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## THE ROLE OF MOLE EXAMS

Preventing skin cancer isn't a one-and-done process. You can't rely simply on sunscreen. Or just on self exams. You also need a regular examination of your moles by an experienced dermatologist. Midwest Dermatology has performed thousands of mole examinations over the last 30 years. We understand the important role these exams play in screening your skin for melanoma, the most deadly form of skin cancer, as well as for basal and squamous cell skin cancers.

### WHO SHOULD HAVE A MOLE EXAM?

Not sure if you need a mole examined or not? Just ask yourself these questions:

- ▶ Do you have a suspicious mole or skin lesion?
- ▶ Do you have a previous history of skin cancer?
- ▶ Do you have a large number of moles?
- ▶ Do you have an unusual looking or very large mole?
- ▶ Do you have a family history of skin cancer?

If you answered yes to any of these, you should consider seeing a dermatologist for a mole examination.

### HOW OFTEN SHOULD SKIN BE EXAMINED?

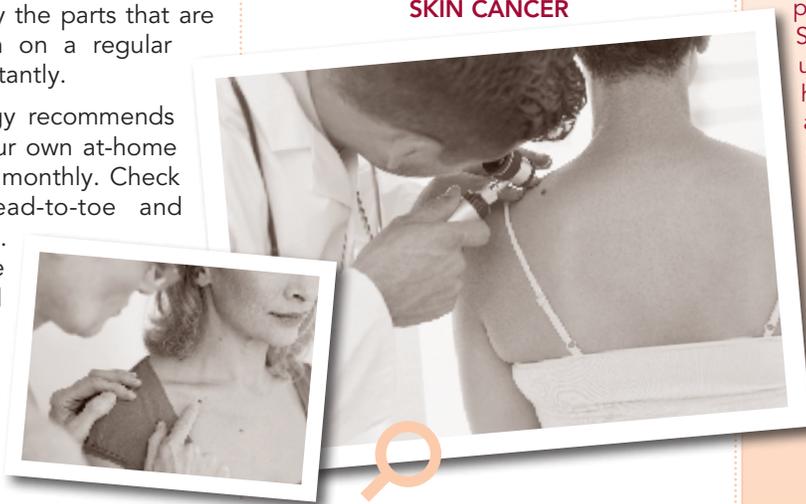
Your skin – especially the parts that are exposed to the sun on a regular basis – changes constantly.

Midwest Dermatology recommends that you conduct your own at-home mole and skin exam monthly. Check your body out head-to-toe and look for changes. Be especially on the lookout for spots and moles that display any of the **ABCDE** warning signs of melanoma:

- ▶ **A**symmetry, where one side doesn't match the other.
- ▶ **B**orders that may be notched or scalloped.
- ▶ **C**olor that is uneven or mixed, or has changed recently.
- ▶ **D**iameter – is the mole bigger around than a pencil eraser?
- ▶ **E**volving, changing in size, shape and color

However, at-home mole and skin exams are only part of the equation. It's also important to have your skin examined regularly by a Midwest Dermatology specialist. Our board-certified dermatologists have the expertise and experience needed to determine if moles are cancerous or not.

### REGULAR SKIN EXAMS CAN HELP PREVENT SKIN CANCER



**WHEN  
YOU'RE  
JUST NOT  
SURE...**

**SOMETIMES**, skin changes and looks "funny" in a way that's completely unlike the warning signs of melanoma. These types of skin changes may, in fact, be basal cell or squamous cell skin cancers.

### THE WARNING SIGNS TO LOOK FOR INCLUDE:

- ▶ Growth that is new or increases in size
- ▶ Spot that itches, crusts, scabs or bleeds
- ▶ Sores and pimples that don't seem to heal, or have a shiny, pearl-like appearance
- ▶ Open sore or wound that doesn't heal

### MAKING THE MOST OF YOUR MOLE EXAM

An appointment at Midwest Dermatology can provide you with a comprehensive examination of your skin, or it can be used to look more closely at a mole that may be causing you concern. You can make the most of your mole exam by bringing any skin changes to the attention of the Midwest Dermatology team at the time you set your appointment.

If you've been diagnosed with skin cancer previously, annual check-ups are critical. Skin cancer can strike twice (or more), unfortunately, and patients who have had one episode of skin cancer are at a higher risk of developing skin cancer again.

Regular self-exams and skin examinations performed by Midwest Dermatology work together to help ensure the overall health and well-being of you and your skin.

Make a mole exam today at one of our 6 convenient locations by calling **(402) 552-2555**.

# Melanoma RISING

**MOST** of the moles that appear in pre-teens are absolutely harmless. However, according to the American Cancer Society, melanoma rates are rising in teens and young adults. In fact, melanoma is now the second most common cancer among young people aged 15 to 29.

## GET HEALTHY SKIN FOR LIFE

Fortunately, the great majority of moles that appear in kids are harmless. You can help keep your child's moles in check by practicing and modeling smart sun behavior – wearing sunscreen and UV protective clothing with a 50+ rating, staying out of the sun when rays are their strongest and avoiding tanning booths. These habits will help keep their skin healthy throughout their childhood and on into their adult lives!

Want to have your child's skin checked out by one of our experienced dermatologists? Call **(402) 552-2555** today.

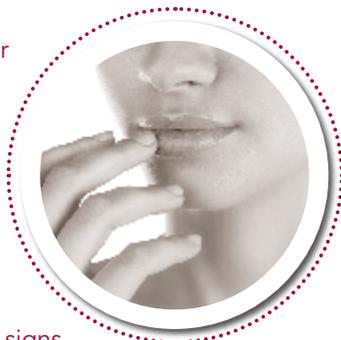
## Don't Slip When It COMES TO YOUR LIPS

**Did you know skin cancer can happen on your lips?** That's right, lips that have been exposed to sun over the years are at risk of developing basal cell carcinoma and squamous cell carcinoma. The lower lip, in particular, is at risk. It's more than 12 times more likely to be affected by skin cancer than the top lip. Men are also more likely than women to develop skin cancer on their lips.

The signs of skin cancer on your lip are similar to the signs and symptoms elsewhere on your body. Check for:

- ▶ **Sore, spot or lump that won't heal**
- ▶ **Sore that bleeds**
- ▶ **A rough spot that does not resolve**

If you see any of these warning signs, make an appointment at Midwest Dermatology right away.



# SPOT CHECK: A PARENT'S GUIDE TO KIDS' MOLES

Today's parents know their kids' bodies head to toe, including all the spots in between. To make sure you know what to look for when it comes to moles on your child's skin, Midwest Dermatology has a checklist with what to look for and when to act.

## Moles Kids Develop

Common moles appear as children's skin is exposed to the sun, and make their appearance as round, one-color spots. As kids grow, common moles get bigger but stay symmetrical, with evenly matched sides. These moles may become slightly raised over time, and even darken in color during adolescence, but their appearance doesn't drastically change.

Parents should watch common moles. If they start to change colors or become sore, itchy or bleed, make an appointment for your child at Midwest Dermatology.

## Moles Kids Are Born With

Moles that are present at birth, or arrive shortly thereafter, are called congenital moles, or congenital nevi. Congenital nevi are actually considered a type of birthmark, and may take several different forms:

- ▶ Some congenital nevi resemble common moles.
- ▶ Some look like small bruises on the skin.
- ▶ Giant congenital nevi, which are larger than 8 inches in diameter.

Fortunately, most congenital moles are harmless. But giant congenital moles put a child at a higher risk of developing melanoma, which is the most serious form of skin cancer.

Parents should have giant congenital moles examined very early by a dermatologist, and should plan on regular examinations.

## Moles That Break the Mold

There's another type of mole called dysplastic. Dysplastic simply means it does not look like a common mole. Instead, a dysplastic mole can be identified by these features:

- ▶ Asymmetrical, or uneven sides.
- ▶ Irregular borders.
- ▶ Multiple colors inside the mole.
- ▶ Diameter larger than a pencil eraser (about 6 millimeters).

Parents should watch dysplastic moles for any changes and plan on regular skin examinations by a dermatologist after a child experiences puberty.

## Moles Resembling Melanoma

Sometimes moles in children may appear and look very much like cancerous moles that occur on adult skin. Called "Spitz nevi" by doctors, these moles need to be biopsied because even dermatologists may not be able to visually tell if they are cancerous or not.

So what are the signs of Spitz nevi?

- ▶ May be pink, with a raised, dome-like surface.
- ▶ May contain multiple colors, such as black, brown and red.
- ▶ May bleed or be an unhealed sore.

Parents should stay vigilant for Spitz nevi and if they suspect one, make an appointment for their child immediately with a dermatologist.



# THE SCOOP ON SUN SPOTS

A sun spot by any other name might be called a liver spot, a lentigo or, to really add insult to injury, an age spot. Whatever you call these lesions, it's important to understand what they are, how they're distinct from other skin conditions and how they can be treated.



## LOOK OUT FOR LENTIGOS

Solar lentigos are non-cancerous spots that can develop anywhere on the surface of the skin. However, they are most often seen on the backs of people's hands, as well as on the neck and chest, the shoulders, the forearms and the face. The spots, which range in color from light tan to dark brown, are flat, roundish and vary in size. Most are about the size of a pea.

Lentigos are frequently called age spots because they tend to show up on skin as people age. They're actually caused by cumulative sun exposure.

## SUN SPOT CAUSES

The key contributing factor is melanin. Melanin is the substance that gives skin its color, but if the skin has extra melanin it can cause lentigos. Extra melanin can occur naturally as the skin ages, but it also is a byproduct of frequent exposure to the sun's UV rays. That's why the areas of your body that get the most sun are frequently home to lentigos.

At the other end of the spot spectrum are more serious skin conditions such as actinic keratosis and lentigo maligna melanoma. Actinic keratoses are spots that have the potential to turn into cancer. Lentigo maligna melanoma lesions are cancerous.



## Hitting the SPOT

If you're stumped by a sun spot, not sure exactly what type it is or whether to be concerned, contact Midwest Dermatology. Our team is here and happy to help – and that always hits the spot!

## TESTING AND TREATMENT

Unfortunately, harmless sun spots often bear a strong resemblance to their more dangerous cousins. You can and should be aware of symptoms that spell trouble, including the **ABCDEs of melanoma** (see p. 1) and your own personal risk factors.

Diagnosis for some sun spots may only be confirmed through a biopsy, where a dermatologist removes a small sample of the suspicious skin or spot and tests it in a laboratory. Midwest Dermatology can perform a skin biopsy on any suspicious sun spots in our office and let you return to your day without any downtime.

## PRACTICE PREVENTION

The best treatment for all kinds of sun spots, however, is prevention. Avoid the sun and use sunscreen daily (even in the winter) to prevent new solar lentigo lesions from forming and to keep existing ones from becoming darker. If it's too late to prevent solar lentigos, Midwest Dermatology offers you several options for treating them, including:

- ▶ **CHEMICAL PEELS** that remove the topmost layer of the skin and cause new skin to form.
- ▶ **LASER SKIN RESURFACING** that can target and remove the extra melanin near the skin's surface.
- ▶ **BLEACHING CREAMS** with alpha hydroxyl acids and retinoids that lighten the appearance of the spots.



## 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.

NAME: \_\_\_\_\_

DATE OF BIRTH (MONTH/DATE/YEAR) \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE (DAYTIME): \_\_\_\_\_

CELL NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**Midwest Dermatology**  
**SKIN CANCER CLINIC**  
 4242 Farnam St., Ste 360  
 Omaha, Ne 68131



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.

# YOU MATTER

AT MIDWEST DERMATOLOGY

**Midwest Dermatology**  
CLINIC P.C.  
4242 Farnam St., Ste. 360  
Omaha, NE 68131

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U.S. POSTAGE  
**PAID**  
OMAHA, NE  
PERMIT NO. 983

At Midwest Dermatology, your outcome and your feedback are important. We're committed to your overall satisfaction. To make sure we are meeting your needs, you can:

- ▶ Tell us in person at the time of your appointment.
- ▶ Request and complete a survey (that has room for comments) and then mail it back to us.
- ▶ Call our office at **(402) 552-2555** and share your comments.

## GentleLase MOVES TO MIDTOWN

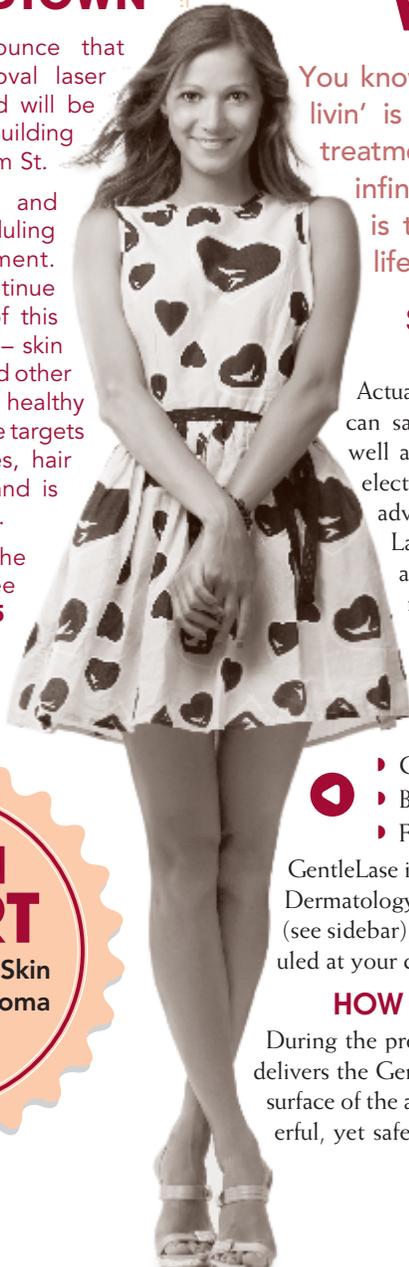
**WE'RE** pleased to announce that our GentleLase hair removal laser is moving to midtown, and will be located in the Doctors Building North Tower at 4242 Farnam St.

This means more choice and flexibility for you when scheduling a GentleLase appointment. GentleLase patients will continue to enjoy all the benefits of this advanced laser technology – skin on legs, arms, underarms and other areas are silky smooth and healthy looking. Because GentleLase targets the hair follicles themselves, hair grows back more slowly, and is finer, lighter and less dense.

Interested in restoring the youthful glow of hair-free skin? Call **(402) 552-2555** for a consultation with one of our experienced dermatologists.

**BE SUN  
SMART**

May is National Skin  
Cancer & Melanoma  
Awareness  
Month



## Glide Into Summer WITH GENTLELASE

You know the song (and the expression) "it's summertime and the livin' is easy"? Well, if you take advantage of GentleLase laser treatment from Midwest Dermatology, summertime living will get infinitely easier and more enjoyable! That's because GentleLase is the easy way to transform your skin – really, your overall lifestyle – for the summer and on into the fall.

### SAY GOODBYE TO SHAVING

Actually, with GentleLase, you can say goodbye to shaving, as well as to waxing, tweezing and electrolysis. Performed with an advanced-level laser, GentleLase removes unwanted hair all over the body. Imagine not having to mess around with various hair removal methods on your:

- ▶ Upper lip
- ▶ Underarms
- ▶ Cheeks
- ▶ Legs
- ▶ Bikini line area
- ▶ Back
- ▶ Forearms

GentleLase is done right in the Midwest Dermatology offices in midtown Omaha (see sidebar), and sessions can be scheduled at your convenience.

### HOW DOES IT WORK?

During the procedure, a handheld device delivers the GentleLase laser light over the surface of the area to be treated. The powerful, yet safe, laser light passes through

the skin's outer layer and targets the hair follicles at their base. By impairing the follicles, existing hair disappears.

Throughout the session, skin is kept cool and protected with the unique Dynamic Cooling Device®. Our hair removal laser is so gentle and safe that patients don't require any anesthesia.

GentleLase tends to work best on people with light skin and dark hair. However, virtually any skin tone can be treated, though multiple sessions may be required for successful hair removal.

### SMOOTH & SILKY SKIN

The end result of GentleLase is smooth and silky skin that truly makes your summer season easier. You can slip on shorts without having to stop and shave. You can wear a swimsuit without having to find a time for a bikini wax. You can forget about tweezing those stubborn hairs on your upper lip and chin before the family cookout.

An added bonus of GentleLase is that hair doesn't typically re-grow for at least three months. And any new hair usually comes in finer and lighter and slower.

# THE BEST WAY TO BEAT BODY ACNE



## Workouts aren't working? JUST CHILLAX.

**P**art of preparing for summer involves peeling off a few layers of clothing. And that's when you notice it: there's acne – yes, acne – on your neck and chest. Or there are pimples on your back. Maybe some small breakouts on your arms. Don't be defeated by body acne. Instead, treat it at Midwest Dermatology.

### THE SAME BUT DIFFERENT

Body acne looks very similar to acne of the face. And it happens the same physiologic way – skin cells and hair follicles become clogged and inflamed. The resulting inflammation leads to blackheads and acne lesions known as zits and pimples.

What separates facial and body acne are the triggers and the treatment. Body acne occurs because our backs, our chest areas, arms and buttocks are covered with sebaceous glands. Sebaceous glands create a substance called sebum, which works as the body's own moisturizer. Too much sebum (which is common during puberty), combined with sweat and oil trapped by clothing, leads to the plugged-up cells at the root of acne.

### DIAGNOSIS AND TREATMENT

It's important to have body acne examined and diagnosed by a dermatologist to ensure proper treatment. The skin on the body is quite different than facial skin, and it's often thicker. Thicker skin may require stronger acne medications and may also be slower to respond to acne treatment.

At Midwest Dermatology, our acne specialists will prescribe one or more of the following treatments for body acne:

- ▶ **Topical medications** with Retin-A that are applied to the skin's surface. Derived from vitamin A, medications like Differin and Tazorac speed up cell production, thus decreasing the buildup inside a clogged follicle. Retin A also helps decrease inflammation associated with acne.
- ▶ **Topical medications** with antibiotics like clindamycin. Antibiotics work by killing the bacteria inside the clogged cells.
- ▶ **Antibiotic pills** taken by mouth.

### KEEPING SKIN CLEAR

Just because body acne is more visible in the summer, no one should think that it doesn't also exist the other nine months of the year. Midwest Dermatology's acne specialists understand what it takes to clear skin with acne, and also how to help prevent future outbreaks.

Our dermatologists will create an individualized skin care plan by assessing the following factors:

- ▶ How severe the acne is.
- ▶ How you've responded to previous acne treatments.
- ▶ Your gender.
- ▶ Location of the acne; is it in a hard-to-clean or treat area?
- ▶ Size of the outbreak.
- ▶ Lifestyle factors, like activities, clothing and environmental triggers.

Make sure your summer skin is acne free. Call Midwest Dermatology at **(402) 552-2555** for an appointment!



**YOU** eat right. You exercise regularly. You control your weight. But you just can't seem to make progress on your love handles, or your stomach pooch, or that stubborn bra fat bulge. What you need to do is this: chill out with the revolutionary CoolSculpting® solution at Midwest Dermatology and claim your best shape ever.

### FREEZING FAT AWAY

CoolSculpting is a breakthrough technology that works by freezing fat cells that reside underneath the skin. The solution is non-surgical; controlled cooling is applied on top of the skin. There are absolutely no needles, anesthesia or stitches involved.

CoolSculpting targets fat cells in a specific area that are resistant to diet and exercise. As the fat cells are cooled, they crystallize and die. Your body then naturally eliminates the dead cells and the fat in that problem area.

### TARGET THOSE PROBLEM AREAS

CoolSculpting is a way for both men and women to reduce fat in a targeted area by up to 30 percent. This makes it an ideal way to help eliminate fat that stubbornly resides in:

- ▶ Love handles
- ▶ Stomach "pouch"
- ▶ Back and "bra fat"
- ▶ Gluteal rolls under the buttocks
- ▶ Inner thighs
- ▶ Arms

Of course, CoolSculpting works best for individuals who eat right and exercise, and are within their normal weight range.

### PROVEN SCIENCE PROVEN RESULTS

The CoolSculpting procedure was developed by physicians and scientists at Harvard University, and stemmed from the observation that kids who ate popsicles had a loss of cheek fat. From this, researchers determined that fat was more sensitive to cold than nerves, skin, muscle and other body tissue.

Ultimately, the doctors were able to pinpoint the temperature that would destroy fat cells without damaging any other tissue and CoolSculpting was born.

Patients will see a difference about two months after treatment, and may see additional improvement over the next four to six months. Best of all, the fat cells that are frozen and eliminated won't come back ever!

To see if CoolSculpting is right for you, call **(402) 552-2555** to schedule a consultation.

# LASERS LEAD TO HAPPY ENDINGS

Thanks to continual advances in technology, the book on all of benefits of laser treatment solutions is still being written. The three short chapters below give a glimpse of how Midwest Dermatology is helping patients turn the page toward the future they envision.

## CHILDHOOD BIRTHMARK REMOVAL

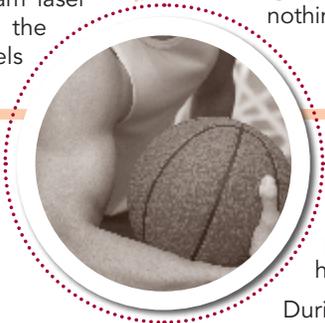
**ANNIE\*** arrived in the world with a type of birthmark known as a port-wine stain on her face. Port-wine stains are a darkish-red, vascular birthmark that show up at birth or shortly thereafter. Annie's parents were worried that the port-wine stain on their daughter's face would affect how others viewed and interacted with her.

After having Annie's birthmark examined by a dermatologist, the decision was made to treat it with the V-Beam laser before she started preschool.

The advantage of the V-Beam laser lies in its ability to target the tiny deformed blood vessels

just under the skin. Short bursts of laser light are aimed at the skin and absorbed by the problem red blood vessels. This causes birthmarks to shrink and fade away without any damage to the surrounding skin. During the V-Beam procedure, which was done in the doctor's office, Annie's skin stayed cool and protected thanks to the V-Beam laser's built-in cooling spray.

After several treatment sessions, Annie's port-wine stain was significantly lightened. She's looking forward to starting school next year carrying nothing more than a backpack.



## YOUNG ADULT TATTOO REMOVAL

**BRIAN\*** got his first tattoo the summer after he graduated high school. He decided to remove the tattoo when he was graduating from college because it was in a visible location and he was starting a new job with a conservative company.

After doing some research, Brian contacted a dermatologist and went for a consultation. The dermatologist explained that the Q-YAG 5 laser could successfully remove his tattoo, but that it would take several appointments

because the tattoo included yellow and purple ink, which is harder to remove.

During the procedure, Brian had a choice of having a topical anesthesia applied, but decided to go without it when they told him that the discomfort would be minimal, and that treatment would feel like a small rubber band being snapped against his skin.

The Q-YAG laser was applied in pulses that targeted the specific colors in Brian's tattoo and shattered the tattoo ink into minuscule pieces. Over the next few weeks, the particles left Brian's body naturally, causing his tattoo to fade away.



## RENEWING AGING SKIN'S APPEARANCE

**CLAUDIA\*** was a sun worshiper in her teens, 20s and 30s. However, in her 40s, her face started to show the signs of premature aging. In the mirror, she saw wrinkles, crow's feet and an uneven, splotchy skin tone staring back at her.

That's when Claudia decided to undergo fractional laser treatment as a way of addressing both the visible problems with her skin and to help repair the collagen foundation of her skin.

After consulting with her dermatologist, Claudia determined that Total FX done with the UltraPulse laser was the best course of action. Total FX is an enhanced treatment that combines the best of two fractional laser treatments (Deep FX and Active FX) into one comprehensive treatment.

Her dermatologist's goal? Smooth the deeper wrinkles on Claudia's face, soften the appearance of fine lines around her eyes and mouth, even out her skin's tone and texture and tighten skin that was starting to sag.

Also important to Claudia was the fact that the Total FX treatment could be done quickly. The procedure itself took less than an hour and didn't involve any downtime afterward.

## ANOTHER WAY TO DEAL WITH WRINKLES

**AFTER** erasing many of the signs of sun damage and aging with fractional laser treatment, patients can also book appointments for BOTOX® and Restylane to fill in deeper facial wrinkles.

BOTOX® can put an end to frown lines between the eyes and Juvaderm is ideal for plumping up deeper wrinkles around the nose and mouth. Together, these cosmetic treatments deliver a long-lasting, more youthful appearance.

**NO ENDING IN SIGHT** Dermatology researchers and physicians continue to find new and exciting ways to use the power of laser light to help patients, which is good news for the patient stories still being written. To learn more about how lasers can take away the stigma of birthmarks, remove tattoos that have run their course or renew skin that's been damaged over time, visit [midwestderm.com](http://midwestderm.com) today.

\*These stories are representative of the many patients who seek out the expertise and treatment available at Midwest Dermatology.