

on the surface

an introduction to the services
provided by Swan Dermatology



personal skin care consultations

First things first: what this brochure is not.

This brochure is not intended to help you prescribe a treatment for yourself. Rather, it is an introduction to the Swan services that can address a number of various skin care conditions, with some additional information on the back that can help you feel good about your decision to visit Swan.

At Swan Dermatology, we believe that skin care needs are as individual as each person. We can help you redesign your skin care regimen to treat aging and sun-damaged skin—or simply show you how to best care for your skin. After evaluating your skin's condition and problems that may be of concern to you, Dr. Swan or her nurse Cheryl Foley can recommend and help you implement a new skin care regimen.

Please read the brochure, but know that Dr. Swan will want to identify your concerns, your goals and the characteristics about your skin that make you unique before making a recommendation regarding the very best care for you.



skin care for Facial Lines or Wrinkles

- BOTOX® COSMETIC (botulinum toxin) is a popular, nonsurgical procedure that temporarily reduces or eliminates frown lines, forehead creases and crow's feet. The treatment, which involves a series of tiny injections and only takes about 10 minutes, effectively relaxes the facial muscles that cause these lines, thus smoothing out the skin. There is no anesthesia or recovery time. Results are apparent within days and usually last three to five months.

BOTOX COSMETIC is widely tested, FDA approved and, currently, the most popular cosmetic procedure performed in the United States.

- Restylane® and JUVEDERM® are safe dermal fillers that restore volume and fullness to the skin, making them a cosmetic option for correcting facial wrinkles and folds. They are administered by small injections into the skin. The most common sites are the folds from the nose to the corners of the mouth and the marionette lines on the chin. The treatment may result in some minor redness

or swelling that may last a few days, but the results are often dramatic, immediate and last six months or more.

Restylane and JUVEDERM® are great complements to other skin care services, are FDA approved and quickly approaching the popularity of BOTOX.

skin care for Acne

- Acne Facials, which are appropriate for mild to severe acne, cleanse and clarify the skin, removing dirt and oil embedded in the pores. Deep cleansing, steaming, and exfoliation in addition to a 20% glycolic acid peel and extractions are used to help unclog pores and eliminate surface bacteria, minimizing future breakouts.

Each facial treatment takes about 30 minutes. Dr. Swan often recommends a series of two to four Acne Facials about two to three weeks apart, along with other medical therapies. Once the acne is under better control, we recommend maintenance treatments every four to eight weeks, or as needed.



skin care for A Fresh or Youthful Look

- Chemical Peels involve the use of high and low concentrations of various acids to reduce fine wrinkles, blotchy pigment spots and rough skin. They may also remove pre-cancerous skin growths, lighten age spots and sun spots, repair photodamage, soften acne facial scars and even control acne.

Dr. Swan often recommends a series of superficial chemical peels because they can accomplish the desired results with minimum discomfort and a short recovery period. Typically, a series of three to six peels are performed two to four weeks apart. To maintain the results, chemical peels are performed once every two to three months.

- Our MicroFacial combines the benefits of a microdermabrasion treatment with elements of a relaxing European facial. The treatment includes a facial steaming and cleansing, followed by a microdermabrasion treatment, and a hydrating mask. You will also enjoy a neck and upper shoulder massage. This treatment is offered in a relaxing atmosphere where you can rejuvenate both skin and spirit.

- Parisian Peel® Medical Microdermabrasion is a gentle approach to skin renewal. The Parisian Peel process can reduce or even erase your fine lines and wrinkles, age spots or other superficial blemishes. Requiring no

chemicals, lasers or surgical procedures, the Parisian Peel is a gentle, 20-minute treatment after which you can return immediately to your normal daily activities. You may feel minimal discomfort during the treatment. However, most people experience no discomfort at all, even those with sensitive skin.

For best results you should receive four to eight treatments, performed seven to 14 days apart. Maintenance treatments are done once every two to three months.

skin care for Unwanted Hair

- Women and men both turn to Swan Dermatology for permanent hair removal on such areas as the face, neck, abdomen, legs, underarms and bikini lines. Swan uses the advanced, FDA-approved LightSheer™ diode laser because it is extremely reliable with minimal patient discomfort. Plus, because it can treat numerous hair follicles simultaneously, the LightSheer can treat larger body areas, such as the back.

In most cases, patients may experience 80–90% reduction in the amount of hair after three to six treatments.



skin care for Red Faces and Red Noses

- For the treatment of vascular skin lesions, such as spider veins, spider angiomas and cherry angiomas—which often result in red faces and red noses—Swan uses the Diolite™ 532 laser system. It allows for treatment of facial veins and other vascular lesions without post-operative purpura (bruising) seen with other lasers.

Using the gentle action of a light beam, the Diolite performs nontraumatic treatments that are comfortable, safe and effective. The mild and precise laser provides consistent results and, in most cases, treatments are performed with very little discomfort to the patient.

skin care for Spider Veins

- For the small, unsightly red and blue superficial blood vessels known as spider veins, most often on the legs, Swan Dermatology turns to a proven procedure performed since the 1930s.

Sclerotherapy involves a very fine needle injection of a solution directly into the blood vessel. Over a period of weeks, the vessel turns into scar tissue that is absorbed, eventually becoming barely noticeable or completely invisible.

skin care for Severe Underarm Sweating

- Most commonly known as a cosmetic treatment, BOTOX (botulinum toxin) has also been found to be an effective remedy for alleviating excessive underarm perspiration (hyperhidrosis). Administered under the arm via a series of small injections, BOTOX blocks chemical signals from the nerves that normally stimulate the sweat glands.

Treatment takes only a few minutes and patients typically notice a significant reduction in underarm sweating within one week—or, quite possibly, even sooner. Results should last for approximately six months.



feeling good from the start

Why You Should Be Extremely Comfortable Choosing Dr. Swan

Experience Counts

First things first: what cosmetic dermatology is not.

It's not for mall outlets, hotel rooms or "BOTOX parties" at home. Injections, chemical applications and such are medical procedures, not beauty treatments to be performed during a "lunch-hour face lift."

If such procedures are not performed by experienced, qualified professionals, they can result in bruising, swelling, irritation and even more serious problems, such as scarring or deformities that can last for months.

dr. swan:

Is One of the Area's Most Qualified Specialists

Dr. Swan is board certified in dermatology, with a depth of professional experience in medical and cosmetic dermatology that involves the treatment of thousands of patients dating back to 1994.

Serves From a Woman's Perspective

She can consult with you and offer recommendations from the standpoint of a woman who is also going through the aging process and has even undergone many of the treatments she offers. This makes for a better physician-patient relationship because she can sincerely relate to you.

Is Committed to Providing True Personal Care

A doctor who believes in treating the whole person, and not just the disease, must make a greater time commitment to each patient. So, Dr. Swan purposefully maintains a manageable practice and avoids turning into a high-volume office—giving her the flexibility to provide every patient with the very best care.

if you're still considering other skin care providers . . .

Dr. Swan encourages you to please do your homework.

1. Do background checks. Confirm the doctor's board certification. Membership in a professional organization like the American Academy of Dermatology (AAD) or the American Society of Aesthetic Plastic Surgery (ASAPS) is a plus.

2. Set up a "go see" appointment and, during your visit, ask these important questions:

- How long have you been practicing? (You want the answer to be at least two to three years.)
 - Is the desired treatment a major part of your practice? (You want the answer to be, "We do them every day.")
- 3.** Ask to schedule a personal consultation and find out if the doctor really has your best interests in mind.

