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SkinNews

**Special
Skin Cancer
Issue—**
What everyone
should know
about skin cancer.

Skin Cancer Facts

More than 1.3 million skin cancers are diagnosed annually in the United States. This issue of SkinNews is aimed at providing readers with pertinent information on how to recognize a skin cancer, which cancers are the most life threatening, and what types of treatment are available

Skin cancer is the most common form of cancer diagnosed annually in the United States. The three most common types of skin cancer are BASAL CELL CARCINOMAS, SQUAMOUS CELL CARCINOMAS and MALIGNANT MELANOMAS.

Of the skin cancers diagnosed each year, the majority—800,000 to 900,000—are basal cell carcinomas. Another 200,000 to 300,000 squamous cell carcinomas are diagnosed each year along with 60,000 malignant melanomas. Of great concern is the incidence of skin cancer has doubled in the past 30 years.

Who is at Risk?

Anyone who has had a skin cancer has a much higher chance of developing another. Exposure to ultraviolet light and excessive time in the sun, especially unprotected, increases risk. People with light skin that freckles or burns easily are at more risk than those with dark skin. Men are 2 times more likely than women to develop basal cell cancers and 3 times as likely to have squamous cell carcinomas of the skin.

Persons with reduced immune system functions (those who have had organ transplants and/or take immunosuppressive medications) are more likely to develop skin cancer, particularly squamous cell carcinoma. People who smoke are more likely to develop squamous cell skin cancer. *Continued on page 2*

continued from page 1 **Who is at Risk?**

Skin type affects one's risk for skin cancer as people with more pigmentation have more natural protection from the sun. The six skin phototypes, from light to dark, are measured by the amount of pigment in the skin and the skin's reaction to ultraviolet light exposure. Types I and II face the highest risk of developing skin cancer, while Types V and VI are at the lowest risk. Higher risk people should take extra precautions when they are in the sun.

- Type I:** Is very fair, burns easily and severely and does not tan. Eyes are blue or green and hair is blond or red.
- Type II:** Is also fair and burns easily, but does get a minimal tan. Eyes are blue, hazel or brown, and hair is blond, red or brown.
- Type III:** Is somewhat darker and sometimes burns and then tans.
- Type IV:** Is darker still, never burns, and always tans rapidly.
- Types V:** Is brown.
- Type VI:** Is black.

What Preventative Measures Are Possible?

To lower your risk of developing skin cancer practice sun safety. Cover up with long-sleeved shirts and wear a broad-brimmed hat (remember that baseball caps protect the head but not the ears and neck). Avoid being in the sun, especially between 10 a.m. and 4 p.m. when the rays are the strongest. Before going outside, apply sunscreen that has an SPF factor of at least 30-plus to all exposed skin. Reapply every 2 hours using 1 ounce to cover all areas. Limit your exposure to other sources of UV light like tanning beds and sunlamps. The International Agency for Research on Cancer, a branch of the World Health Organization, has unequivocally linked sun bed tanning among young people to subsequent development of melanoma. Findings show that people who first used sun beds in their teens or '20s have a 75% increase in the risk of developing melanomas.

Recent evidence indicates that dietary patterns can have a protective effect for your skin. Researchers at the Queensland Institute of Medical Research in Australia conducted a study of 1,000 people eating at least three servings of leafy vegetables a week to find that their risk of cancer was reduced by as much as 55%. Green, leafy vegetables are good sources of folic acid, carotenoids, vitamins A, C and E that may help boost the skin's natural ability to ward off damage caused by ultraviolet rays.

Examine Your Skin

Skin cancers can be detected early. Schedule a regular routine skin care exam by a dermatologist, especially if you have a history of long-term ultraviolet light exposure. Check your own skin once a month. If you don't have a spouse or partner to examine those hard-to-see areas like the lower back or the back of your thighs, try using a hand-held mirror. A new growth, a spot or bump that is getting larger, one that bleeds occasionally, or a sore that doesn't heal are key warning signs of possible skin cancer.

Precancerous Lesions

Pre-cancerous lesions or actinic keratoses are extremely common and occur in areas that receive the most sun exposure. They are usually small, less than 1/4 inch, rough, prickly, scaly spots that are often pink-red or flesh colored. But because they can develop into skin cancers, removal is recommended.

Identifying Basal Cell Carcinoma

Basal cell carcinomas often appear as slightly raised, firm, pale, pink or red, translucent, shiny, waxy bumps that occasionally may bleed. They may have small blood vessels present, a depressed area in the center and small oozing or crusted areas. Many patients neglect having them checked since the lesion appears to heal for a short time only to act up again.



Identifying Squamous Cell Carcinoma

Squamous cell carcinomas most frequently occur in areas of the body that have had significant sun exposure. Usually the skin in these areas has telltale signs of sun damage such as mottled pigmentation, small dilated blood vessels, wrinkling and loss of elasticity. The lesion itself is usually a persistent thickened, rough, scaly red patch with irregular borders. One very early superficial squamous cell carcinoma called Bowen's disease presents as a red-brown scaly patch that may resemble psoriasis or eczema. If it persists and does not respond to salves or ointments, seek medical advice.





dermaSPA News

What's going on at the dermaSPA

Why Choose a Medical Spa?



Just as you have learned to eat healthy and to exercise to stay fit, it is important to give your skin the same kind of constant care and nutrition in a safe, medically supervised, and scientifically based facility. In med speak, that's called a medical spa.

The Asarch dermaSpa is one of the original medical spas to open in Colorado featuring medical programs and treatments under the strict supervision of a dermatologist. As defined by the International SPA Association, a medical spa is an institution whose primary purpose is to provide comprehensive medical and wellness care in an environment which integrates spa services as well as conventional and complimentary therapies and treatments.

Medical spas utilize lasers and intense pulsed light technology as well as medical microdermabrasions, photofacials, medical peels and other medical beauty procedures. These new technologies, called non-invasive, permit anti-aging procedures to be performed without surgery. The results are more natural vs. extreme and require less recuperation or recovery time than surgery does.

As our knowledge about skin grows—how our skin heals, how damage and aging occur becomes more definitive—so do the possibilities to correct unwanted changes. Medical advancements, particularly in this decade, mean that would be patients have dozens upon dozens of non-invasive treatments to chose between. The likelihood of patients committing to a non-invasive treatment vs. surgical is readily seen in the numbers. For example, Botox® has become a commonplace word and practice in our culture.

The dermaSpa was created in order to provide this type of care in a safe, supervised, medical environment. Our goal at the dermaSpa is to simultaneously educate patients about effective modalities of skin care while providing them with the latest and most effective means of treating, preventing and repairing unwanted changes in their skin. *continued on page 3*

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

continued from page 3 **Why Choose a Medical Spa?**

The procedures we perform at the dermaSpa and the skin care products we use and retail are approved by the medical staff and carry scientific documentation regarding their effectiveness in achieving the goal of improving the quality and health of your skin. The dermaSpa staff has trained under Dr. Richard Asarch's supervision and all team members are required to have working knowledge of all spa procedures as well as medical procedures performed by the doctors. If more advanced procedures are required than are offered in our dermaSpa, the physicians or providers of the Asarch Center can provide such services for you.

Must Have a Tan?

Tanning is simply your skin's way of producing pigment to protect itself from the injury obtained from ultraviolet wave exposure. With summer approaching, a spray tan is the optimum safe tan.



One look around our dermaSpa and you might think that everyone's been on a tropical vacation. Instead our team has tested our Sun FX spray tan, the number one safe professional spray-on tanning system in the world. Sun FX is not an airbrush system and is the only 100% all natural tanning solution in the world resulting in sensational color. It is impossible to appear orange or yellow. Sun FX tans all skin types to their natural tanning color in 5 minutes.

SunFX tanning takes place in a private cubicle, open on one side for spraying. It is not necessary to remove all your clothing, only that which covers those areas to be tanned. Once you step into the cubicle, your therapist will guide you to stand in various positions to ensure a perfect tan is applied evenly over all areas of the body. The fact that a qualified therapist is on hand to ensure that the tan is applied properly is just one reasons why our application technique is so successful vs. automated tanning booths that don't offer guidance on positioning to ensure a perfect tan.

After 5-7 days, you may require a top off in order to keep your perfect tan intact. The process is the same, but a finer mist is applied. Generally, the initial tanning process takes 5 minutes and a top off takes just 3 minutes.

Ginger Peach Sorbet

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

4 servings

Ingredients:

- 4 ripe peaches, peeled, pitted, cut into chunks
- 2 tbsp. fresh lime juice
- 2 tbsp. sugar
- 1 egg white
- 4 pieces sweet stem ginger in syrup or crystallized ginger, chopped

Method:

In a food processor fitted with a metal blade, combine the peaches, lime juice and sugar. Process to a smooth puree. Pour the puree into a shallow metal pan. Place the pan in the freezer and freeze until the edges are firm and the center is soft, about 2 hours. In a large bowl, beat the egg white until almost stiff and set aside. Return the semi-frozen peach purée to the food processor and process until it becomes frothy, about 30 seconds. Add the ginger and egg white to the processor and, using on-off pulse, process just long enough to blend in the white, 3-5 seconds. Pour mixture into a freezer container, cover tightly and place in freezer until firm but not frozen solid, 1-2 hours. If it freezes solid, allow it to soften in the refrigerator before serving, about 30 minutes.

Per serving:
 Calories 62
 Vit A IU 667
 Vit C mg 11
 Vit E mg 0.9

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.

MicroLaser Peels

New laser treatment which controls the depth of peeling from mild, moderate to aggressive for faster skin enhancement. Healing time is quick with little post-treatment care.

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.

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

Nutriceuticals Offer Added Protection

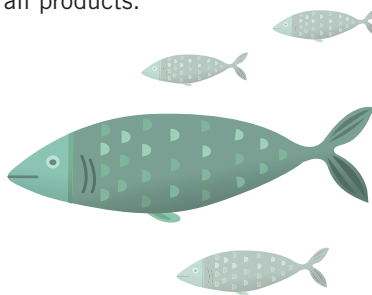
Although diet alone can provide all of the necessary nutritional ingredients for beautiful skin, lifestyle sometimes prevents us from adhering to our best intentions. If that happens to you, there are several proven supplements that can help you keep your skin healthy, vibrant and young. All of these are now available at the dermaSpa.

Heliocare®

Heliocare is an oral dietary supplement which helps maintain the skin's ability to protect against sun-related effects and aging. Polypodium leucotomos extract provides systemic photo protection. Rich in phenols with photo-protective and anti-oxidant properties, one capsule a day inhibits the formation of sunburn cells and the inflammation that occurs after sun exposure.

Nordic Naturals® Fish Oil Capsules

Omega 3 fatty acids are an important component in maintaining and restoring healthy appearing skin. Salmon and other cold water fish have high levels of omega 3 fatty acids, but it's unlikely you'll eat salmon everyday. Nordic® Naturals have the lowest level of contaminants, the highest concentrations of the essential omega 3 fatty acids, and the highest freshness value of all products.



Pure Inventions™ Green Tea Extract

Studies show that exposure to EGCG (an antioxidant in green tea) reactivates dying skin cells, almost like a fountain of youth. But in order to reap the benefits, one would need to drink 6-8 cups each day. Just one dropper of Pure Inventions Green Tea Extracts is equivalent to 15 cups of brewed green tea. Just add one dropper of the all-natural extract to your water bottle daily.

DermaVite™ Dietary Supplements

Vitamins and minerals nourish and protect the skin from the outside and from within. Studies show significant improvement in skin quality, thickness and elasticity in persons taking DermaVite supplements.

New dermaSpa Products To Be Available Soon

dermaSpa Oil Control

Reduces excessive shiny skin and enlarged pores. After 1 month of use, one study showed a decrease in oil production by 29%, a reduction in skin shine of up to 55% and a reduction in pore size by up to 36%.

dermaSpa AC

A specific blend of components that together target all the causes and symptoms associated with oily, acne-prone skin, greatly reducing the incidence of breakout. The product fights the excess production of oils, so blemishes are less likely to develop. It inhibits hyperkeratosis, the excess formation of skin cells, which can clog pores and lead to blackheads, pimples or pustules. The product also controls the inflammation that provokes and worsens acne.



Updates

Thermage™

The Asarch dermaSpa was the first in the world to receive the upgraded version of the Thermage Thermacool System. This advanced system permits tightening of loose and lax skin utilizing non-invasive radiofrequency waves more quickly and effectively. The new name for this advancement is Thermacool NXT.

Dr. Asarch and the Asarch Center were the recipients of the Thermage Pinnacle Award for their experience and expertise in Thermage procedures. Thermage contacted Dr. Asarch to present a course regarding the Thermacool NXT and Advanced Clinical Applications to physicians in Dallas, Texas in March. He will also be speaking to physicians in Chicago where his presentation will be taped for Thermage's website.

Juvederm™

Juvederm has exceeded all of our expectations. It has proved to be a very versatile and effective treatment for improving facial volume loss, deep folds and wrinkles. Created by cross linking hyaluronic acid, Juvederm is a smooth gel that molds easily to correct facial aging. Results are seen immediately and last for 6-9 months.

Fractional 1540 Laser

Fractional resurfacing using an array of laser microbeams provides extremely effective facial rejuvenation with a minimal amount of downtime. Several of our dermaSpa staff have had the procedure done and will attest to its effectiveness and rapid healing. Just as exciting is the fact that the Fractional 1540 has proven to be an extremely rapid and effective treatment for improving stretch marks.

COUPON	COUPON	COUPON	COUPON
\$50 off Fractional Laser Procedure	15% off Any \$100 Purchase of dermaSpa Products	\$100 off Tummy by Thermage®	20% off a dermaSpa Facial Treatment
			
<i>Coupons expire June 31, 2007. No cash value. Not good with any other discount or offer.</i>	<i>Coupons expire June 31, 2007. No cash value. Not good with any other discount or offer.</i>	<i>Coupons expire June 31, 2007. No cash value. Not good with any other discount or offer.</i>	<i>Coupons expire June 31, 2007. No cash value. Not good with any other discount or offer.</i>

Identifying Melanoma

Melanoma is a type of skin cancer that begins in cells in the skin called melanocytes. The chance of developing it increases with age, but this disease affects people of all ages. It can occur on any skin surface. In men, melanoma is often found on the trunk (the area between the shoulders and the hips) or the head and neck. In women, it often develops on the lower legs. Melanoma is rare in African American people and others with dark skin. When it does develop in dark-skinned people, it tends to occur under the fingernails or toenails, or on the palms or soles.



Melanoma is the most serious form of skin cancer and yet, if it is recognized and treated early, it is nearly 100% curable. Ignored, the cancer can advance and spread to other parts of the body where it becomes difficult to treat and can be fatal. While Melanoma is not the most common of the skin cancers, it causes the most deaths. The American Cancer Society estimates that in 2007, there will be approximately 60,000 new cases of melanoma in the United States.

The Four Basic Types

Melanomas fall into four basic categories. Three of them begin in situ—meaning they occupy only the top layers of the skin—and sometimes become invasive. The fourth type of Melanoma is invasive from the start, and is the most serious. Once these have penetrated deeper into the skin, they present an increased risk to spread to other areas of the body.

Treatment of Melanoma

Treatment of melanoma depends on staging the tumor. If the pathology report shows a melanoma, the tumor needs to be classified and staged. Based on these findings, 1/2 centimeter to 2 centimeters of normal tissue surrounding the melanoma are then excised. Additional surgical or medical treatments may be necessary for deeper melanomas.

Treatment of Non Melanoma Skin Cancer

Fortunately, most basal cell and squamous cell carcinomas can often be completely cured by fairly minor surgery or sometimes by application of medicines to the skin's surface. The optimum surgical treatment for these cancers depends on how large the cancer is, where it is found on the body, and the specific type of skin cancer it is. Treatment options include:

- Simple excision in which the tumor is cut out with a surgical knife, along with some surrounding normal skin. The skin is then carefully stitched back together.
- Curettage with electrodesiccation (electric needle) removing the cancer by scraping it with an instrument that has a sharp scraping edge, then treating the area with an electric needle to destroy any remaining cancer cells. This process is repeated 1 to 3 times.
- Cryosurgery using liquid nitrogen to freeze and kill abnormal cells.
- Radiation therapy for persons unable to undergo surgical procedures or lesions that are very difficult to treat surgically.
- Laser surgery using a beam of laser light to vaporize cancer cells.
- Mohs micrographic surgery is a step by step removal of a skin cancer which allows conservations of normal tissue while insuring removal of the tumor. *(See separate article on page 8.)*

Treating Actinic Keratoses

Actinic Keratoses are commonly treated with either liquid nitrogen cryosurgery or topical agents. Fluorouracil is used as a topical agent but newer topical agents have also become available.

Remembering ABCDE

Associate these tips to identifying malignant melanomas with the alphabet and you'll never be at a loss again to remember what constitutes a worrisome mole on your skin:

Asymmetry

If you draw a line through a mole, the two halves should match each other. If not, it is asymmetrical, a warning sign for melanoma.

Border

The borders of an early melanoma tend to be uneven. The edges may be scalloped or notched.

Color

Having a variety of colors is another warning signal. A number of different shades of brown, tan or black could appear. A melanoma may also become red, white or blue.

Diameter

Melanomas usually are larger in diameter than the size of the eraser on your pencil (1/4 inch or 6 mm). However, that doesn't rule out the possibility of smaller lesions that are changing.

Evolving

Any change—in size, shape, color, elevation, or any new symptom such as bleeding, itching or crusting—points to danger.

Upcoming In-Office Seminar!

What is Happening to my Skin and What Can I do About It?

by Richard G. Asarch, M.D.
Tuesday, May 15, 2007
6:30 p.m.

Space is limited—Call 303.761.6325 for reservations.

Isn't it time to do something for you!

The Miracle of Mohs

The most significant advancement in treating skin cancer in the last 30 years is a surgical process called Mohs Micrographic Surgery with a cure rate of 95-98%. Mohs Micrographic Surgery allows a trained surgeon to trace skin cancer literally to its roots, remove the smallest amount of healthy tissue surrounding the cancer, and achieve the best cosmetic result. Numerous articles have confirmed that the cure rate for skin cancers utilizing this technique is 95-98%.

Mohs surgery is a technique developed by Dr. Frederic Mohs with whom Dr. Richard Asarch was privileged to train in Madison, Wisconsin in 1977. Dr. Asarch is a Fellow of the American College of Mohs Micrographic Surgery and Cutaneous Oncology and was recruited by the University of Colorado Health Sciences Center's Dermatology Department to bring Mohs Micrographic Surgery to Denver in 1982. He has treated more than 18,000 skin cancers utilizing the Mohs technique.

The first step involves the removal of the visible cancer followed by the removal of an additional thin wafer of tissue. Under specialized processing performed in-office, a microscopic examination of the tissue is done to determine if the cancer has been removed or if additional tissue samples must be taken. Most such surgeries can be completed in one to three hours depending on the size and difficulty of the lesion being treated. Once the cancer has been removed, it is possible to repair the area by suturing, skin grafting, etc. All of this can be performed in the office on the same day.

Mohs surgery is used most often for the following conditions:

- Skin cancers on the nose, ears, eye or other areas where preservation of surrounding, healthy tissue is most important
- Lesions where it is difficult to tell where they begin and end
- Very large or aggressive lesions
- Skin cancers involving a scar or fibrous tissue
- Skin cancers which have been treated previously but have recurred

Follow Up Evaluations

Once a skin cancer has been detected and treated, routine follow up examinations need to be scheduled over at least the next 3 years. There is an estimated 20% chance of a person who has had one skin cancer to develop another in that 3 year period of time. Finding a skin cancer early allows greater success in treatment and less of a post treatment scar or discoloration.