

# JUVA<sup>®</sup> News

An update on skin care from Juva Skin & Laser Center / MediSpa<sup>®</sup>

Bruce E. Katz, MD • Michael C. Bruck, MD • Gregory Bishop, MD • Kathryn Frew, MD

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## New Peptide Eye Cream Complements Botox<sup>®</sup>



Scientists have recently identified a biologically-active peptide (a compound of amino acids) with anti-wrinkle activity. This peptide inhibits the release of a chemical that makes muscles contract, which results in muscle relaxation and smoothing of dynamic skin wrinkles. Clinical studies proved that the peptide yielded a thirty percent reduction in the severity of wrinkles around the eyes after approximately 30 days of treatment.

In fact, the most prominent signs of aging usually occur around the eyes. These lines and wrinkles are referred to as dynamic, as they occur when we use our facial muscles. However, over time these lines become imprinted within our skin and become increasingly apparent even when our muscles are at rest. These static lines become more pronounced as we age and are accentuated with facial animation.

Age-associated skin wrinkling is influenced by biochemical, histological, and physiological factors, as well as environmental conditions. With aging, the structure of collagen, the “backbone” of our skin, is altered and elastin, which accounts for skin elasticity, is degraded. The result: What begins as dynamic wrinkles on the skin becomes static.

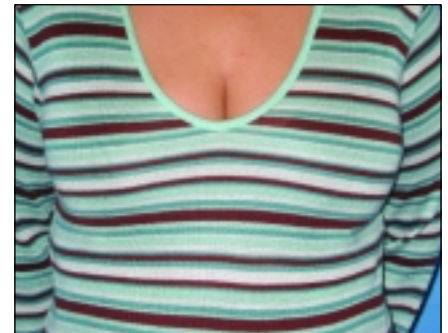
Since this newly discovered anti-wrinkle peptide offers an elegant approach in the treatment of wrinkles, we used it to create the JUVA Peptide Eyelift Cream. Formulated by Dr. Bruce Katz, this high-potency product is infused with hydroxyacids and anti-oxidants. The hydroxyacids produce exfoliation and firm the skin. The anti-oxidants provide protective benefits against free radical formation, a well-described mechanism occurring at the cellular level that contributes to premature aging. This anti-oxidant activity in JUVA Peptide Eyelift Cream is supplemented by the inclusion of Vitamin E and Green Tea. It also includes the only Vitamin C compound clinically shown in scientific studies to stimulate collagen production. This Vitamin C compound has added benefits of skin clarifying and brightening actions as it lightens melanin granules, thus reducing “age spots.”

Used alone or in combination with Botox treatments, the JUVA Peptide Eyelift Cream offers a new, unique and elegant approach to reducing wrinkles.



## Fact or Fiction: Can Liposuction Lead to Increased Breast Size?

Liposuction is the most popular cosmetic surgery procedure performed in the United States. The change in physical appearance after liposuction can be quite extraordinary, giving patients a renewed sense of self-esteem and self-confidence. After performing over 100 cases of power liposuction at JUVA, it was noted during post surgical follow-up that a large number of our female patients reported an increase in breast size and fullness. To investigate this phenomenon we conducted a study to assess the incidence of breast enlargement, what these patients had in common, and a possible explanation of why this occurred.



We surveyed 149 women who had power liposuction between August of 2000 and March of 2002. Patients were asked whether they experienced a change in the size of their breasts or had a change in bra-cup size. Thirty-four percent of the women reported an enlargement of their breasts since having undergone power liposuction. Of these women, thirty two percent reported an increase in bra size of at least one-cup. Women in the remaining group noted that their breasts had become firmer and fuller. The observation of breast enlargement after power liposuction was associated with a large volume of fat extraction and liposuction of the abdomen, hip and thigh areas.

While it has been clearly established that the rate of fat deposition and utilization is determined by diet intake and energy expenditure, the metabolism of fat cells can be affected by numerous hormones. Fat tissue is a major source of both male (androgen) and female (estrogen) hormone formation. The fatty tissue in the abdomen and thighs produce 10 times more androgen than estrogen. When a large amount of fat is removed from these areas this results in reduced production of male hormone or androgen. Thus the relative increase in estrogen could affect growth of breast tissue and may explain why breast enlargement occurs in some women after power liposuction.

Power liposuction is a refined, precision technique, pioneered and perfected by Dr. Bruce Katz and Dr. Michael Bruck at JUVA Skin and Laser Center. It is performed under local anesthesia and it has been shown to be more precise, with a quicker recovery period than traditional liposuction. All women who experienced increased breast size after power liposuction were very pleased. The liposuction improved their body contour, and the unexpected breast enlargement enhanced their satisfaction.

## New at JUVA: SkinChats

The JUVA Skin & Laser Center and MediSpa®, New York's most luxurious and comprehensive dermatological care facility, presents "SkinChats," a complimentary monthly series of informational talks designed to make you look and feel your best.

Skin Chats take place on the second Tuesday of each month from October through June at JUVA, located at 60 East 56th Street, between Park and Madison Avenues.

All sessions begin at 6:00 p.m. and last until 8:00 p.m. The lectures are free, but pre-registration is mandatory. You can enroll in-person or by calling 212-688-JUVA (5882). Each session will conclude with a question and answer period. Hors d'ouvres and refreshments will be served, and each attendee receives a JUVA gift.

### The SkinChats schedule for 2003 is as follows:

#### *March 11, 2003 - The Eyes Have It!*

The eyes may be the window to the soul, but an aging forehead can also make you look tired and stressed. In this session, Dr. Michael Bruck, Juva's director of plastic surgery, will talk about the most effective procedures available today for rejuvenating the forehead and eyes. Last year, Fox News Channel anchorwoman Greta von Susteren made headlines when she had her eyes done, and many plastic surgeons gave her new appearance the "thumbs-up." Dr. Bruck will devote this session to explaining which eye-enhancing treatments work the best, as well as what your expectations should be if you decide to undergo a procedure.

#### *April 8, 2003 - The Wedding Countdown: Getting Your Skin in Shape for the "Big Day"*

You'll spend thousand\$ on the reception, the gown and the honeymoon. But what about your skin? You'll want to look as beautiful and sexy as you can for your wedding, and that means taking your "skin inventory" at least two months before The Day. Today's brides are showing more skin than ever before, with bare shoulders and backs becoming very popular. From laser photo rejuvenation to hair removal, Juva dermatologists Dr. Gregory Bishop and Dr. Kathryn Frew will offer up a "pre-nuptial skin plan" so you can be sure your skin is in top-shape when you walk down the aisle. We'll also give you a special wedding memento to take home.

#### *May 13, 2003 - Juva's Annual Pre-Summer Skin Tune-up Tips*

You've picked out the skin-baring summer bikinis, now it's time to make sure they'll look as flattering as possible! In this yearly tradition, Juva's dermatologists and aestheticians team up for a session on helping you tackle blemishes, spider veins, bodily hair and anything else that might get in the way of looking your best at the beach or pool this summer. As a special bonus, Juva's chief massage therapist will offer up some anti-stress tips to help you relax over the long hot summer.

#### *June 10, 2003 - Deal Yourself a New Hand (or two)*

Do you find yourself hiding your hands at cocktail parties or receptions, or even when on a date? Many people's hands seem to age quicker than the rest of their bodies, with symptoms like brown spots and an overall loss of youthful texture. In this session, Juva founder and director Dr. Bruce Katz will discuss a number of procedures available to restore your hands to the way they once were. From fat and collagen injections to laser removal of sun or age spots, your hands can be rejuvenated with the newest scientific techniques available. You can now say goodbye to hands that have a bony and weathered appearance, and "swap" them for more textured hands that will make you look younger and give you more confidence in social situations.

Juva Skin and Laser Center is open every  
Saturday, 9:00 - 1:00.

The MediSpa continues to be open  
Saturdays, 9:00 - 5:00.

*Evening hours are also available.*

## Microdermabrasion vs. The Medical Facial: A Question-and-Answer Session with Sumona, JUVA MediSpa® aesthetician

*Q. What is the difference between the two?*

*A.* "Microdermabrasion is a treatment similar to the glycolic or beta hydroxy acid peels used in medical facials. It utilizes fine crystals blown against the skin under pressure. However, microdermabrasion achieves deeper exfoliation than either of these methods and removes a greater amount of dead skin cells."

*Q. How do I know which method is right for me?*

*A.* "Patients with cystic acne are usually discouraged against the use of microdermabrasion. If you have deeply clogged pores, or too many blackheads, microdermabrasion will irritate the comedones with one application and may further aggravate your skin condition. In this case we recommended you try one of our medical facials, such as the 'Beta A Complex.' Once the acne has subsided, microdermabrasion can be used to lighten the pigmentation and to smoothe the scars."

"Microdermabrasion is suitable for men and women who have clean pores but whose skin lacks clarity and luster and is not even-toned. Since build-up of dead cells can make the skin look less luminous, microdermabrasion is a wonderful way to make the skin look brighter and more youthful. It is especially effective in darker skin where uneven skin tone is present."

*Q. How is microdermabrasion different from a glycolic peel?*

*A.* "Both microdermabrasion and glycolic peels exfoliate the skin, but the former works better on scars. If the skin is very dry, however, the glycolic peel is more suitable, since the aluminum oxide crystals used in microdermabrasion cause increased dryness."

*Q. What kinds of products should I use to improve the condition of my skin?*

*A.* "I cannot claim to know all the *real* ingredients in over-the-counter skin care products on the market. But as an aesthetician at the JUVA MediSpa®, I am thoroughly knowledgeable about our product line, and I can make informed decisions about which product might be right for you. Given the right diagnosis and the right treatment, patients can expect to receive what they came here looking for: beautiful, healthy skin."

## New Hair Removal Laser for Darker Skin

The JUVA Medi-Spa is pleased to announce the arrival of the CoolGlide™ Vantage, a new state-of-the-art laser producing permanent hair reduction. The treatment is painless, requires no downtime, and treats fine and coarse hair. What's more is that the CoolGlide Vantage has proven to be the safest, most effective laser hair-removal option for darker-skinned individuals—even those who keep a year-round deep tan.

Until recently, the main methods of hair removal available to African-American women consisted of shaving, plucking, waxing, chemical depilatory and electrolysis. However, these practices often yield unsatisfactory results. Shaving requires daily maintenance, and because the hair is shaved horizontally, the leftover “stubble” is coarse to the touch. Plucking rips the hair out of its sheath, thus distorting the hair and creating acne-like bumps. Waxing and chemical depilatories are likely to cause irritation ranging from rashes to burning to unwanted pigmentation. Further, shaving, plucking, and waxing are only temporary hair-removal methods and can cause uncomfortable and unsightly ingrown hairs. While electrolysis offers permanent ablation of the hair, even the most skilled technicians cannot guarantee complete results. Electrolysis can be painful, costly (given the numbers of visits needed), unsuitable for large hair-growth areas, and can leave permanent scars.

Various lasers have been used over the past years to successfully and permanently reduce hair. Unfortunately, these lasers target the pigment in the hair, and often damage the pigmentation in the skin as well. For this reason, only fair-skinned patients with dark hair could be safely treated. Darker-skinned patients prone to increased pigmentation risked unsightly discoloration in treated areas.

The new CoolGlide laser removes unwanted hair while protecting the pigmentation on the skin surface. The CoolGlide is a long-wave laser (1064 nm). Its longer wavelength results in a decrease in absorption by the surface pigment cells with less heating and damage. Sparing the surface pigment cells in this way allows the laser to deliver greater, more focused energy to the target pigment cells at the root of the hair. This means more effective permanent hair removal with dramatically less risk of changes to pigmentation. “Razor rash” and “bikini bumps” may be a thing of the past after a few treatments with the CoolGlide laser now available at JUVA Skin & Laser Center.

## Smoothbeam™ Laser Approved to Treat Acne

Acne is a significant troubling skin condition, the single most common reason why people visit the dermatologist. It can have profound and long-lasting psychological effects as well lead to permanent scarring.

Acne is an inflammatory skin condition that affects the oil-producing sebaceous glands. It occurs where these glands are most concentrated, such as the face and back. Three factors are required for acne formation: an increased production of oil, a blockage of the pores, and the proliferation of bacteria. A pimple then forms.

Although many therapies exist for the treatment and control of acne, none are curative. Current treatment options include topical anti-inflammatory and peeling agents, topical and oral antibiotics, topical and oral retinoids (such as Retin-A and Accutane), and ever-emerging light therapies. Traditional acne remedies do not always target the sebaceous glands, in spite of prolonged treatment, and therefore are non-curative. Such treatments tend to be expensive, and some of them have the potential for dangerous side effects.

Laser treatment is a new approach to acne. The Smoothbeam laser is designed to target acne's root cause, the overactive sebaceous gland located within the dermis (the second layer of the skin). By emitting



*Before Smoothbeam Treatment of right side*



*After Smoothbeam Treatment of right side*

PHOTOGRAPHS COURTESY OF DR. THOMAS ROHRER

a cooling spray, the Smoothbeam spares damage to the epidermis (the layer of skin we see). While the glands are damaged, they are not destroyed and therefore function at a level that avoids side effects such as skin dryness or eczema. Clinical studies designed to treat acne on the back indicated that after a 6 month follow-up there was a 98 per-

cent reduction in (mean) lesion count while on the control side (no laser treatment) there was a 3 percent reduction. The side effects were relatively minimal and included temporary swelling and redness. Increased skin pigmentation occurred in darker-skinned patients but resolved within six weeks. Currently, the Smoothbeam laser is FDA-approved to treat back acne. The treatment is safe, quick, and requires no recovery period.

In addition to treating acne, the Smoothbeam laser can also be used to improve acne scarring. By stimulating collagen formation beneath the scar the Smoothbeam laser causes elevation of the scar depressions and gives an overall improved appearance to acne scars.

Our staff would be happy to answer any questions you may have about the benefits of the Smoothbeam laser now available to treat acne and acne scarring.

Visit our website at [www.juvaskin.com](http://www.juvaskin.com)  
for more information about our center,  
to order Juva products and  
to see before and after photos of procedures.

## Juva Media Events



Dr. Katz

WNYW-TV / January 13, 2003: Medical correspondent Dr. Steve Salvatore interviews Dr. Katz about the benefits of Kinerase, an anti-wrinkle cream

Listen Up With Charles Barkley / (TNT-TV) / January 9, 2003: Dr. Bruck is interviewed and performs Power Liposuction

Court TV / December 4, 2002: Dr. Katz gives expert opinion on proper procedures to follow when doctors perform liposuction

WPIX-TV / November 25, 2002: Dr. Katz conducts a Power Liposuction procedure 'live' on WB11 Morning News

WCBS-TV / November 20, 2002: Dr. Katz discusses possible treatments for male baldness

WNBC-TV / November 19, 2002: Medical correspondent Dr. Max Gomez interviews Dr. Katz about a study showing that women who underwent Power Liposuction experienced a permanent increase in breast size

WNYW-TV / November 12, 2002: Medical correspondent Dr. Steve Salvatore interviews Dr. Katz about Power Liposuction's effects on breast size

KSFN-AM Radio / November 5, 2002: Dr. Katz was interviewed regarding Power Liposuction and the unanticipated side effect of increased breast size

WFMP-FM Radio / Minneapolis / November 4, 2002: Dr. Katz discusses the Power Liposuction study and increased breast size

WRIF-FM Radio / Detroit / November 4, 2002: Dr. Katz talks about Power Liposuction and its effects on breast enlargement

KMAX-TV / November 1, 2002: Dr. Katz talks about the effects of breast increase after Power Liposuction surgery

WNYW-TV / October 28, 2002: Dr. Katz discusses the new Smoothbeam laser and its treatment for acne and acne scarring

WCBS-TV / October 23, 2002: Dr. Katz discusses the correlation between Power Liposuction and breast enlargement

WCBS Radio / October 23, 2002: Dr. Katz discusses Power Liposuction and its effect on breast enlargement

## Juva in the News

*Elle, December 2002:* Dr. Katz is quoted in a story about the new LaserComb and its benefits

*Allure, December 2002:* Dr. Katz extols the benefits of salt used in topical medications for improved skin in a story entitled 'A Gift From The Sea'

*Grace, Winter 2002:* In a story about dry skin, Dr. Katz offers recommendations for nourishing the complexion

*Vogue, November 2002:* Dr. Katz contributes to a story on the dangers of overprocessed skin - skin so abused by the combined use of harsh beauty treatments that their complexions show signs of early wrinkling

*Men's Health, November 2002:* Dr. Katz suggests using Retin-A to remove the redness of stretch marks

*HealthScout News, October 25, 2002:* Dr. Katz was interviewed for a story on the importance of selecting a qualified physician for Botox injections

*Wireless Flash News Service, October 24, 2002:* The study by Dr. Katz on Power Liposuction and the increased breast size was transmitted

*New York Post, October 22, 2002:* In a new study by Dr. Katz, Power Liposuction is found to increase the size of the breasts of some women

*Shape, October 2002:* Dr. Katz is quoted in a story regarding flesh-colored bumps on the skin

*Elle, October 2002:* Dr. Katz discusses the steps necessary to winterize the skin

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Present your copy of the Juva News at the Medispa desk and receive a free sample of the new Juva Peptide Eyelift Cream.

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