

KDA Skin Care Club

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African Ties...Thanks Terry!

I have been here in the same office, since 1997. Prior to 2003, I was part of a small group, but they decided to build their own building and I stayed here to create my vision of my solo practice, thus, Klein Dermatology & Associates.

Many of you may not know how important Ms. Terry Godrich, my office administrator, has been to the success of fulfilling my dream. Due in part to her efforts, this is the place that I love to come to work at so much.

Terry is the quiet firm

presence behind the scenes; she ensures that everyone is working efficiently and sees that everything is being handled in a professional manner. She supervises the front desk and billing staff.

In addition, she spends a lot of time, with Andrea, ordering and keeping track of the many skin care products we retail at discounted prices.

Terry can be quite boisterous at times, as well. She has a British accent because she was

raised in South Africa. Although she has lived in "the states" for many years, I know she has a strong desire to return to Africa to volunteer someday. When the opportunity to participate in the BOTOX®-A-THON with the OWSP came along (see back page), I knew Terry would like it. From there, I decided the whole newsletter could be themed on Africa, I hope will you enjoy it.

Sincerely,

Marla Klein, M.D.

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Detailed information on the procedures and skin care products we offer can be found at

www.kda-aesthetics.com



These are a few of the lines for skin care we offer.



Spots and Sun...Dermatology

Ahhh, the arrival of Autumn. In Oregon, this is when many people look at their faces, chests, hands and arms, and say, "OH! Where did all those spots come from?" My answer is usually, "Why, its the summer sun of course." Often it takes 10-20 years of mild sun exposure to accumulate to see those nasty "liver spots" or "age spots" as people call them.

But in REALITY the brown spots on skin are due to sun damage and not to liver problems or even intrinsic aging.

Maybe the spots on African animals are for camouflage, but people don't tend to like them.



The best time to treat sun damage and brown spots is when it isn't sunny outside. Doing ANY procedure that makes the skin pink, whether it is for only 1 day or 3 weeks, needs to be done with total UVA/UVB protection. Otherwise, the inflammation from the procedure can induce further hyperpigmentation (discoloration). That, of course, is counter productive.

In Oregon, we like to enjoy the little sunshine we get in the summer. For that reason, I advise people to undergo treatments like lasers, peels, liposuction during any month here, *except* summer. Yet in the Fall, get busy! The holidays will be here soon.



Here's another issue that is coming up more often as a problem: SELF-TANNERS! Even though dermatologists recommend self-tanners as being safer than sun exposure to create a *tan*, we're talking about safer for cancer prevention, not looks. It is important to know they DO make melasma and brown spots worse! They do not contribute to skin cancer because they stimulate pigment to develop *without* irradiation's carcinogenic effects. The caveat is that chemically they DO turn on melanocytic activity, so the brown spots will darken faster than the surrounding skin. This can mean that the results from a \$4,000 Fraxel laser treatment or \$350 peel go down the tubes in a matter of days!

That said, Jergen's and Aveeno are my recommendations for self-tanners. Except, if we are working on removing spots from your face, PLEASE don't use any self-tanner on it, and use a nice strong SPF 30+ every single day in addition to avoiding the sun.



While we are working at removing spots, (see column to the right), we can always camouflage. That's where the awesome Exuviance makeup foundation comes in handy that we offer.

Ask Andrea for assistance. She taught me a neat trick before my Hawaii trip: I packed 2 bottles, 1 shade apart. And during the 8 days, I mixed, and was always a perfect match even though my skin was gradually getting a tiny shade each day! (Not "tan" mind you, just dark enough where 100% of the first shade wouldn't have looked right.)



METHODS TO REMOVE BROWN SPOTS:

Sunscreens always come first. It takes longer to remove brown when damage is still going on. SPF 15 when exposed to light *isn't* enough for the purpose of fixing discoloration.

Tretinoin aka Retin-A is a vitamin A cream aka a Retinoid. It does more than just exfoliation. It improves the speed of skin regeneration and increases collagen production.

Hydroquinone is an ingredient in fading creams, it turns melanocyte's ability to make pigment temporarily off; it is the complete opposite of a self-tanner, but slower. Used as directed, it is very safe.

Alpha Hydroxy Acids (AHA) are sugar cane acids aka glycolic acids that work to gently exfoliate the skin. They come in low strengths over the counter and higher strength in physician-dispensed offices.

Beta Hydroxy Acids (BHA) aka salicylic acids work similarly to AHA's.

Anti-oxidants help to prevent damage but are not the fastest way to improve the appearance of discolored skin.

CHEMICAL PEELS are as effective as lasers and are *the most cost-effective* way to improve brown spots, that *can* be removed. Often, we'll use a Wood's lamp to analyze the skin to see how deep the pigment actually lies. If the pigment is too deep for a peel, it is too deep for a laser too. In addition to Jessner's, TCA, AHA, BHA peels, we also offer the Obagi Blue Peel now too!



MICRODERMABRASION works similar to the mildest chemical peels, thus requiring 5-15 procedures close together to see the difference.

LASERS/IPL are for when money is no object, and the price truly doesn't matter. (Please let me know if you fall into this group!)

Our Email List is Too Short

The next big step into the future for our practice will be the transition from paper to electronic newsletters.

In the past, we have sent out the annual general newsletter to over 10,000 households; the cosmetic newsletter goes out quarterly to 3,500. Yet, we have only about 900 complete email addresses on file!



Here's the feedback needed:

1. Do you like the newsletters?
2. Are you more likely to read an electronic or paper letter?
3. Which frequency is best: monthly, quarterly, or every 6 months?

I believe word of mouth advertising is the best, and I believe in running a cost efficient practice. Doing so

means I can offer services like Botox® at a lower price than I could otherwise.

The costs related to printing and mailing out newsletters come to about \$35,000/year. The other cost is the environmental factor of cutting down trees, etc. So it makes sense to use email, unless no one reads them.

The going rate right now in Portland is \$12.50 - \$15/unit.

The medspas that advertise heavily tend to charge the premium price. By helping us to keep our marketing expenses down, you can enjoy the benefits of less expensive Botox® longer.

Act now! Email us your address and comments right away to ande@kda-derm.com, or call her at 503.445.2200 to let us know if you don't have email. Thanks!

Retin-A® or Avita™ User? We Can Save You \$\$

Dermatologists still love **tretinoin** aka Retin-A® for treating all sorts of problems like acne, brown age spots, fine wrinkles, milia bumps and actinic keratosis. However, if you are over 26 years old, insurance companies do not cover the prescription cost.

Prescriptions (Rx's)

that are covered now seem to have a \$25 or \$50 co-pay attached to them for a one month supply. These issues have prompted me to look for new solutions.

Obaji has made the our favorite Rx ingredients available to dispense in-office at more reasonable prices, and of a finer grade than the generics are. Hy-

droquinone 4%, tretinoin, and high-grade benzoyl peroxide are featured ingredients and they are organized into easy 1-2-3 systems.



I hope you listened to me and took the Baumann skin type questionnaire, because if you are a DRNW or DRPW then it is easy to recommend Obaji for you. If you are an OSPW like

me, then stick with Epionce. You can go to www.kda-aesthetics.com to print out the questionnaire and take it.

We will have an easier time recommending the best kind of products for you to use on your special face at home, if we have a better idea of how sensitive or tolerant you are to various ingredients.

Sincerely yours,
Dr. Marla Klein

Revale™



The "latest greatest" topical antioxidant of 2007 has arrived. It is called Revale. It is made from the husks of the coffeeberry, not the coffee bean, but the previously discarded outer layer called the husk. Research has shown that the anti-oxidant content is 20 times higher than Prevage, and 9 times higher than Vitamin C! It has also been shown to stimulate fibroblast activity to produce collagen, similar to tretinoin. It is packaged in an easy AM-PM system as shown above. I am recommending it for those who are sun-damaged or aging, but aren't especially acne-prone.

Lumiere Price Reduction \$20/each

Due to popular demand, we have changed the pricing on the Lumiere treatments to simple package pricing of **5/\$100**. The new price does not include any skin care products for home. This is a red-light treatment ideally suited to our winter-time.

\$25 off Revale Kit (shown)

With this coupon * Limit 2 per patient



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www.botox-trainer.com
www.kda-aesthetics.com

Each \$50 donation will cure 1 more person of blindness in Africa

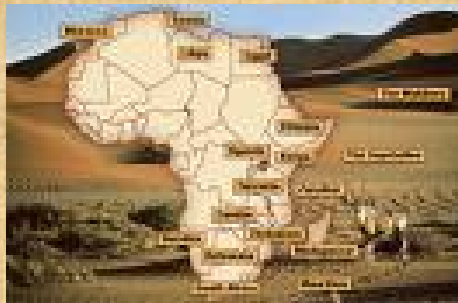
Dr. Klein has agreed to team up with One World Sight Project and the Allergan company to sponsor a fund-raising drive to benefit people living in Africa who suffer from curable types of blindness.

On **November 16th, 2007**, Marla M. Klein M.D. and Michelle Walsh, R.N. will be dedicating an entire day to BOTOX® treatments.

The proceeds from 20 patients at \$250 each (25 units at \$10/unit) will go entirely to this worthwhile cause. Allergan, the makers of BOTOX®, are donating the vials of BOTOX®, and are encouraging at least 60

doctors throughout the country to participate in this fund-raising drive. You may see Allergan advertising for this soon. The goal, \$250,000 can cure 5,000 people of needless blindness!

The BOTOX® treatment itself is not tax-deductible to the patient, however any additional contributions, will receive a receipt and would be 100% tax-deductible.



We are excited about helping this cause, and we are hoping for a high rate of participation from our patients.

Please call now to schedule at **503.445.2200**. Also, please feel to drop by at anytime to make donations to OWSP. To learn more about the charity, go to www.owsp.org