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VOLUME XIV . ISSUE 2 . FALL 2007

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Skin News



Sun Smart Test

Rate how you compare to others nationwide for sun knowledge and practices

The American Academy of Dermatology recently ranked 32 U.S. cities for their knowledge and practices related to the sun. The poll was designed to identify the cities that take sun protection seriously. The "RAYS: Your Grade" survey polled adults in 32 U.S. metropolitan regions spanning 29 states and assigned rankings to cities based on residents' answers to a range of questions testing their knowledge, attitudes and behaviors toward tanning and sun protection. The population surveyed in Denver put Denver 21st out of the 32 cities.

How would you answer these questions? Write or email us (drasarch@asarchcenter.com) your answers and let's see how the patients at the Asarch Center would do.

Attitudes

1. Do you think people look more attractive with a tan?
2. Do you think having a tan makes people look healthier?
3. Do you believe that sun exposure is healthy?
4. Does a person's skin type correlate with concern about sun exposure?
5. Are you concerned about skin cancer and feel it is important to protect yourself from sun exposure?
6. Does the climate you live in mean you should worry about skin cancer?

Behaviors

7. Did you sunbathe in the past year?
8. Have you used sun lamps or tanning beds in the last year?

continued on page 2

9. Have you been sunburned at least once in the past year?
10. Did you get a tan last year?
11. Do you apply sunscreen on an average day?
12. Do you examine your own skin for changes to moles and other blemishes?
13. Have you ever been screened by a health care provider?

Knowledge

14. Is sun exposure during childhood related to skin cancer in adulthood?
15. Can you get skin cancer on parts of your skin that are never exposed to the sun?
16. Is getting a base tan a healthy way to protect skin?
17. Is it smarter to tan indoors using a tanning bed than to tan outside?

Answers and results of the survey in the next newsletter.

Your Cosmetics Can Cause Red, Itchy Eyelid Dermatitis

Eyelid dermatitis is a common problem that typically shows up as abnormal redness, scaling and itching. Women are most likely to develop this condition, although the underlying cause often can be difficult to identify. Contact allergens and irritants account for most cases of eyelid dermatitis. The thin skin of the eyelids is very susceptible so substances that will not cause dermatitis elsewhere on the body may cause eyelid dermatitis. Other causes for this condition include seborrheic dermatitis, psoriasis and hypersensitivity to environmental allergens such as pollen or dust.



Cosmetics are common culprits as a cause of eyelid dermatitis, especially an allergic type of reaction. Allergic eyelid dermatitis can occur from cosmetics applied to the fingernails, face or hair even though the skin on which the cosmetic is applied is often unaffected. This occurs by transfer of the substance from the hands to the eyelids. Nail enamel allergy, for example, often presents with unilateral eyelid dermatitis accompanied by linear areas of dermatitis on the face and neck caused by habitual rubbing of these areas with freshly painted fingernails. However, the skin around the fingernails is usually clear.

Irritant contact dermatitis is also common and occurs when a substance comes into contact with the skin and causes direct irritation. Potential irritants that come into contact with the eyelids, such as cosmetics, are usually weak, and repeated exposure is often required to trigger irritant dermatitis. Once the skin barrier begins to break down, the products cause an increase amount of inflammation and itching. Using more cosmetics to cover the rash simply aggravates the problem. A scratch-itch-scratch cycle leads to more inflammation and eventually thickening of the skin.

Once the problem has been brought under control, it is best to reinstate ones favorite cosmetics one at a time, every 5 to 7 days. And it's recommended that you purchase new containers of your favorite products since cosmetics can become contaminated with bacteria which increase their irritating potential. Use of moisturizing lotions and continued efforts to avoid irritants are the basis of the long-term treatment strategy.

If a diagnosis of allergic contact dermatitis is made and the offending substance is identified through history taking or patch testing, that substance should be avoided entirely. We can often provide you with a print out listing the products containing this substance and comparing this list requires careful examination of product labels, which is essential to prevent future flare-ups.

A patient's initial treatment should include avoidance of as many potential irritants and allergens as possible. We recommend that patients discontinue use of all cosmetics and skin care products. The patient should also avoid rubbing and scratching. Treatment utilizing a mild low potency topical corticosteroid and a moisturizer may be prescribed for symptom relief. The length of time one can use a topical steroid needs to be limited to a few days or it may cause thinning of the skin which unfortunately increases the skin's sensitivity. During this time, I prefer patients use either Cetaphil or Cerave cleanser to clean their skin and Eucerin Original Cream or Cerave Cream as a moisturizer.



dermaSpa News

What's going on at the dermaSPA



Non-Invasive Fat Removal Coming Soon to DermaSpa

A revolutionary, non-invasive way to dissolve fat from the abdomen, flanks and thighs is coming soon to the Asarch dermaSpa. Dr. Richard Asarch will be one of only 100 physicians in the United States who will be the first to offer UltraShape™ contouring in his practice. Redefining re-contouring of body fat in the most extraordinary way possible, UltraShape is a non-invasive, non-surgical procedure and requires no downtime at all. Dr. Asarch expects the FDA to give its approval for U.S. use by fall of this year. The treatment, explains Dr. Asarch, is the first of its kind that doesn't require surgical liposuction to remove fat cells from the body.

The UltraShape procedure—already performed more than 30,000 times in 45 countries outside the United States—uses ultrasound to target and disrupt fat cells, leaving surrounding structures such as skin, blood vessels, and nerves intact. The pulses of extremely focused ultrasound energy to the subcutaneous fat layer cause a mechanical, disruption of fat cells. The disrupted fat cells in the treated area are eliminated through the body naturally vs. being sucked out through an incision, and the released triglycerides and other fatty substances do not build up in the blood or body.

Performed in the office, UltraShape is an extremely convenient, “walk-in, walk-out” procedure. The treatment requires no anesthesia or sedation, with insignificant reported instances of patient discomfort. After treatment, patients immediately resume their daily routines; there is no bruising, swelling or downtime associated with this treatment.

Treatments are generally scheduled three times at one-month intervals lasting between 60-90 minutes depending on the size and number of areas selected for treatment. After only one treatment, a significant reduction is noted in subcutaneous fat thickness within the targeted area supporting the evidence that the change is due to fat loss from the procedure and not dieting.

Immediately after the treatment, patients are able to go back to their daily routine but are advised to eat healthier and exercise regularly to maintain and eventually surpass their weight goals.

**Dr. Asarch will be presenting a seminar regarding this technique on November 7th.
See the announcement in this issue.**

We offer CareCredit®

The Asarch Center participates in CareCredit®, a program that allows patients to pay for cosmetic healthcare treatment not covered by insurance over a period of 3, 6 or 12 months without interest. Simply sign up to pay a low minimum monthly payment with the balance in full by the end of the term you choose. CareCredit does not affect insurance coverage. Ask us about the CareCredit option next time you're in the office.

Join Our Botox® Reward Program

Now you have another reason to return to the Asarch Center for Botox® Cosmetic. Be among the first to receive the new and exclusive benefits card offering a \$25 reward toward payment of your next Botox cosmetic treatment at the Asarch Center. This reward continues each time you return for treatment every 3-6 months until the card expires. Call us for a free consultation on Botox Cosmetic. 303.761.6325

New at dermaSpa:

True Aroma Transformation Treatment

A highly personalized facial in a luxurious 75 minute treatment.

Ancient healing traditions meet current proven actives, harmonizing exquisitely to transform both skin and spirit in a luxurious treatment. A highly personalized facial designed to provide the best of both worlds. Aroma Transformation unites five effective treatments in one;

1. Deep cleansing enzyme treatment
2. Genuine aromatherapy chosen specifically for your mood and complexion
3. A signature relaxing and rejuvenating TRUE 12 Acu Point Massage
4. Specific firming and renewing care for the delicate eyes and hands- areas often neglected, showing early signs of aging and stress
5. A gratifying 75 minute spa journey that promises meaningful results.



Efface Skin Cream

Reduce wrinkles up to 20-25% in 2-3 weeks

Efface means “to rub out, erase, or obliterate.” Containing medical grade levels of 2 immediate tightening compounds, 2 ingredients which reduce muscle contractions which accentuate facial lines, an anti-oxidant and a cell stabilizer in a moisturizing and protective base, you will see the difference is just 2-3 weeks.

Fish with Tomatoes and Grapes

From *The Beautiful Skin Diet* by Dr. Richard Asarch and Executive Chef Neal Mendel

Ingredients:

- 4 4oz. white fish filets or steaks, preferably striped bass or halibut
- 2 tbsp. olive oil
- 1 cup white wine
- ? cup peeled diced tomatoes with juice
- 1 tbsp. fresh cilantro leaves, chopped
- 1 tsp. tomato paste
- 1 tbsp. onion, diced
- 1 cup tomato, diced
- 2 cups red seedless grapes, halved
- 1 lemon, sliced for garnish
- 1 tsp. lemon zest, minced
- Black pepper
- Salt and white pepper

Method:

Pour oil into a large, heavy bottom sauté pan over medium heat. Add cilantro, tomato paste, onion, black pepper to taste, tomato juice, and chopped tomato. Bring the mixture to a simmer and continue to cook for 5 minutes. Season with salt and white pepper to taste. Place fish in the simmering sauce. Cook fish for 8 minutes, turn, and cook for 8 minutes more. Add the grapes and cook until the fish is firm.

4 Servings

Per Serving:
Calories 380
Vit A IU 830
Vit C mg 53
Vit E mg 3

At the Spa

Juvederm™

A natural dermal filler of hyaluronic acid in a malleable smooth gel formulation that lasts up to six months and longer.

StarLux® Fractional Laser

New Laser treatment that utilizes high precision microbeams to repair aging skin and discoloration.

Laser Rejuvenation

Removal of superficial layers of the skin promoting regeneration of new, healthy, younger-looking skin. Soften facial lines using non-invasive lasers to stimulate collagen formation.

Thermage™ “ThermaCool”

Non-invasive process that utilizes radio frequency waves to tighten loose or lax skin of the face, neck, arms and abdomen.

Pulsed Intense Light

Treatments that remove facial redness, broken capillaries, brown spots on the face or body, as well as stimulate new collagen formation.

Cook’s Peel

A superficial peel for the chest, arms and legs to remove the irregular areas of pigmentation.

Laser Blepharoplasty

The laser removal of excess skin from the upper eyelids and fat tissue under the lower eyelids for a more youthful, rested appearance.

StarLux® Acne Treatments

Utilizing intense pulsed light, acne can be controlled by eliminating the bacteria that cause the formation of pustules in the skin.

Salt Peel Macrodermabrasion

Gentle peel utilizing natural salt to improve aged, sun-damaged or unevenly-pigmented skin.

VibraDerm

Painless mechanical peel on any part of the body utilizing a stainless steel paddle to improve skin texture and stimulate collagen formation.

Hair Removal

Permanent reduction of unwanted hair on all skin types utilizing the Light Sheer laser or the StarLux Pulsed Light source.

Peels

The application of solutions or masks matched to your skin type for the removal of the top skin layers. Depth of the peel depends on the agent used and the desired result.

Sculptra™ Injections

A new long-lasting filler (up to 2 years) to restore the youthful volume of facial skin that decreases with age. No skin tests are required.

Collagen Injections

Longer-lasting collagen genetically-engineered from human cells allowing treatments without skin testing.

Botox®

Injections that result in softening expression lines on the face.

DermaSpa Facials

Medically-based facials using custom blended products that can be matched for any skin type.

True Aroma Transformation

A highly personalized facial uniting five effective treatments in one.

VISIA®

Photographic analysis of your skin to develop an individualized skin care program and permanent photographic progress records.

TRUE Cosmetic Line

Full line of oil and fragrance-free make-up containing anti-aging ingredients and sun-protective agents.

DermaSpa Skin Nutrition Products:

Facial Enzyme Cleanser
AHA Facial Cleanser
Butter Scrub
Face Off (And On) Cleansing Pads
Hydrating B Serum
C-Collagen Gel
Skin Recovery Gel
Eye Repair Cream
Eye Repair Gel
Moisturizing Repair Cream
Antioxidant Facial Cream
Tri-Lipid Enhancer
Lip Enhancer
Sun Protection System SPF 30
Sunless Tanning Cream
Hand and Body Wash
Hydrolyzing Body Lotion
Hand Rejuvenation Cream
Efface Skin Cream
DNA Repair Serum

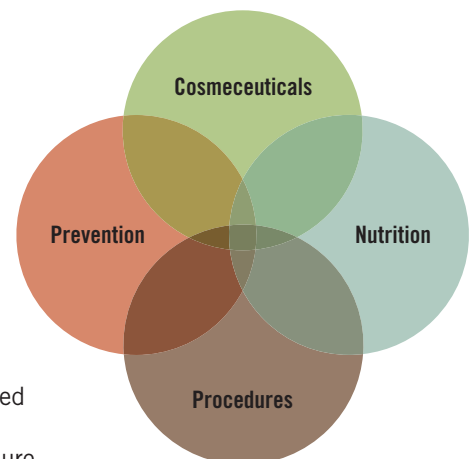
The Four Spheres to Maintain Beautiful Skin

Just a handful of years ago, the only means of improving the appearance of your skin was to undergo surgical procedures. Today, the paradigm has shifted. Not only can one improve how skin looks without invasive procedures, it is now possible to prevent and even reverse those unwanted changes.

Skin ages via 2 pathways: chronological and external. Chronological or intrinsic aging is what inevitably happens to our skin over time without any external causes. Extrinsic aging refers to changes that result from external causes, mostly exposure to ultraviolet light.

Skin is made up of three layers: the epidermis, dermis and subcutaneous layers. The epidermis serves as a protective barrier, preserving moisture and preventing irritating materials and germs from entering the body. In Colorado’s extremely dry climate, it is easy for our skin to dry out. Frequent washing with drying soaps or toners can aggravate the problem. Finding a cleanser that contains non-soap synthetic detergents is important. The good news is that whenever our skin is exposed to water, a certain amount is absorbed into the layers of our skin. In order to retain this moisture in the skin, apply a good moisturizer with 3 minutes, before the moisture begins to evaporate. The most effective moisturizers contain occlusive, humectant and emollient ingredients that increase the skin’s water-holding capacity, attract water from the environment and the deeper layers of the skin, and fill in the crevices between dry, fragmented skin cells. *continued on page 6*

The Four Spheres for Beautiful Skin Part 1—Prevention



Without a doubt the major cause of aging skin is exposure to ultraviolet light. The sun's intensity at Denver's elevation is 25 percent more intense than what you find at sea level. At elevation, above 5280 feet, the intensity of the sun increases 5 percent for each 1000 feet of elevation. Using a sun blocking agent that protects against the two broad divisions of ultraviolet light, UVA and UVB, is a must. A product with a minimum of SPF 30 and one that contains Titanium or Zinc particles provides the best protection. Wearing protective clothing and avoiding exposure to the sun during the peak sun damaging hours (10 a.m. to 4 p.m.) is also important.

Finally, don't smoke! Smokers tend to look older than non-smokers of the same age. Smokers' facial skin is more likely than non-smokers to have wrinkles, crow's feet and a sallow, yellow-grey coloring. Smokers' skin can age 10 to 20 years prematurely. Prevention of skin aging is your best avenue for maintaining healthy and beautiful skin. Be certain to make it a part of your daily routine. For effective moisturizers try dermaSpa's Hydrating B Serum and Moisturizing Repair Cream, Cerave or Amlactin Lotion. For sunscreens use dermaSpa Oil Free SPF 30, DuraScreen 30, or Blue Lizard Faces.

Updates

The dermaSpa stays in front of what's new for a more beautiful you

Thermage™

The Asarch dermaSpa continues to be one of a handful of medical facilities handpicked to premier the latest developments in technology by Thermage due to our extensive experience utilizing Thermage over the past 5 years. This year, we were involved in a study for a new facial procedure with a less cooling tip that has shown to have an increased benefit on the fine lines nearer the surface of the skin. The dermaSpa also has the new deep-heating tip that is used to contour areas of the body including the abdomen and thighs.

Juvederm™

Juvederm Ultra and Juvederm Ultra Plus are the only Hyaluronic Acid (HA) dermal fillers on the market using proprietary Hylacross technology. The result is a fluid malleable gel that flows easily into the skin creating a smooth, natural look and feel. Juvederm products are the only HA dermal filler currently approved in the United States by the FDA to provide these results lasting up to one year with a single treatment.

LuxYs™ Hand Piece

This new treatment tip is used to remove lighter colored hair. Until now, laser hair removal was limited to dark hair rather than light since the amount of pigment determines how effective laser or intense pulsed light hair removal procedures can be. The power of the new StarLux 500 along with the specialized LuxYs hand piece are making removal of light colored hair possible.

1540 Fractional Resurfacing

The 1540 hand piece offers greater energy per microbeam and greater depth of penetration than any competing device. This erbium YAG laser stimulates quick healing within the surrounding deep tissue yielding the most effective corrections to deep wrinkles long-term.

| COUPON | COUPON | COUPON | COUPON |
|--|--|--|--|
| 15% off Any \$100 Purchase of dermaSpa Products | \$75 off Eyes by Thermage® | 15% off True Aroma Transformation Facial | \$50 off Fractional Laser Procedure |
|  |  |  |  |
| <i>Coupons expire November 30, 2007. No cash value. Not good with any other discount or offer.</i> | <i>Coupons expire November 30, 2007. No cash value. Not good with any other discount or offer.</i> | <i>Coupons expire November 30, 2007. No cash value. Not good with any other discount or offer.</i> | <i>Coupons expire November 30, 2007. No cash value. Not good with any other discount or offer.</i> |

Persistent Rash Around The Neck

An asymmetric, reddish-brown persistent rash on the lateral cheeks and neck was first described in 1923 by a French dermatologist by the name of Civatte. A close look at this particular rash shows the skin in the affected area is slightly thinner and that many small blood vessels form a network near the top layer of the skin.

Poikiloderma of Civatte is a rather common, benign condition affecting the skin. Many consider it to be a reaction pattern of the skin and not a disease. The term poikiloderma refers to the combination of atrophy (thinning), telangiectasia (dilated blood vessels), and pigmentary changes (both hypopigmentation and hyperpigmentation). Poikiloderma of Civatte occurs most commonly in fair-skinned individuals and occurs more commonly in females than in males.

The etiology of poikiloderma of Civatte remains unknown. However, chronic exposure to ultraviolet light appears to be a primary etiologic factor, which is supported by the finding that lesions occur on sun-exposed areas while the area directly under the chin which is often shaded from the sun, is typically spared. A genetic predisposition may play a role but it simply may be the genetically fair skin which has an increased susceptibility to ultraviolet radiation.

The easiest treatment is always preventing the problem before it occurs. The use of sun protection is of the utmost importance in minimizing the appearance of poikiloderma of Civatte. However, once the condition has appeared there are several effective treatments available in our office. The StarLux Intense pulsed light system has been found to be extremely beneficial in the treatment of poikiloderma of Civatte. The StarLux system is effective in reducing both the pigmentation and telangiectasias with a low-risk profile. Multiple treatments are often necessary.

Although very effective, we don't utilize the Pulsed Dye Laser for this condition due to the risk of loss of pigment and/or scarring. The StarLux Fractional 1540 is also showing promising results in certain patients.

Sensitive Skin Syndrome

Many people complain of discomfort after application of commonly used skin care products, particularly on the face. This increased sensitivity of the skin seems to be the result of an intolerance of the skin to various ingredients that are normally well tolerated. It is difficult to assess the prevalence of sensitive skin and sensitive skin-related cosmetic intolerance because of the many possible factors that can trigger this syndrome. Taking time to note any related causes or products that aggravate the problem is essential. Sometimes patch testing is needed both to standard allergens and also to all the patients' cosmetics and skin care products. All cosmetics should be stopped and then reintroduced one by one, at intervals of one to two weeks. The number, type and frequency of the application of skin care products used in the final program should remain limited.

Sensitive skin comes in many varieties. It can be red, patchy or peeling. It can tingle and burn or turn bumpy and rough. Weather can trigger it, and so can work-related stress. But no matter how it manifests itself, sensitive skin appears to be on the rise. The majority of patients with this problem are women—perhaps because a woman's skin is thinner and relatively drier than a man's—two factors that increase the risk of irritation. Women also put more skin-care and makeup products on their faces that can increase the chances of triggering a reaction.

What exactly is sensitive skin and who is most likely to have it? Dermatologists define it as skin that doesn't easily tolerate exposure to elements that most skin types can normally withstand. This means that all skin types—normal, dry, oily—have the potential to be sensitive although drier complexions are most likely to be affected. While a visible rash, peeling, redness and swelling are easily seen, sensitive skin may simply feel tight, itchy, burned, tingly and uncomfortable—even when no physical changes are apparent. It has been found that when you apply a product to your face, a physiological change can occur in the blood vessels beneath the skin which probably is part of the problem. Changes in climate or the environment (low-humidity heated rooms), too much exposure to the sun, using soaps that strip away essential oils, alcohol-laden astringents, mechanical exfoliants, even the wrong moisturizers can lead to irritation, roughness and burning.

If we abuse our skin, it will talk back. Previously irritated skin is less tolerant skin, thereby creating a vicious cycle. For persons with sensitive skin, it is best to keep your regimen simple—the fewer products you use on your face, the smaller the chance you'll experience a reaction. Milky cleansers and soapless cleansing bars are recommended, especially if skin is also on the dry side as well as sensitive. Use dermaSpa Facial Enzyme Cleanser, Dove Bar, Cetaphil Gentle Cleanser, Cerave cleanser or Aveeno Cleansing Bar, some of the milder cleansers available. Avoid the use of hot water, makeup and sunscreens while skin is healing. Cool-water compresses to the face several times a day, which may help reduce the inflammation but you must put a mild moisturizer on your skin immediately afterwards or it will dry out and become more irritated. If problems persist, prescription medications may be necessary.

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www.dermaSpa.us

Asarch Center 303.761.7797
www.asarchcenter.com

Upcoming In-Office Seminar!

Ultra Shape Non-invasive Fat Removal and Contouring

by Richard G. Asarch, M.D.
Wednesday, November 7, 2007
6:30 p.m.

Space is limited—Call 303.761.6325 for reservations.

Asarch Center Already Meets the Requirements Under Statewide Scrutiny

Now that Laser treatments and Botox injections have become very familiar and common place, it is easy to forget that these are medical procedures that have potential complications if performed incorrectly or outside of a medically controlled environment. Regulating day spas and clinics offering treatments such as BOTOX injections and laser hair removal is likely to be on the agenda of the Colorado Board of Medical Examiners in November of this year. A proposal is being prepared that would require a doctor to be on location while procedures are performed.

In some states, only licensed physicians can operate the lasers used, for example, for hair removal. Currently Colorado regulations, called Rule 800, require a spa or clinic offering laser hair removal or injections to have a supervising physician on staff. But that only means that the doctor needs to be within a 30-minute drive of the treatment location, not necessarily onsite, in case medical problems arise. Proponents of the measure have been vocal about doctors recruited as paid supervisors who rarely, if ever, cross the threshold. As well, criticism has been levied against supervising doctors with no experience in laser procedures or injections.

Colorado's Office of Barber and Cosmetology Licensure has investigated six complaints related to the use of laser equipment without proper supervision by a physician in the last 18 months. The number of complaints is small, but the doctors rooting for the change say they're seeing increasing numbers of patients who have been either improperly treated or misdiagnosed. If passed, it would require spas and clinics to hire doctors to be on premise during treatment hours.

While a change in state requirements could cause other day spas or clinics to have to reconfigure their operations to stay compliant, nothing would have to change at the Asarch Center because the policy of a physician on site has always existed.

"Talk about this has been ongoing for years," explains Dr. Richard Asarch who purposely located his dermatology practice adjacent to his dermsSpa right from the beginning. Utilizing his 30 years of experience as a Board Certified Dermatologist insures your treatments are appropriate, safe and effective.

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Fat Removal
and Contouring

by Richard G. Asarch, M.D.
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*Space is limited—
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