

1.00 P 5 H29 SE 0 8966



*****SCH 5-DIGIT 75024 FSS

INNOVATIVE DIRECT MEDIA
7258 Elm St, Ste 100, Frisco, TX 75034-5748

PRSRT STD
US POSTAGE
PAID
INNOVATIVE
DIRECT MEDIA

TARGETING ACNE ...

Skin M.D. and Beyond
972.608.0808

A-Acne Attack
B-Balance Oil
C-Complexion Correction

Fiona Wright M.D.

Starting Out Frustrated....?
Then Finish Flawless!

THE ABC UPDATE ON ACNE CARE

by FIONA WRIGHT, MD

Tired of Fighting Acne?

Just because the first signs of aging, like frown lines and crow's feet, may be showing up, doesn't mean the battle of acne present or the scars of acne past have become a part of history. In fact, today, I have many women and men from 35 to 55, looking for help to take control of their skin and learn how to eliminate the problem for good.

A ACNE ATTACK: Acne is the most common skin disorder in the United States, affecting 40 to 50 million Americans. The overproduction of sebum with the combination of daily dead skin production will plug follicles, creating the perfect environment for the infective levels of *Propionibacterium acnes* to attack! Keeping your pores unplugged and washing your face morning and night is the first basic step on the attack against acne. For sensitive skin a cleanser with lactic acid can be very effective. For skin which is more thick and resistant, a facial scrub with salicylic acid or benzoyl peroxide can prove to be more helpful.

SEEING THE LIGHT!

To combat the bacteria itself, a prescription for a topical or oral antibiotic from your doctor may be needed. But for those who have failed with antibiotics or do not want to use a prescription, the FDA approved **Blu-U Light Therapy** may be your answer. The BLU-U Light is a very special blue light that can kill *P. acnes* bacteria which causes moderate inflammatory acne in your skin. Treatments are simple - you simply sit with your face close to the light for a short time, usually 15-minute sessions once or twice per week. The treatments may



continue for five weeks or so. It is very safe, and it is not painful at all. After a series of treatments, the blue light can control your acne, or clear it up for a very long period.

THE HIDDEN CULPRIT

If back or chest acne is your problem, or if everything so far has not helped, then stubborn *pityrosporum folliculitis* (yeast) may be the problem and it is really challenging! Many doctors do not address this issue and the antibiotics prescribed for you may be adding to the problem. The main goal to solve this problem is to keep changing bed sheets and clothing so they stay dry, as the yeast organisms that cause this condition like moist oily skin! My topical "Go-To" treatment which has a high success rate is **Zinc-Aid Acne Toner**. This Certified Organic, alcohol-free toner rich in Zinc PSA, will attack the yeast and prevent its growth from developing beneath the skin where it can cause acne. The additional healing properties of Niacinamide and Neroli are also beneficial in reducing and healing scar damage caused by acne and inflammation.

BATTLE OF THE OIL

Oils produced by the body help keep skin healthy, but when there is too much, then blemishes and acne tend to develop. Oil Busting solutions found over-the-counter can vary from cleansers and toners to medicated pads. If a basic facial cleanser doesn't cut oiliness, then a popular choice in my clinic is our **Three-In-One Acne Cleanser**. The harmonious organic blend of natural acids (lactic, salicylic, glycolic) have been my gold-standard to help combat complexion concerns. Pads medicated with salicylic acid, glycolic acid, or other oil-cutting Vitamin A ingredients are another beauty routine option.

"Even though acneic skin might be oily, it can also be sensitive. Professionals working on patients with acne need to remember this."

My **Complexion Correction and Flawless Medicated Pads** are a favorite among patients with oily skin, as they can carry them in their purse and use them on the run to freshen up their skin and remove excess oil. When a more aggressive approach is needed, a prescriptive strength of retinoids (Tazorac, Retin-A, Differin) can be a good topical option.

BLEMISH BUSTERS

Waiting for acne to clear on its own can be frustrating. Without treatment, acne can cause permanent scars, low self-esteem, depression, and anxiety. The American Academy of Dermatology promotes **Chemical Peels** (using natural acids) as a supplemental treatment with high patient satisfaction. However even though acneic skin might be oily, it can also be sensitive. Professionals working on patients with acne need to remember this, and consider using a more customized and controlled technique to remove oils and dead skin layers.

As featured in *Elle Magazine*, **DermaSweep-MD** is a third generation microdermabrasion that is only available through your physician. This innovative treatment does not use crystal particles or abrasive diamond tips. Instead, it uses patented bristle tips to exfoliate away skin layers to reveal new healthy skin underneath. Your treatment can also be further customized with the addition of **Epi-Fusion Serums** which are skin specific treatment solutions.

- **Acne Serum** - with Salicylic Acid for active acne and clogged pores.
- **Exfoliating Serum**- with Glycolic Acid for oily skin.
- **Lightening Serum**- with Hydroquinone, Azelaic acid and Kojic acid to remove pigmentation caused by acne.

C **COMPLEXION CORRECTION**
Lasers and Light Treatments have become the procedures of choice today for acne scars that are indented, red or brown.

SCAR WARS

Lasers work by gently removing the top damaged and discolored layers of skin and allow healthier skin to rise to the surface. When the skin heals, new collagen is formed which will create a smoother surface. The **ReSurFX Laser** is the newest fractional laser treatment, which unlike other devices, is the only true fractional non-ablative technology which requires only one pass over the skin to effectively treat scars.

WHY IS THIS IMPORTANT? As a National Expert Panel Advisor on the **ResurFX Laser**, I will educate physicians that typical lasers deliver energy in a standard pattern that requires multiple passes which can overheat the skin very quickly causing burns and hyperpigmentation. In addition, the very advanced ResurFX scanning pattern, allows me to choose

from more than 600 combinations of shape, size, density and energy strength for a highly customizable treatment to fit each patient's precise needs. No other laser has this ability.

BYE-BYE BLOTCHY SKIN

Pigmentation and vascular changes are a result of inflammation caused from acne and **PhotoFacial -IPL Treatments** are the best answer to decrease these red and brown scars. Photofacial is a non-invasive innovative technique which allows for the energy levels of Intense Pulse Light to target and eliminate both types of damaged areas simultaneously. In many cases, to get the best results, it is important to ensure that any active acne is under control prior to treating acne scarring.

With a thorough evaluation, your doctor will be able to choose the right time and the right machine to achieve consistent and dramatic improvement in acne flares, oily skin, redness, brown spots and scars. The Result? *Providing you with the healthiest and happiest looking skin possible!*



Fiona Wright, MD is the founder of Skin MD and Beyond. She has lived and practiced in Collin County for 18 years and has earned a reputation as one of the premier physicians in Cosmetic Dermatology in the Dallas-Fort Worth area. Dr. Wright has been featured in several NBC News Health Reports and is well known for her expertise and honest opinions.

To learn more, please visit:
www.SkinMDandBeyondBlog.com
www.FionaWrightMD.com