid injections** that are used to reduce inflammation, swelling and pain in larger cysts.

Leap to the end of the list and make an appointment to end your acne today. Call **(402) 552-2555**.



THREE CHEERS FOR COLLAGEN

If there were ever something to give a hip, hip, hurrah for it would have to be collagen and the critically important role it plays in keeping the body and its tissues intact.

This super substance is actually a protein and it's what makes our skin firm and strong. About 80 percent of the dermis – which is right underneath the epidermis, or outer layer of skin – is collagen. But the same collagen cells that have people jumping up and down in their 20s and 30s, start to slow down production as we age and as our cumulative sun exposure increases.

STIMULATING NEW SKIN

Today, more and more people are turning to FX laser treatment. Also known as fractional laser treatment, FX is a revolutionary way to repair visible damage to the skin and rejuvenate it for the future through the stimulation of brand-new collagen. It's called "fractional" because only a fraction of the skin is treated.

During treatment, physicians use a unique handheld device to shine thousands of tiny dots of light onto the face. At each point, the laser treats the skin, but leaves the adjacent skin untouched. Then, the treated cells in the skin respond, by bridging across to each other, forming new collagen and new, fresh skin cells.

TREATMENT SESSIONS
ONLY TAKE ABOUT
30-60 MINUTES

FITTING IN SMOOTH SKIN

Is your calendar full to overflowing most days? Well, you can now fit a little "me time" in because Midwest Dermatology is offering GentleLase hair removal at our conveniently located Doctor's Building location in midtown Omaha with expanded hours!

Patients can choose from either Active FX or Deep FX – or combine the two into a Total FX treatment solution. **Active FX**, done with the UltraPulse laser at Midwest Dermatology, erases superficial skin discoloration like brown age spots and also restores tone by tightening skin that may be starting to sag.

FRACTION OF THE TIME

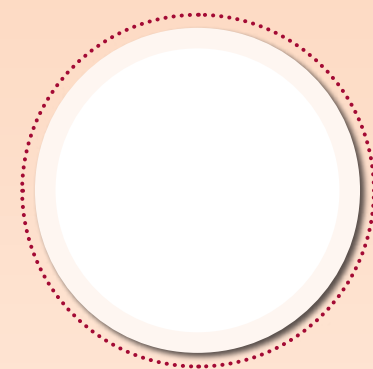
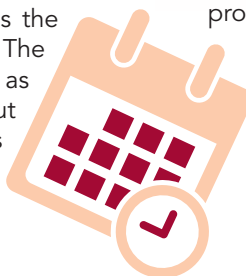
Deep FX is better suited for deeper wrinkles and skin damage. Crow's feet, pucker marks around the mouth and loose skin around the jowls are its typical targets. And like its Active FX counterpart, Deep FX jump starts the production of a new foundation of collagen in the skin. As the new collagen grows, skin firms and takes on a more youthful appearance.

Total FX puts the two FX treatments into a single comprehensive package. Patients under going Total FX are able to remove the superficial signs of aging and take action against the harsher signs of aging at the same time.

FX treatment sessions are brief – each only takes about 30-60 minutes – and with minimal discomfort. Midwest Dermatology has a special cooling system that ensures patients' skin is kept cool and comfortable throughout the procedure. Afterward, patients can return home, knowing they will be back to their regularly scheduled life in about a week.

Laser treatments at Midwest Dermatology can be the key to restoring the collagen that your skin needs to look younger and firmer. Call (402) 552-2555 to find out more.

Whether you want to remove hair from your legs, bikini line, face, arms or another area, GentleLase is the smart, and timely choice. The treatment itself takes about as long as it would to shave, but you get the long-lasting results similar to electrolysis. Block out your "me time" now by calling (402) 552-2555.



HYPERHIDROSIS DON'T SWEAT IT

MIDWEST DERMATOLOGY can help you block and tackle the very real problem of excessive sweating by treating it with BOTOX®. That's right, the same BOTOX that's approved by the FDA as a cosmetic treatment for wrinkles is also effective as a treatment for excessive sweating under the arm, on the palms of the hands and the soles of the feet.

Under the arm, BOTOX works by preventing the release of chemicals that signal the body's sweat glands to start producing perspiration. When the sweat glands don't receive this signal, they stop producing an excessive amount of sweat. It's important to understand that the excess sweat doesn't go anywhere or get backed up inside the body because the BOTOX treatment means the extra sweat is simply not produced. Your body will still produce sweat, which is essential and keeps the body from overheating.

The actual BOTOX treatment is nothing to sweat either. Your dermatologist will inject tiny amounts of BOTOX throughout the underarm area with an ultra-fine needle. After two to four weeks, patients will start to see the amount of sweat they produce decrease significantly. Hyperhidrosis treatment with BOTOX is long-lasting, but it is temporary. After about six months, the treatment effects will begin to wane and sweating will return to pre-treatment levels.

If you're ready to tackle the very real problem of hyperhidrosis, call Midwest Dermatology at (402) 552-2555.