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News For You!*



# SKIN STORIES

## GO *menu*

### *hot topics and experts*

Our menu proudly features dermatologist pairings, offering well-seasoned experts partnered with up-and-coming physicians — serving up a perfect combination that captures the mentoring spirit of the Women's Dermatologic Society.

Choose from our options or let us know your editorial needs and our experts can fulfill your special order. Ask about our fabulous combination specials and unlimited off-menu possibilities!

### *hot topics*

DERMATOLOGIC INNOVATIONS SHOWCASE.....1

**Diane S. Berson, MD and Daniela Kroshinsky, MD; Tina Alster, MD and Deirdre Hooper, MD; Jenny Kim, MD, PhD, and Emma Taylor, MD**

INJECTABLES: DECISION-MAKING FOR FABULOUS RESULTS .....2

**Mary Lupo, MD and Amy Derick, MD**

HAIR & SCALP (Hair loss in men & women)  
AND MEN'S SKIN .....3

**Elise Olsen, MD and Amy McMichael, MD**

BUDGET-CRUNCHED AND BEAUTIFUL! .....4

**Susan H. Weinkle, MD and Heidi Waldorf, MD**

HEALTHY = BEAUTIFUL:  
TOP DERMS' SKIN SECRETS — THROUGH THE AGES.....5

**Wendy E. Roberts, MD and Mona Gohara, MD; Doris Day, MD, MA, and Marianna Blyumin-Karasik, MD**

SKIN STRESSORS TO GO .....6

**Karen Burke, MD, PhD and Sherry Shieh, MD**

FOOD FOR THOUGHT .....7

**Zoe Draelos, MD and Jessie Cheung, MD**

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# DERMATOLOGIC INNOVATIONS SHOWCASE

1

*Remarkable breakthroughs and technological advances!*

## A. ACNE AND PSORIASIS

Presented by **Diane S. Berson, MD** (New York City)  
and **Daniela Kroshinsky, MD** (Boston, MA)

- Get skin healthy! Hear the latest on how diet, heart disease, and obesity affect acne and psoriasis
- Psychosocial effects of skin disease
- Discover newsworthy treatments for acne and psoriasis



**Dr. Berson** is an Assistant Professor of Dermatology at Weill Medical College of Cornell University and an Assistant Attending Dermatologist at the New York-Presbyterian Hospital. She has a private dermatology practice in NYC, focusing on medical, surgical and cosmetic dermatology. Dr. Berson has conducted clinical trials and published articles concerning the treatment of acne and rosacea and other dermatological topics.



**Dr. Kroshinsky** is an Instructor of Dermatology at Massachusetts General Hospital and Harvard Medical School, where she is the Director of Pediatric Dermatology specializing in medical and inpatient dermatology.

## B. LASERS!

Presented by **Tina Alster, MD** (Washington, DC)  
and **Deirdre Hooper, MD** (New Orleans, LA)

- Embrace the future of lasers: Use at home!
- Lasers to the rescue to treat burns, burn scars, and wounds
- Skin rejuvenation by combination lasers
- Novel acne devices for in-office treatments

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# DERMATOLOGIC INNOVATIONS

## SHOWCASE CONTINUED

1



**Dr. Alster** is director of the Washington Institute of Dermatologic Laser Surgery and a Clinical Professor of Dermatology at Georgetown University in Washington, DC. She has served in many professional leadership positions and has received numerous honors for her contributions to the laser field. Dr. Alster is the leading consultant dermatologist to Lancôme.



**Dr. Hooper** is an Assistant Clinical Professor at the Louisiana State University Department of Dermatology. She has a private practice of medical, surgical and cosmetic dermatology in New Orleans with a special interest in lasers.

## C. FROM NATURE TO NANOTECHNOLOGY

Presented by **Jenny Kim, MD, PhD** (Los Angeles, CA) and **Emma Taylor, MD** (Los Angeles, CA)

- Heard it through the grapevine? The powerful properties of the grape-derived resveratrol
- Breaking the skin barrier with nanotechnology
- “Got Milk?” Can Vitamin D alter your risk of skin infections?
- Your immune system's role in skin cancer: how it can put you at risk or help to cure you



**Dr. Kim** is Associate Professor of Clinical Medicine and Dermatology at the David Geffen School of Medicine at UCLA. She discovers and develops novel compounds in a laboratory funded by the National Institute of Health. Dr. Kim is one of very few dermatologists in the country with expertise in both aesthetic dermatology and immunology.



**Dr. Taylor**, a 3rd year dermatology resident at UCLA, found inspiration for treating her patients in her own backyard, a family vineyard in northern Malibu. Leftover grape skins and seeds from the annual crush inspired her to explore the many beneficial properties of resveratrol in collaboration with Dr. Kim.



## INJECTABLES:

### DECISION-MAKING FOR FABULOUS RESULTS

2

Presented by **Mary Lupo, MD** (*New Orleans, LA*) and  
**Amy Derick, MD** (*Chicago, IL*)

- One syringe “wonders”
- Combination fillers for optimal results
- It is not the filler, it is the Filler: the product is not as important as the doctor
- How long do fillers really last?
- Relaxation from neurotoxins combined with fillers — the optimal combo for same day, no downtime rejuvenation



**Dr. Lupo** is a Clinical Professor of Dermatology at Tulane and private practice dermatologist. She has been a filler instructor since 1984 and is a Juvederm clinical trial researcher. Dr. Lupo is a Past President of the Women’s Dermatologic Society and now serves on the Board of Directors of the American Society of Dermatologic Surgery.



**Dr. Derick** is a private practice dermatologist in the Chicago suburbs. She is featured as a cosmetic dermatology expert in radio, print, and television, and serves as a media resource for the American Academy of Dermatology and the Women’s Dermatologic Society.

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## HAIR & SCALP (Hair loss in men & women) .....

3

Presented by **Elise Olsen, MD** (Durham, NC)  
and **Amy McMichael, MD** (Winston-Salem, NC)

- Healthy hair and scalp for all
- Ah Men! Help for hair loss and razor bumps
- Losing the crowning glory: understanding female hair loss

### MEN'S SKIN

- Drs. Olsen and McMichael are also available to address men's skin issues and daily care for men of all ages.



**Dr. Olsen** is Professor of Dermatology and Oncology at Duke University Medical Center and Director of the Duke University Hair Disorders Treatment and Research Center. She is the editor of the textbook *Hair Disorders: Diagnosis and Treatment* and the current chairman of the North American Hair Research Society sponsored project on Hair Growth and Hair Disorders in African Americans.



**Dr. McMichael** is an Associate Professor of Dermatology at the Wake Forest University School of Medicine. She received her advanced training in epidemiology at the Wake Forest School of Medicine Department of Public Health Sciences. Her research focuses on hair and scalp disorders and skin disease of deeply pigmented skin. She is the co-editor of the text, *Hair and Scalp Diseases: Medical, Surgical, and Cosmetic Treatments*.

*hot, fresh story delivery*



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## BUDGET-CRUNCHED AND BEAUTIFUL!.....

4

Presented by **Susan H. Weinkle, MD** (Bradenton, FL)  
and **Heidi Waldorf, MD** (Nanuet, NY)

- Products — where can you cut corners and where it does makes sense to spend?
- When can you do-it-yourself and when should you see a dermatologist?
- Cost effective non-invasive procedures: reasonable investments for long term beauty
- How to augment your in-office treatments at home



**Dr. Weinkle**, Assistant Clinical Professor at the University of South Florida, is the incoming Vice President of the American Society of Dermatologic Surgery (ASDS) and Past President of the Women's Dermatologic Society. She has also served on the Board of Directors of the American Academy of Dermatology, ASDS and currently serves on the Board of the Florida Society of Dermatology and Dermatologic Surgery.



**Dr. Waldorf** is Director of Dermatologic Laser Surgery at the Mount Sinai Medical Center in New York, and Associate Clinical Professor in the Department of Dermatology at the Mount Sinai School of Medicine. She is a respected expert in skin rejuvenation and laser technology. Dr. Waldorf also has a private dermatology practice in Nanuet, NY.

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## HEALTHY = BEAUTIFUL: TOP DERMS' SKIN SECRETS — THROUGH THE AGES.....

5

A. Presented by **Wendy E. Roberts, MD** (Rancho Mirage, CA)  
and **Mona Gohara, MD** (Danbury, CT)

- Baby skin 101: Sun safety and caring for your baby's skin
- The skinny on skin: Teenage concerns such as melanoma, acne, increased sweating, and razor bumps
- Sun safety for all ethnicities and ages
- Timeless beauty: Simple solutions to combat aging of skin, hair, and nails
- How the skin can reflect internal disease



**Dr. Roberts** is a private practice dermatologist who is trained in Surgery, Dermatology and Pathology. Stanford Medical School nurtured her love of problem-solving. She has equally dedicated herself to service within the organizational structure of Dermatology, and currently serves as President of the Women's Dermatologic Society.



**Dr. Gohara**, an Assistant Clinical Professor at the Yale University School of Medicine Department of Dermatology, is a private practice dermatologist with a special interest in skin cancer in skin of color.

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## HEALTHY = BEAUTIFUL: TOP DERMS' SKIN SECRETS — THROUGH THE AGES.....

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B. Presented by **Doris Day, MD, MA** (*New York City*)  
and **Marianna Blyumin-Karasik, MD** (*Miami, FL*)

- Your complete guide to holistic skin: Green skin care
- Great skin expectations: know the truth about popular skin procedures
- Laser treatments for every skin generation: kids, teens, and maturity



**Dr. Day** specializes in laser, cosmetic and surgical dermatology. She is affiliated with Lenox Hill Hospital in New York City and is a clinical assistant professor of dermatology at the New York University Langone Medical Center where she was presented with the award for Dedication and Excellence in the Teaching of Dermatology.



**Dr. Blyumin-Karasik** practices medical and procedural dermatology in private and academic settings. She serves on the Dermatology Voluntary Faculty at the University of Miami, Department of Dermatology & Cutaneous Surgery, Cosmetic Medicine & Research Institute. She has published multiple scientific articles in dermatological journals and presented nationally and internationally.

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## SKIN STRESSORS TO GO .....

6

### *Environment vs. Skin: How to Win the Aging Game*

Presented by **Karen Burke, MD, PhD** (New York City)  
and **Sherry Shieh, MD** (New York City)

- Pollution, sun and your skin
- Your skin up in smoke: cigarette smoking and the skin
- Skin care tips for seasonal unique stressors



**Dr. Burke** is on the faculty of the Department of Dermatology at Mt. Sinai Medical Center. Her current research investigates the mechanism and efficacy of topical and oral antioxidants in preventing and reversing sun damage to the skin. Dr. Burke has written five books, numerous research articles and medical book review chapters.



**Dr. Shieh** is an Assistant Clinical Professor of Dermatology at Columbia University and the Director of Phototherapy at Beth Israel Medical Center in New York City, New York. She sees patients in her academic and private practice and is actively involved in resident training. Dr. Shieh specializes in photomedicine, skin cancer, laser surgery and Asian skin.

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## FOOD FOR THOUGHT.....

7

Presented by **Zoe Draelos, MD** (High Point, NC)  
and **Jessie Cheung, MD** (New York City)

- Eating your way to young skin
- Delving into dermatologic devices
- Genomics and your skin



**Dr. Draelos** is in solo private practice and the Primary Investigator for Dermatology Consulting Services. Dr. Draelos is the editor of the *Journal of Cosmetic Dermatology*. She received a lifetime achievement award for her research contributions from Health Beauty America.



**Dr. Cheung** specializes in medical procedures and products attendant to skin care, rejuvenation, and beauty. As the Associate Director of Cosmetic Dermatology at NYU Medical Center, Dr. Cheung frequently discusses these topics in the media. She hosts weekly forums on cutting-edge dermatology issues and innovations on her Dr. Radio Dermatology Program on Sirius/XM Satellite Radio.

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Dermatologists will personally deliver the stories of your choice on Wednesday, October 21, 2009 in your offices at a mutually agreed-upon time. Experts will present their topics through conference room presentations or desk-side talks, allowing ample time for Q & A. Special requests to meet your specific editorial interests are welcome.

**We're ready to take your Skin Stories to Go order right away!**



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