

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

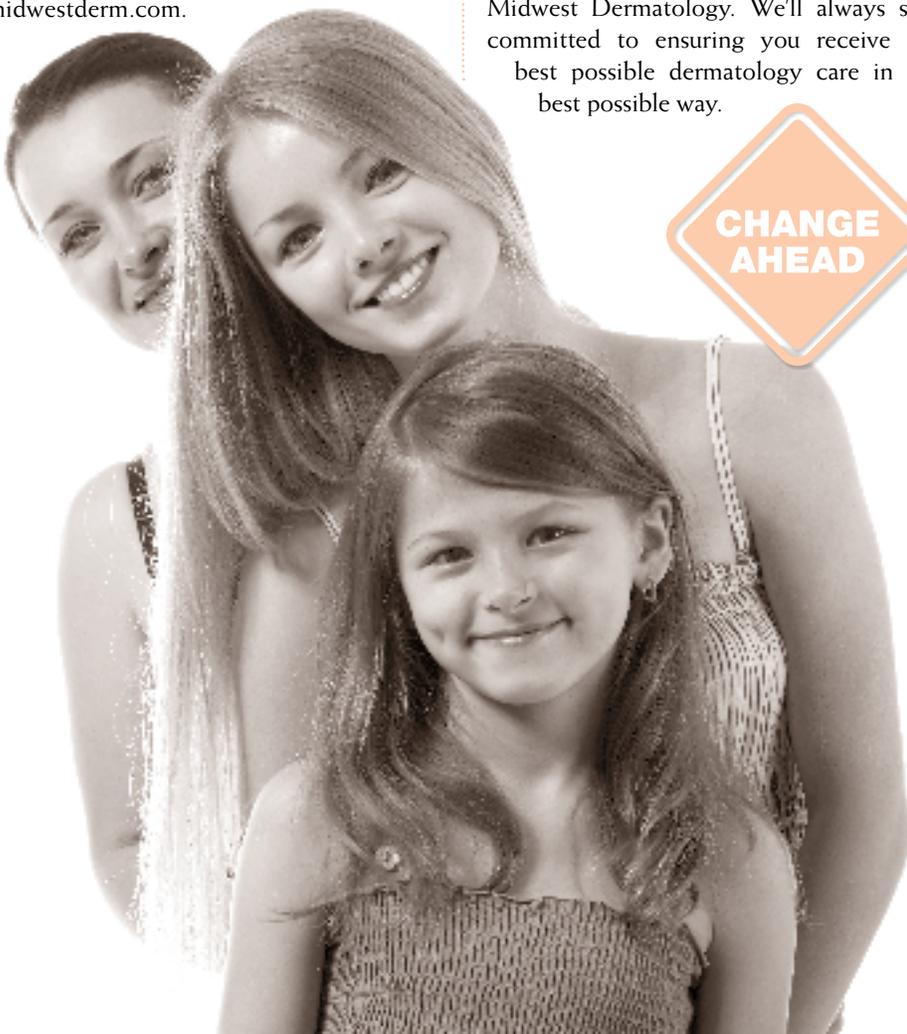
A LITTLE CHANGE WILL DO YOUR SKIN GOOD

With school ending and summer starting, it seems like there's one thing you can count on right now – and that's change.

So, change is what this issue is all about. We'll look at the transitions taking place in your skin – which by the way, is the body's biggest and most visible organ – when it's exposed to strong summer sun. The transformation to smoother skin that's possible with laser hair removal. Even the enhancements you'll see soon in our completely updated website, midwestderm.com.

If that's not enough, other changes are afoot, too. Midwest Dermatology invites you to come along for a ride in these pages where we'll share medically sound information about seasonal lifestyle changes that you can implement to improve your health. Plus, we'll share some news about how our team and our operations are evolving.

Change is a fact of life. But we can assure you that one thing will never change at Midwest Dermatology. We'll always stay committed to ensuring you receive the best possible dermatology care in the best possible way.



the SKIN CHANGE TO LOOK FOR

YOUR skin changes frequently, but one of the most important dermatology changes you can be on the lookout for are moles.

That's because when moles change, it may signal melanoma, which is the most serious form of skin cancer. To ensure your well-being, Midwest Dermatology encourages you to see one of our board-certified dermatologists if you see any of the following changes or transformations occurring in any mole on your body:

Asymmetry – Is one side of the mole a different shape than the other side?

Border – Be on the lookout for irregular, ragged or undefined borders.

Color – Uneven color inside a mole may be a sign of melanoma. If a mole has shades of black, blue, brown and tan inside its borders, it should be examined by a dermatologist.

Diameter – Larger moles are considered higher risk. A good rule of thumb is that moles bigger around than a pencil eraser – 6 millimeters – should be watched closely.

Evolving – Is a mole changing in some way? Moles that grow rapidly or change in shape or color, should be examined right away.

Your Midwest Dermatology team can examine suspicious moles and determine, unequivocally, if skin cancer is present. And no matter what the diagnosis is, your Midwest Dermatology skin specialist can help you determine the best course of treatment.

What to do when your SKIN SC

START

You'd think that since we live in our skin 24-7 that you'd know all about it. But the thing is, it's constantly changing throughout your life. Fortunately, Midwest Dermatology offers advanced solutions, plus all the medically sound information you need to ensure yo

ROAD BLOCK



ACNE Most teens are motoring toward adulthood when acne strikes. Dermatologists believe acne occurs due to a change in hormone levels that kick-start the sebaceous (oil-producing) glands and result in blocked and infected pores. When it happens, our board-certified skin specialists can work with your teen (or you – adults get acne, too) and put together an individualized treatment plan that takes into account the state of your skin, your skin's response to treatments, as well as your lifestyle.

Treatments that can change acne:

- ▶ **Benzoyl peroxide**, which dries the skin and helps to fight excess oil
- ▶ **Retin-A** and **Differin**, which work to unclog pores
- ▶ **Antibiotics**, which fight bacteria
- ▶ **Accutane**, a Vitamin A derivative, that attacks acne systemically

CURVES AHEAD

AKS OR PRE-CANCERS You might be taking your skin for granted, but you should be on the lookout for AKs. Also known as actinic keratoses, AKs are growths on the skin that may turn into skin cancer (about 10 percent of them do). An estimated 58 million people in the U.S. have AKs, and if you live long enough, you'll likely develop some. AKs look like small spots, in a range of colors. They're seen on the ears, backs of the hands, scalp and face – all the places that receive a high amount of sun. You may be able to spot AKs, but an official diagnosis can only be provided by a dermatologist.

Treatments for AKs:

- ▶ Freezing with liquid nitrogen
- ▶ Zapping with a mild current
- ▶ Medicated creams like Aldara that shrink AKs from the inside out



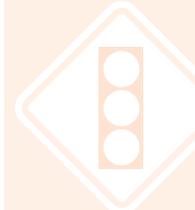
MERGING TRAFFIC

BIRTHMARK REMOVAL

Thanks to today's advanced lasers, birthmarks that may have impacted your future can be removed safely and effectively without going into the hospital. Midwest Dermatology uses the V-Beam laser to remove a variety of vascular lesions in patients of all ages, including Port Wine stain birthmarks and "strawberry" hemangiomas.

The V-Beam laser works on spider veins and broken blood vessels the same way it works on birthmarks. The light gently passes through the skin's outer layers and is absorbed by the blood vessels. The blood thickens, the smaller veins are destroyed and the discoloration fades away without harm or damage to the outer skin.

STOPLIGHT



SKIN CANCER A diagnosis of skin cancer is something that can stop you in your tracks. As you deal with the diagnosis and start to arm yourself with more information, it's important to understand that skin cancer isn't just one disease, it's actually several different diseases that occur when normal cells turn rogue and multiply abnormally. The three main types of skin cancer are: basal cell carcinoma, which is the most common skin cancer; squamous cell carcinoma, which is a relatively slow-growing skin cancer; and malignant melanoma, which is an aggressive form of skin cancer that often spreads to other parts of the body.

Unlike melanoma, basal cell and squamous cell tend to be localized, but can they lead to serious disfigurement if they are not addressed.

Symptoms of basal and squamous cell cancer to be on the lookout for include new growths that are pearly and waxy looking, open sores that bleed and don't heal, brownish or reddish spots with irregular borders, growths with a crusty or scaly surface. Melanoma symptoms include moles where one half is unlike the other, with borders that are irregular or undefined, and with multiple colors. You should also pay close attention to moles that are larger around than a pencil eraser or which have recent changes.

Actions that can change skin cancer:

- ▶ **PREVENTING** it by practicing sun protection (see right)
- ▶ **EARLY DETECTION** through regular self-examinations and physician examinations
- ▶ **MOH'S SURGERY**, physicians excise the cancer using rapid frozen section pathology to preserve healthy skin with maximum cure rates.



ENERGY CHANGES

Fact of the matter is, your skin isn't a one and done technology is right there at every turn. We have the most advanced care for your skin's health and well-being along life's journey.



BRIDGE AHEAD

FRACTIONAL LASER TREATMENT

Your skin ages, that's a fact. But, you have the power to turn it around with fractional laser treatment at Midwest Dermatology. Fractional laser treatment (we call it FX for short) is the most advanced way to alter the impact of aging and make your skin look years younger. Fractional laser treatment gets its name because a pattern of thousands of tiny laser pulses are used to treat the skin, but only a tiny fraction of the skin absorbs the laser light. The untreated tissue then forms "bridges" and new collagen – the foundation of youthful looking skin – develops.

Active FX treatment can change moderate signs of aging, from fine lines to crow's feet to pucker marks around the mouth. Deep FX treatment, which penetrates deeper into problem areas, can change discoloration and erase skin blemishes and even scars. Total FX can change your appearance dramatically, solving superficial issues and taking care of deeper skin problems.

SPEED LIMIT

PREMATURE AGING

Everyone ages at the same speed, but it's important to note that there are factors that can cause skin to appear older than a person's chronological age. For example, smoking can speed up the aging process by as much as 14 years! This means more wrinkles, including development of "crow's feet" at an earlier age and the vertical lines around the mouth that are called "smoker's lines" Smoking may also cause an orange or gray cast to the complexion.

Sun exposure, which is cumulative, can cause wrinkles before their time, too. Ultraviolet A, or UVA rays, are the ones responsible for tanning, and for wrinkles and other signs of premature aging, while UVB rays are behind sunburns and skin cancer. Bottom line, when any type of UV ray hits your skin, it stimulates melanin, a naturally occurring chemical in your body that gives skin its color.



ALTER THE SUN'S IMPACT

You can't stop the sun from shining, but you can change the impact that it has on your skin by protecting it. Try to incorporate these "sun smart" practices into your daily routine:

- ▶ Wear a moisturizer with SPF, sun protection factor, every day.
- ▶ Wear hats and long-sleeve clothing when outside.
- ▶ Use sunblock with an SPF of at least 50 when swimming or outdoors, and reapply frequently.
- ▶ Seek shade or stay inside between 10 a.m.-2 p.m., when the sun's rays are the strongest.



Repeated overexposure can age the skin. This causes it to wrinkle, and degrades its texture, elasticity and color.

Diet also plays a significant role in how skin ages. That's because throughout our lifetimes, our skin is constantly renewing itself. And the food we eat – and the vitamins and nutrients that food provides – provide the building blocks that our skin uses to repair itself.

Treatments for premature aging:

- ▶ Drinking plenty of water daily
- ▶ Eating a healthy diet
- ▶ Exercising regularly
- ▶ Limiting sun exposure
- ▶ Using sunscreens regularly
- ▶ Quitting smoking (or never starting)
- ▶ Getting plenty of sleep
- ▶ Managing stress

EXPRESS LANE

DERMAL FILLERS One of the hallmarks of youthful skin that we often forget about is volume. Young skin is full, plump and wrinkle-free as opposed to older skin that shows all the good and not-so-good lines of living. Midwest Dermatology offers an array of safe, effective and long-lasting dermal fillers and solutions that can reverse the signs of aging and change your appearance.

Ask our experienced team about:

- ▶ **JUVADERM** is an all-natural, long-lasting (results may last up to a year!) replacement for the body's hyaluronic acid. Hyaluronic acid is found in young skin in abundance and is responsible for attracting water and hydrating skin. Juvaderm, given through an injection in our office, is an ideal way to erase lines around the nose and mouth and soften deeper wrinkles.
- ▶ **RESTYLANE** is a dermal filler made from the body's hyaluronic acid. It fills in wrinkles and folds, and at the same time helps the skin hydrate from the inside out. The overall effect is skin that looks smoother, tighter and firmer.
- ▶ **BOTOX®** has changed the appearance of tens of thousands of people for the better. It's not a filler, but rather a substance that temporarily causes the muscles that contract and cause wrinkles to relax and not contract. BOTOX® is very effective at treating:
 - Frown lines between the eyes
 - Creases in the forehead
 - Moderate to severe crow's feet

PAVED ROAD

TATTOO REMOVAL

Midwest Dermatology uses another laser, the Alex TriVantage, to remove tattoos of every color. The TriVantage brings a combination of wavelengths to bear on a tattoo, and those wavelengths target particular pigments. The laser light "sees" the tattoo inks selectively, the inks absorb the light and then the ink breaks down into tiny particles that are naturally flushed from the body. Patients benefit because there is less inflammation and there's no long-term damage to surrounding skin.

Remember, when it comes to the ever-changing journey that you and your skin are on, you have help along the way. Just call us at **(402)-552-2555**.



a **NEW** space

THE next time you visit our Midtown Omaha office location, you'll find that we've changed our space, and gone above and beyond, literally!

We've moved the administrative and billing office upstairs to the third floor in the Doctor's Building, and it's now conveniently located directly across the hall from our patient care space.

For more information on where to find us, or to make an appointment, please call (402) 552-2555.

and a **NEW** face

BE on the lookout for a new face at Midwest Dermatology this fall. A new physician is joining our medical team and we'll be introducing her to you soon!

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

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Make Time FOR MOLEWATCH®

MoleWatch is **FREE** no-obligation initial skin cancer screening for **first-time patients only**, and cannot be used as a substitute for an annual skin examination. Check the location you prefer and mail the coupon back:

- 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.

A SITE BUILT FOR YOUR SKIN

ONLINE and off, Midwest Dermatology has always been about delivering medically sound information and advice. And, just recently, we updated our website to ensure that we're ready to serve you wherever you are.

Visit midwestderm.com, you'll find:

- ▶ Updated content and reference information on diseases of the skin, hair and nails
- ▶ Treatment options offered
- ▶ Bios and background on our physicians
- ▶ Midwest Dermatology locations and contact information
- ▶ Online bill payment
- ▶ Midwest Dermatology blog, with updates and our team's take on the latest skin advances
- ▶ Downloadable forms for patients
- ▶ MoleWatch Map to use at home before the free exam
- ▶ Archive of Derm Update newsletters

You'll also find more interactive content, and be able to connect to Midwest Dermatology on social media sites. So the next time you're on the web, click on over and take a look at what Midwest Dermatology has to offer online! 



UNDERGOING A TECHNOLOGY TRANSFORMATION

WHEN you visit Midwest Dermatology, you might notice some new technology that's transforming, and improving, the care we deliver to our patients.

It's called **EMA**: Dermatology, and quite simply it's an electronic medical records system that we've chosen to implement. Midwest Dermatology selected **EMA** because it aligns so well with the personal

care that our physicians deliver. Not only does **EMA** let our doctors access patient history quickly, it puts important data – like photos of suspicious moles – at their fingertips.

EMA also keeps your personal medical information secured and electronically protected, and allows us to streamline our communication with you, pharmacy providers and referring physicians, and ultimately, be more efficient with your time. What you might notice most, though, is when your nurse or doctor greets you with an iPad at your next visit!

GETTING AT THE ROOT OF HAIR CONDITIONS

Did you know Midwest Dermatology specializes in treating many hair-related conditions? That's because hair and its health starts with the health of the skin from which it grows. Fortunately, our team of skin experts have the know-how and experience to help you effectively deal with:

1. Hair loss
2. Eyelashes that are thin or inadequate
3. Hair removal on the face, legs, arms or underarms

▶ HEALTHY-LOOKING HAIR

Hair loss for men and women is anything but simple. It may be related to genetics, allergies, diet, various other medical conditions, or simply aging. So our experienced dermatologists start the diagnosis process by asking lots of questions and examining your scalp, your hair and its roots.

Once Midwest Dermatology physicians have determined the cause of hair loss, they put together a recommended plan to help you achieve your desired outcome. Treatments may include one or more of the following:

- ▶ **Over-the-counter** medications like Minoxidil (also called Rogaine), that are applied in liquid form to the scalp. Effective for both men and women, Minoxidil can jump start hair growth on the head and may stop hair from thinning.

- ▶ **Prescription** medicines like Finasteride for men. Taken in pill form, Finasteride slows hair loss and, for many men, stimulates the growth of new hair.

- ▶ **Corticosteroids** are often used to treat alopecia areata, an auto-immune disease that attacks the hair follicles and causes a person's hair to fall out. Corticosteroids help decrease the inflammation and may be delivered via pills, ointments and foams applied to the skin's surface or by injections into the scalp. Once the inflammation is gone, hair can gradually regrow.

▶ LUSHER LASHES

Are your eyelashes short, thin and generally lackluster? We can help by prescribing Latisse®, the first and only FDA-approved solution for transforming your eyelashes and making them darker, thicker and longer.

LATISSE® is the safest and most effective way to treat hypotrichosis, which is the medical name for inadequate eyelashes.

Physicians and researchers don't know for sure exactly how Latisse® works, but many believe it lengthens the growth stage of your eyelash hair cycle.

Once prescribed, you apply the Latisse® liquid each night to the base of your upper eyelid. The liquid is clear, dries quickly, and most importantly, won't hurt the gentle skin around your eyes. After just four weeks of daily Latisse® application, your eyelashes will look more lush.

Maximum results can be seen after 16 weeks, with eyelashes that frame your eyes beautifully. In fact, no matter how short or thin your eyelashes were to start, Latisse® can help you achieve a more youthful appearance.

▶ NO-SHAVE SKIN

Sometimes the problem isn't lack of hair, but rather too much hair or hair where you don't want it. Fortunately, Midwest Dermatology can help in these situations, too, providing convenient laser hair removal solutions that change the way you look and the way you live.

Both men and women can choose to have hair safely removed from:

- ▶ Cheeks and upper lip
- ▶ Bikini line
- ▶ Underarms and forearms
- ▶ Legs and Back

The technique used at Midwest Dermatology is called GentleLase, and its name describes the procedure perfectly. An area of your body is scanned with laser light that gently removes the existing hair, and also impacts the hair's roots. The result is akin to a combination of electrolysis and shaving. You end up with hair-free skin that stays smooth and soft for up to three months. A bonus is that hair that does regrow comes back lighter, softer, finer, and much less noticeable than before.

The procedure itself is gentle, too. In fact, no anesthesia is needed. Rather, skin is cooled using our advanced Dynamic Cooling Device®. Immediately after treatment, you can return to your regular schedule and activities. Imagine being able to go swimming or throwing on a sundress without having to stop and shave!

Remember, to get to the root of hair-related conditions, all you need to do is contact Midwest Dermatology at (402) 552-2555.



Same Acne...Different Triggers

SUMMER BREAKOUTS ARE MORE COMMON THAN YOU THINK

To hormones, especially the ones that cause acne, the seasons are all the same. Breakouts can occur whether it's fall, winter, spring or even summer.

That's because the cause of most acne is basically the same. Hormones, which get into high gear as puberty starts, trigger glands in the skin to start making more oil. The oil, or sebum, mixes with dead skin cells and plugs up the pores. The pores become infected with bacteria, resulting in what is commonly known as acne.

So where does summer come in? Well, a number of factors cause the body to produce extra sebum, including heat. Plus, heat and humidity – which also come with the summer territory – intensify oil production. For acne-prone individuals, that can mean breakouts throughout the warm weather months.

Fortunately, Midwest Dermatology has recommendations for changing up your skin care routine during the summer months to help prevent and resolve acne:

- ▶ **First**, cleanse skin even more frequently than you normally do. Wash your face, shower and change your clothes throughout the day to avoid trapping acne-causing bacteria and moisture on the skin's surface.
- ▶ **Second**, change your schedule and avoid being out in the sun between 10 a.m. and 2 p.m. This is when the sun's rays are the strongest and when UV rays, which can exacerbate acne, are the most penetrating.

- ▶ **Third**, change up your skin care products. You want to keep moisturizing your skin the summer, but change to a lighter lotion (versus a heavier cream) that's less likely to clog the pores. And look at the ingredients in sunscreen, you'll want to go with one that's oil free and has a Sun Protection Factor (SPF) of at least 50.

If acne persists and is still spoiling your summer, make an appointment with the team at Midwest Dermatology. Our physicians will examine your skin and provide a personalized care plan perfect for your skin this summer, and throughout the year.



ANOTHER CHANGE

you'll notice even before you arrive at our office is Midwest Dermatology is now able to send you a text message to remind you of your scheduled appointment.

Simply ask for this reminder method (which is completely optional) when you're making your next appointment. Midwest Dermatology will send the message a couple of days before your appointment.

