



SILVERBERG SURGICAL AND MEDICAL GROUP

meet DR. KIM FROM SILVERBERG SURGICAL



We are pleased to announce the addition of Dr. H. Tina Kim to the staff of Silverberg Surgical and Medical Group!

Dr. Kim graduated with high honors from Harvard University and Columbia College of Physicians and Surgeons. She completed her internship in Internal Medicine at New York Presbyterian Hospital-Columbia and in Dermatology at the University of Illinois, Chicago, where she served as Chief Resident. She is board eligible in Dermatology and is on the Hoag Hospital Medical Staff.

Call today to make your appointment with Dr. Kim!

SILVERBERG SURGICAL AND MEDICAL GROUP
1401 Avocado, Suite 703
Newport Beach, CA 92660

exciting new development ISOLAGEN™

We are pleased to announce Silverberg Surgical & Medical Group has been selected as one of only 15 sites in the United States to conduct FDA Phase III clinical trials for the Isolagen™ filling agent. This is a process whereby the patient's cells are grown in a cell culture and then re-injected to fill wrinkles or scars. Although the results are gradual over the first several weeks, the advantages to this product are its long-lasting effect (up to 22 months) and safety. We look forward to the anticipated FDA approval in 2005 and will announce when it is available to our patients!



new SATURDAY OFFICE HOURS

For the convenience of our patients, we have extended our office hours to include some Saturdays. We base our new Saturday hours on the needs of our patients, so please call our office to schedule.

sunburn EVEN ON A CLOUDY DAY, SNOW REFLECTS THE SUN

It doesn't have to be the middle of August and hot & sunny for your skin to be damaged when you're outdoors. Up to 80% of the sun's rays can penetrate light clouds, mist and fog! Snow is worse, reflecting up to 95% of the sun's rays.

When you're outdoors, just remember to protect your skin with a sunscreen that has SPF 15 or higher. If you do so during the first 18 years of your life, you can reduce the risk of some types of skin cancer by up to 78%!

Ultraviolet (UV) rays are the sun rays that burn and can also cause skin cancer. These are the three types:

UVA rays

Sustaining intensity throughout the year, these rays penetrate the skin's layers more deeply than UVB rays, which contribute to premature skin aging, wrinkles (eek!) and sunburns.

UVB rays

These rays are stronger than UVA, but more intense in the summer, closer to the equator and at higher elevations. They are a factor in premature aging as well as cataracts.

UVC rays

The strongest and most dangerous of the three, these rays are typically filtered by the ozone layer and don't reach the earth.

The sun's rays are strongest when it's high in the sky – 10 AM to 4 PM – so you need to be extra careful then. Despite the fact that you may be exposed to less UV rays, depending on the season, your location, time of day, and weather conditions, you are still exposed! Your best bet is to protect yourself every day.

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ANATOMY OF A WRINKLE

Wrinkles... we don't like them or want them, but we have no control of our skin thinning and creasing. Or do we? The bad news is wrinkles are caused from many things, but the good news is we can help slow the process.

Skin 101 ~ Your skin is made up of three layers. The thin protective layer (epidermis) consists of rows of cells, similar to a brick wall, in which new cells are produced at the base. The middle layer (dermis) is where all the action is; it contains connective tissue, small blood vessels, sweat and oil glands, nerves and cells that produce collagen, called fibroblasts. (Two fibers, collagen and elastin weave through the dermis, providing skin its elasticity and firmness.) The base, or subcutaneous layer, is composed of connective and fat tissues.

Wrinkles 101 ~ As most know, wrinkles can result from exposure to Ultraviolet (UV) rays from the sun. The sun injures the epidermis and dermis, weakening the support structure. Another wrinkle perpetrator is free radicals, which are highly reactive molecules created by smoking and UV rays, causing skin to be damaged. Facial expressions are also culprits, which create small temporary folds in the skin to form where our muscles move; with age, the underlying collagen "memorizes" each crease. And of course, the inevitable aging causes the epidermis to thin and the connective tissue to weaken, causing a wrinkle.

Let us design a wrinkle-slowng program for you. The sooner you take wrinkle control, the slower your wrinkles will come!

FILLING AGENTS BY DR. LIEM

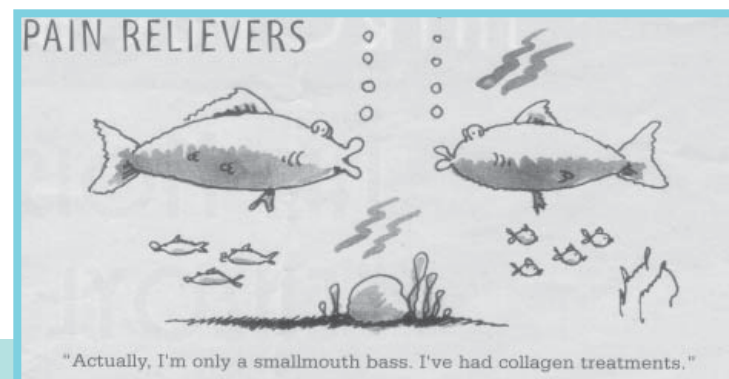
If you are seeing wrinkles and furrows on your skin, or scars and other soft-tissue defects, there are many products available on the market. Here at Silverberg Surgical and Medical Group, we have carefully selected the following filling agents which restore volume and provide the best correction for our patients, resulting in the desired rested and refreshed appearance.



Restylane™, a hyaluronic acid gel-based filling agent, was FDA-approved in late 2003 and works well for naso-labial smile lines, lip lines and other areas on the face. Hyaluronic acid is a naturally-occurring hydrophilic (water-absorbing) substance, which gives soft tissue its bulk and fullness. Since this agent is synthetic and non-animal based, no skin testing is required. Results can be long-lasting, from 4 to 6 months after the initial injection, and 6 to 12 months thereafter. Occasionally patients may experience mild swelling for a couple of days after the injection.

Cosmoderm™ and Cosmoplast™ are human collagen-based injectables that are derived from cultured epidermal skin cells. No skin testing is required prior to use. As it is prepared with a local anesthetic, Cosmoderm's main advantage is relatively painless, immediate improvement. The main disadvantage is that most of the product is absorbed by 3 months.

Zyderm™ and Zyplast™ collagen had been considered the gold standard in filling agents, until these new products became available. Produced from a bovine source, skin testing is required and the effects last for about 3 months.



If you have any questions or comments regarding our newsletter articles, please contact us at 949.760.0190 or email us at info@silverbergmd.com



THE MYTHS OF ACNE

French fries, pizza and chocolate – oh my! Do these infamous foods really cause pimples? According to the American Academy of Dermatology, although "a healthy diet is important for improving raw materials for healthy skin," it is a myth that greasy or sugary foods cause acne. A study in the Journal of the American Medical Association agreed, with the conclusion, "Diet plays no role in acne treatment in most patients . . . even large amounts of certain foods have not clinically exacerbated acne." Does that mean you should eat a steady diet of foods high in sugar or fat? Of course not; the skin is the body's largest organ, and what is good for your body is good for your skin.

Acne affects almost every person at one time or another in their lives, and is the most widespread skin condition in the world. Although we are more aware of acne than ever before, there are still myths about acne that can create a bigger problem and worse acne for you or your loved one. We are here to clear up both the myths and your face with the facts to fight the acne war!

Acne is for teenagers:

The truth is, acne can show up at any age. If you're a teenager, don't think you can "wait it out" instead of getting treatment. If you have severe acne, avoiding treatment may result in scarring. If you're an adult, don't be embarrassed; it's treatable. The course and duration of treatment is different for each person, so see your dermatologist for the best course of action for you.

Acne is only a "cosmetic" problem:

Although acne isn't a serious threat to a person's physical well-being, it can cause low self-esteem, permanent physical and emotional scarring, and even depression. Don't be dissuaded from seeking treatment because acne is seen as a "small problem." The sooner you see your dermatologist, the sooner you'll be on track for better skin.

Spot treatments work:

For over 30 years, over-the-counter products have been claiming this, and it's incorrect. As blemishes take 2-3 weeks to develop, what you're really treating is the symptom of the problem instead of the actual problem. Applying a dab of medicine directly on the pimple will not clear up acne. The best treatment is to stop pimples from developing to begin with. This means treating the whole area on a daily basis, even when blemishes aren't visible.

Certain foods cause acne:

Scientists haven't been able to find any substantial link between diet and acne. So the chocolate bar you ate yesterday isn't the cause of the pimple you have today. Use common sense; a healthy diet makes for a strong body and mind, but you can have an occasional order of fries or pizza and still achieve a clear face victory!



RESTORING YOUR SKIN

Remember when your skin was smooth, glowing and free of damage? After years in the sun, environmental damage and plain old aging, you want to get that beautiful skin back. Now you can!

Rather than just treating the symptoms of aging skin, Obagi works on a cellular level to stimulate and promote your skin's restoration. Obagi Nu-Derm® features tretinoin therapy with lush, easy-to-use cleansers, toners and creams that are applied daily.

By motivating skin cell renewal and rebuilding collagen, the Obagi system rejuvenates your unhealthy skin. In as little as six weeks, you will begin to see a difference. Your healthy skin will be smooth, clear, moisturized . . . beautiful!

Used consistently and correctly, the Obagi system will help>



- Diminish appearance of fine lines wrinkles
- Increase smoothness
- Reduce pore size
- Improve elasticity
- Generate a balanced, even skin tone
- Normalize oil production
- Correct blemishes
- Reduce age spots and other hyper pigmentation
- Increase the skin's own ability to hold moisture
- Increase the skin's tolerance to external factors