

News, tips and information from the physicians and staff of Northcoast Laser Cosmetics & Lake County Family Practice

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Spring 2008 Botox™ Dates:
March 27th
April 3rd & 17th
May 8th & 22nd
June 5th & 19th

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To schedule a consultation call 440.NEW.FACE (639.3223) or email:
contact@northcoastlaser.com



Skin Care 101

How the Sun Damages Our Skin

UVA and UVB rays – we hear about them, but what are they; what damage do they cause¹ and what can you do to protect yourself from them? The purpose of this article is to provide some straightforward advice on this important topic.

When sunlight passes through a prism a rainbow appears. The colors we see are the visible light spectrum with red at one end and violet at the other. The rays we don't see beyond red are called infrared and produce heat. Those beyond violet are called ultraviolet (UV) and have chemical actions.

Closest to the visible color violet is the invisible UVA (ultraviolet aging) ray. Its strength is constant regardless of the season. The UVA ray is able to penetrate windows (the very reason colored furniture in a sunny window fades), wind shields, and light clothing. This ray has a longer wavelength and is able to penetrate and damage the epidermal (outer) layer as well as the dermal (deeper) layer of the skin. This deeper layer contains collagen and elastin which gives our skin the support it needs to provide that youthful, toned, and wrinkle free appearance. Years of unprotected exposure to the UVA ray, through its chemical action, primarily free radical formation (see Winter 2007 Laser Lines), promotes the breakdown of these very important support structures in our skin. The end result: fine lines, moderate to deep wrinkles, thinning and loose sagging skin, as well as skin cancers.

Just below the UVA ray is the UVB (ultraviolet burning) ray. The UVB ray is strongest in the summer months. It has a shorter wavelength so it is only able to penetrate the epidermal (outer) layer of the skin. This outermost layer of the skin is the protective barrier from the outside world. The cells responsible for the color of our skin reside in this layer. Tanning skin is actually the body's protective response when exposed to ultraviolet rays. Over extending your skin's abilities to respond to UVB rays causes your skin to burn. Years of exposure to UVA and UVB rays trigger their chemical actions. This causes the breakdown of the normal structure and function of this very important layer. Abnormal function of this layer can lead to precancerous and cancerous lesions, pigmentation irregularities (brown spots, redness, and uneven skin tone), rough texture and dull complexion.

You do not have to hide in a closet for the rest of your days to avoid overexposure; you just need to be smarter about your time outdoors.

- First and foremost, use sunscreen daily (see the Product of the Season section for selecting the proper sunscreen).
- Try to avoid sun exposure during the hours of 10 am and 3 pm.
- Generously apply the proper sunscreen to all areas exposed to the sun and reapply hourly; especially during those mid-day hours.
- Shady areas can significantly reduce your exposure to UV radiation.
- Adversely, sand, water, or snow reflect and scatter UV rays and increase your exposure to UV radiation.
- Lastly, avoid tanning beds. They work by exposing your skin to intense UVA and UVB radiation. If you desire "color" in the off season choose the sunless tanning sprays offered at these facilities.

Being smart about sun exposure significantly reduces your chance of developing skin cancers and also helps prevent the aging effects the sun has on our skin.

Procedure Highlight

The Complete Facial: More than Surface Benefits.

Our most popular procedure for clients concerned with fine lines, wrinkles, uneven skin tones, and rough textures is the complete facial. The complete laser facial is a procedure that utilizes all three of our state-of-the-art lasers; the Aura for pigmentation issues, the Lyra for firming, and the Venus for resurfacing. These and other types of laser resurfacing treatments may also aid in the prevention of certain types of skin cancers according to the Skin Cancer Foundation.



The Aura's unique, integrated StarPulse feature enables the removal of benign vascular and pigmented surface lesions, including leg veins.

The Aura and Venus lasers are highly effective at removing Actinic Keratosis (AKs). AKs are found on areas of the body frequently exposed to the sun and appear as crusty, scaly, or crumbly bumps that are caused from years of exposure to ultraviolet light and are the most common types of precancerous skin lesions. They are commonly felt before they are seen and their colors can range from flesh tone, tan, pink, or red. Skin Rejuvenation therapy with our Aura and Venus lasers may reduce your risk of these lesions and skin cancers from them.

The Lyra Laser is FDA cleared for all skin types for the treatment of facial wrinkles, Leg veins up to 4mm in diameter, hair removal, and the treatment of shaving



The Complete Facial is a safe, non-invasive, and affordable treatment for most skin types. The procedure is performed by the Board Certified Physicians of Northcoast Laser Cosmetics.

Give us a call and speak with one of our estheticians to see if the Complete Laser Facial right for you.

Source: The Skin Cancer Foundation

Your Health

Keep that Diet & Exercise Resolution!

Remember back in January when we made our resolutions to lose some weight and be more fit in 2008. Now that we're well into the year, where do you stand with that resolution? Have you slipped back into bad snacking routines? Missed a couple of days of exercise and then stopped? Ordered a fast food meal that includes the large French fries just because it's easier?

Don't worry, you're not alone. But now is as good a time as any to get back on track. While one of the things you are trying to achieve may be to lose weight, avoid approaching it as a diet. One of the most important things you need to do is look at the food you eat and your level of activity as integral parts of your lifestyle. Concentrate on finding ways to create new, healthier habits to replace those that tend to sabotage your best efforts.

Unhealthy between meal snacks might be one of the toughest habits to break. Avoiding sugar and empty calories that leave you wanting more shortly after you've eaten them is a great start. Some research has suggested that chewing sugar-free gum might help with appetite control and satisfying the urge for something sweet. Studies have shown that chewing a piece of gum before snacks appears to reduce the desire for, and intake of, sweet snacks throughout the day. Chewing gum is just one tool in the list of common-sense approaches to weight loss. Other effective things to do when trying to lose weight include:

- Eat breakfast. It really is the most important meal of the day. Make sure it is something nutritious; the higher in fiber and crunchiness, the better.
- Diets DO NOT WORK. A nutritionally balanced plan with enough calories to keep you from feeling hungry is the only real way to lose weight. The crazier the fad diet, the quicker and greater the chance that you will gain the weight right back.
- Don't skip meals. Intense hunger can trigger binge eating. Make sure that you eat regular meals and do not go more than 4 or 5 hours between meals.
- Increase your intake of fiber. If there is any natural weight-loss aid, it is fiber. Whether soluble (the gummy type found in oatmeal and beans) or insoluble (the type found in fruits, vegetables, and whole grains), they are important to good health. Soluble fiber can help to lower cholesterol; insoluble contains indigestible fibers that add bulk to our diets. Both forms of fiber swell in the stomach and help to create a feeling of fullness.
- Physical activity is a must. No weight-loss plan is complete without a balancing it with physical activity. Choose an exercise program that works for you; one with which you are comfortable. Running five miles a day is a great regimen, but if you can't and won't do it consistently, you might be better off committing to a brisk 20-minute walk four or five days a week.
- Eliminate your night-time empty-calorie snacking. This is the time that the chewing that piece of sugarless gum might be the most effective.

Dieting is not losing weight. Making realistic choices and a commitment to a lifestyle of healthier eating habits and physical activity is the only way to take weight off and keep it off.

Women & Heart Disease ... Know the Facts and Lower Your Risk

Hear disease is the Number One cause of death among American women. If you are a woman between the ages of 40 to 60, it is especially important to start working on ways to lower your risk now. This is the age category when a woman's risk of heart disease starts to rise. That doesn't mean that younger and older women don't need to act now; they do. Whatever your age, it is never too early or too late to improve your heart health – even if you have already had a heart attack.

Coronary heart disease is the main form of heart disease. It is a disorder of the blood vessels of the heart that can lead to heart attack. When an artery becomes blocked, preventing oxygen and nutrients from getting to the heart, a heart attack occurs. This is one of several cardiovascular diseases; diseases of the heart and blood vessel system. Others include stroke, high blood pressure, angina (chest pain), and rheumatic heart disease.

Heart disease is a lifelong condition—once you get it, you'll always have it. There are procedures such as bypass surgery and angioplasty that can help blood and oxygen flow to the heart more easily, but the arteries remain damaged and you are more likely to have a heart attack. Unless you make changes in your daily habits, the condition of your blood vessels will steadily worsen. It is vital to take action to prevent and control this disease.

Risk Factors

Risk factors are the conditions, habits or history that make a person more likely to develop a disease. Risk factors for heart disease include:

- High blood pressure
- High blood cholesterol
- Diabetes
- Smoking
- Being overweight
- Being physically inactive
- Having a family history of early heart disease
- Age (55 or older for women)

Some risk factors, such as age and family history of early heart disease, can't be changed. After menopause, women are more apt to get heart disease, in part because their body's production of

estrogen drops. Women who have gone through early menopause, either naturally or because they have had a hysterectomy, are twice as likely to develop heart disease as women of the same age who have not yet gone through menopause. Family history of early heart disease is another risk factor that can't be changed. If your father or brother had a heart attack before age 55, or if your mother or sister had one before age 65, you are more likely to get heart disease yourself.

While you can't control all of the risk factors, it is important to make positive changes in the ones that you can control. Protecting your heart can be as simple as taking a brisk walk, whipping up a good vegetable soup, or getting the support you need to maintain a healthy weight. If you have more than one risk factor, however, you need to address each of those risk factors. If you start taking a brisk walk, it will help. But if you also smoke, you need to address that, too. You can make the changes gradually, one at a time, but you need to address all of the risk factors over which you have control. Each risk factor increases the chance of developing heart disease. Having more than one risk factor can be especially serious because the combination of risks can worsen each other's effects. You need to take these risks seriously and act upon them NOW!

Learning Your Risks/Tracking Your Progress

A crucial step in determining your risk is to see your doctor for a thorough checkup. Your physician can be an important partner in helping you set and reach goals for heart health. Don't wait for your physician to mention heart disease or its risk factors, be proactive and establish good, clear communication with your doctor. Ask questions about your chances of developing heart disease and lowering your risk. Request tests that will determine your personal risk factors. Answer all of your doctor's questions thoroughly and honestly. And, if you don't understand something that your doctor says, request a further explanation in simple language. Take notes, so you'll remember some of that important information when you leave the doctor's office.

Reviewing and addressing your risk factor and working with your family physician to set and reach goals for your heart health, will help ensure that you prevent and control heart disease.

Laser Lines FAQs



Which one is right for me, Botox® or Juvederm? Are they the same? Do they do the same thing?

They are definitely not the same. Botox works by temporarily reducing the contractions of the muscles that cause those persistent frown lines that have developed over time. It blocks impulses from the nerve to the tiny facial muscles that are related to expression lines.

For example, the lines that appear between your brows are the result of muscle movement and the passage of time. After years of crinkling and wrinkling, those lines (glabellar lines) start to linger longer and can become more pronounced. For women, whose faces tend to be more animated than men's, and whose skin is typically more delicate, these lines may appear exaggerated and more permanent. Treatment with BOTOX Cosmetic can visibly smooth and soften moderate to severe frown lines between your brows. Botox relaxes the muscles so they do not contract.

Juvederm (and other fillers), on the other hand, is used in the sagging areas of skin between muscles that create folds. For example, nasolabial folds are the lines that extend from your nose to the corners of your mouth – referred to as parentheses in many of ads for fillers appearing on TV and in magazines. Juvederm literally fills in these folds and improves your appearance by lifting and adding volume to the folds in the treatment area.

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Product of the Season

Sunscreens

Here at Northcoast Laser Cosmetics, we carry a variety of Broad Spectrum sunscreens that suit all types of skin. Stop in and we'll help you choose which one is right for your skin type, as well as your outdoor plans. Following are basic guidelines for choosing the right sunscreen for you.

- **Every day, mostly indoor use:** Choose a product that has a good UVA blocker such as Zinc Oxide or Avobenzone with at least a SPF 30. Many of these are combined in a sunscreen/moisturizer.
- **Outdoor use:** UVA/UVB protection with a minimum SPF 30 is a must. Products with Zinc Oxide, once again, are a good choice because it blocks both UVA and UVB rays. Whether you are at the beach or skiing the slopes remember to apply generously to exposed skin and reapply every hour or so.
- **Oily/Acne prone skin:** Look for products that say Oil Free or Non-Comedogenic.
- **Sensitive Skin:** Many sunscreens are chemically based and can cause irritation to the more sensitive skin types. Zinc Oxide and Titanium Dioxide are both natural earth minerals that cause the least irritation and provide good protection from the damaging sun rays.

Remember sunscreen is the last product (before makeup) you should apply to your face/neck/chest.

SPRING SPECIAL!

Now through May 31st. Purchase a sunscreen from Northcoast Laser Cosmetics and receive a sample pack of our most popular skin care products.

Northcoast Laser Cosmetics
Spring 2008 Botox™ Dates:
March 27th | April 3rd & 17th
May 8th & 22nd | June 5th & 19th

Northcoast Laser Cosmetics is owned and operated by the physicians of Lake County Family Practice

Laser Lines 4 Spring 2008



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