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SPRING INTO SUMMER ISSUE 2005

## OUR SHARED VISION STATEMENT

Our mission at Silverberg Surgical & Medical Group is to deliver excellence in medical care and bring the highest quality service to our patients. We will offer the latest techniques in the diagnosis and treatment of disease. Our work environment will be one in which every employee is appreciated and prepared to support the values of the practice.



## PREVAGE

Scientists may have created the ultimate antioxidant in the form of idebenone (chemical structure of a cerebral stimulant that increases brain energy levels). The synthetic cousin to Co-enzyme Q10 (100 percent more effective at neutralizing free radicals than Co Q10 and 20 percent stronger than vitamin E) was originally developed as an oral Alzheimer's treatment before doctors discovered its in-

ternal protective benefits could translate to skin. Allergan- the manufacturer of Botox made idebenone the central ingredient of Prevenge cream, now available without a prescription at our office. Independent double-blind tests found a 29 percent

decrease in fine lines after six weeks of twice-daily use, although most participants noticed improvements in half that time. Add the ultimate antioxidant to your anti-aging regime by inquiring about Prevenge at your next office visit.



## EXCITING NEW DEVELOPMENTS...

### BOTOX FOR EXCESSIVE SWEATING -DR. KIM

We're all familiar with Botox for wrinkles, but Botox for sweating? Botox is FDA-approved for axillary hyperhidrosis (excessive underarm sweating) that is not controlled by topical agents. It works by blocking nerve signals to the sweat glands that promote sweating. A small volume of Botox is placed into the underarm area via multiple injections with a very fine needle. A

decrease in sweating is usually noticed within 4 weeks and lasts approximately 6 months.

We may be conducting clinical trials studying Botox for palmar hyperhidrosis (excessive hand sweating). If you are interested in participating in these trials or would like to receive treatment, please contact our patient coordinator, Yvonne, at 949-760-0190.



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- BOTOX FOR EXCESSIVE SWEATING

## OMNILUX LIGHT TREATMENTS

The latest tool for battling acne is Omnilux, which treats acne by generating high-intensity light which activates natural chemicals found in P.acnes bacteria, the most common cause of inflammatory acne. When stimulated, these chemicals destroy the bacteria. The light stimulates cells in the body that help destroy P. acnes and aid with the healing process. The light is produced by Light Emitting Diodes or LEDs.

The usual course of therapy is 8 treatments, alternating Blue and Red light, spaced 2-4 days apart. Improvement is usually initially seen 2 weeks after the start of treatment, and continues even after the light treatments have ended. Overall, 75% of patients see significant improvement in their acne after the course of 8 Omnilux treatments. For more information about clearer skin, contact our office and schedule an evaluation.

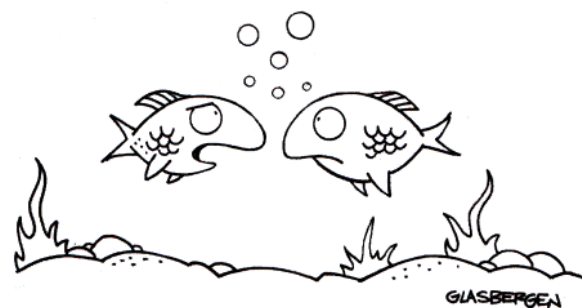


## WEB HAPPENINGS

We are currently enhancing our web site to feature more information for our patients and a fresh new look with more interactive sections to support our patient-centered approach. Our new site will show procedures and products for easy reference and a section for new patient on-line enrollment. Our new www.silverbergmd.com is scheduled to launch live by this Summer! If you have any suggestions on what you'd like to see available on our web site, we'd like to hear from you!

## comic

### PAIN RELIEVERS



"I moisturize all day long, but my skin still feels rough and scaly."

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SILVERBERG SURGICAL AND MEDICAL GROUP  
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## THE TRUTH ABOUT SUNSCREENS DR. KIM

*First of all, what are sunscreens and why should we use them?*

Sunscreens are topical preparations that decrease the skin's exposure to ultraviolet (UV) energy. There are three types of UV energy: UVA, UVB, and UVC. UVA and UVB can lead to premature aging and skin cancer. UVC is absorbed by the water and ozone in the atmosphere and does not reach the earth's surface.

*What does SPF mean?*

SPF stands for sun protective factor, which is the ratio of time it takes to achieve a certain degree of erythema (redness) in sun protected skin compared to unprotected skin. SPF primarily measures UVB protection. Theoretically, a person who typically burns in half an hour would take two hours to burn with an SPF 4 sunscreen (0.5 x 4=2).

*Does this mean we can bake in the sun as long as we use sunscreen?*

NO! In reality, most of us do not properly apply enough of the sunscreen to get the maximum protection. On average, people

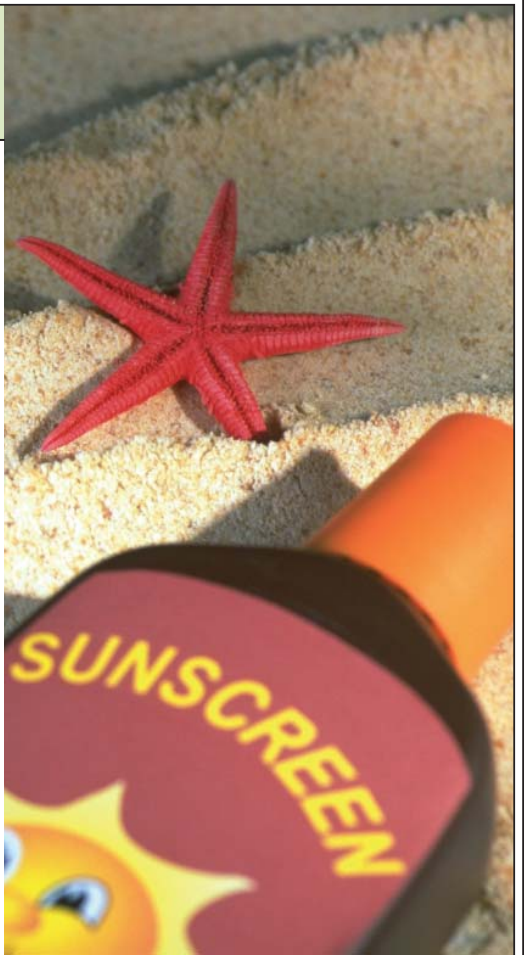
apply 25-50% of the amount used to rate sunscreens. In addition, inconsistent use, especially in combination with intentional sun exposure, can actually increase the risk of skin cancer (if the overall UV exposure is increased). Also, SPF's do not add up; for example, wearing make-up with SPF 15 on top of an SPF 30 sunscreen does not offer SPF 45 protection.

*What SPF do we really need?*

Clinical studies have shown that daily application of SPF 17+ sunscreens can decrease the incidence of actinic keratoses ("pre cancers") and certain skin cancers, such as squamous cell carcinomas. Daily use of SPF 29+ sunscreens has been shown to decrease the signs of photo aging (premature wrinkling, brown spots).

*Which sunscreen works best?*

There are two types of sunscreens: physical and chemical. Physical sunscreens, such as titanium and zinc oxide, reflect UV energy away from skin. They offer protection from both UVA and UVB, but may cause a whitish tint. Chemical sunscreens absorb UV energy and re-radiate it at less



dangerous wavelengths. These sunscreens vary in their protection from UVB and/or UVA. Preparations with SPF30+ products tend to combine ingredients to offer better broad-spectrum coverage. Of note, sunscreens do have expiration dates which should be checked.

*What's the bottom line?*

Daily use of a broad-spectrum sunscreen, as part of an overall strategy to decrease UV exposure, can prevent photo damage, premature aging, and skin cancers. Pick one that you like and stick with it!

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