

THE GOOD, THE BAD & THE UGLY

-Our Skin -

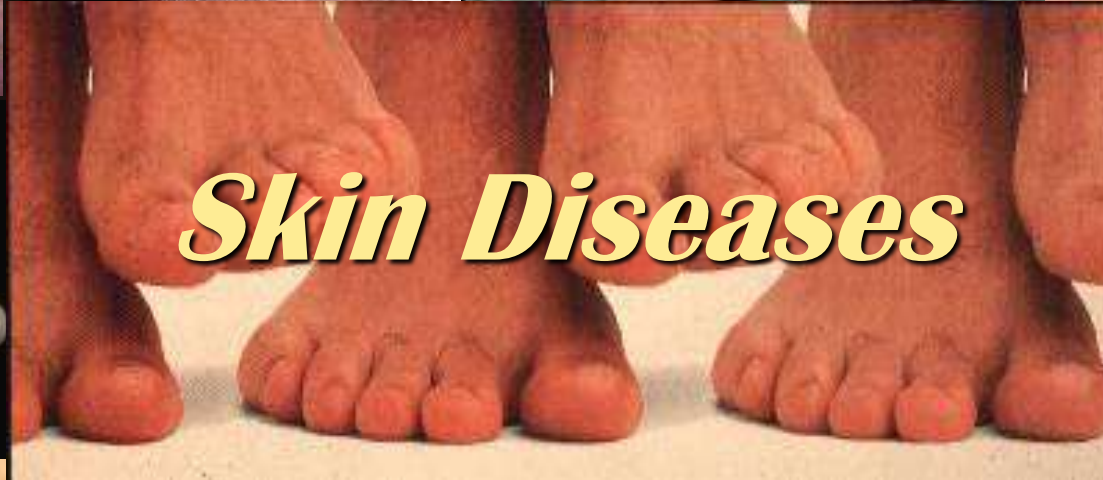
Tsu-Yi Chuang, M.D., M.P.H., F.A.A.D.

Clinical Professor of Dermatology



HealthCare Partners
Medical Group and Affiliated Physicians





Skin Diseases



The Good

1. Beauty Marks - *Moles*
2. Grace Lines - *Wrinkles*
3. Cherry Dots - *Cherry Angioma*

The Bad

4. “Moles” around Neck - *Skin Tags*
5. Itchy Dry Skin - *Xerosis*

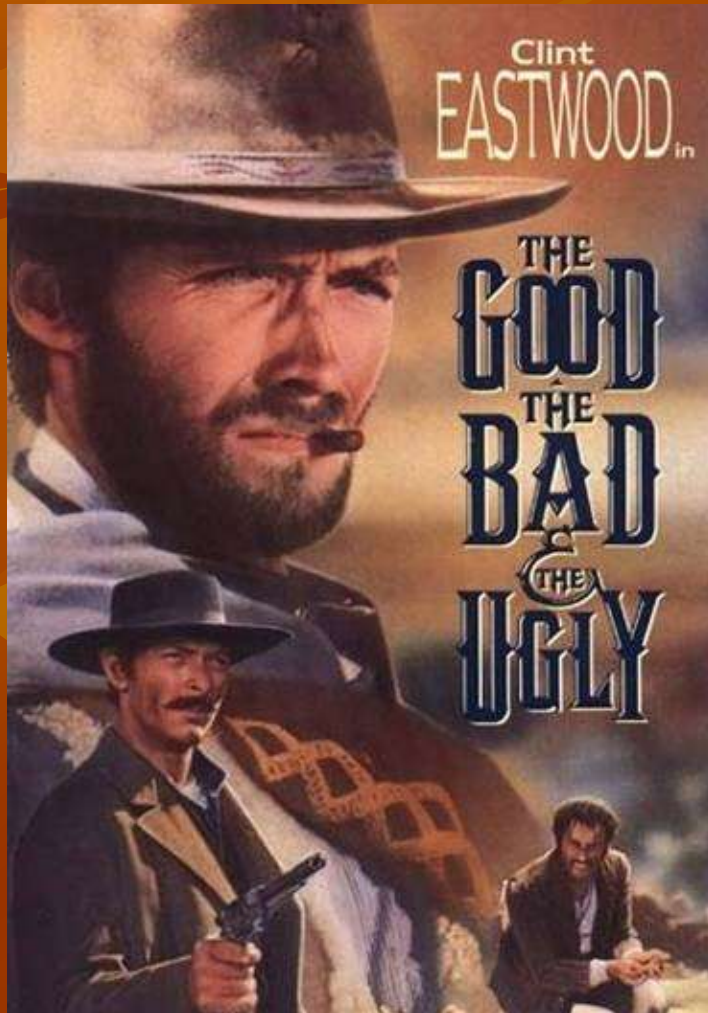
The Ugly

6. Matured Spots- *Seborrheic Keratosis*

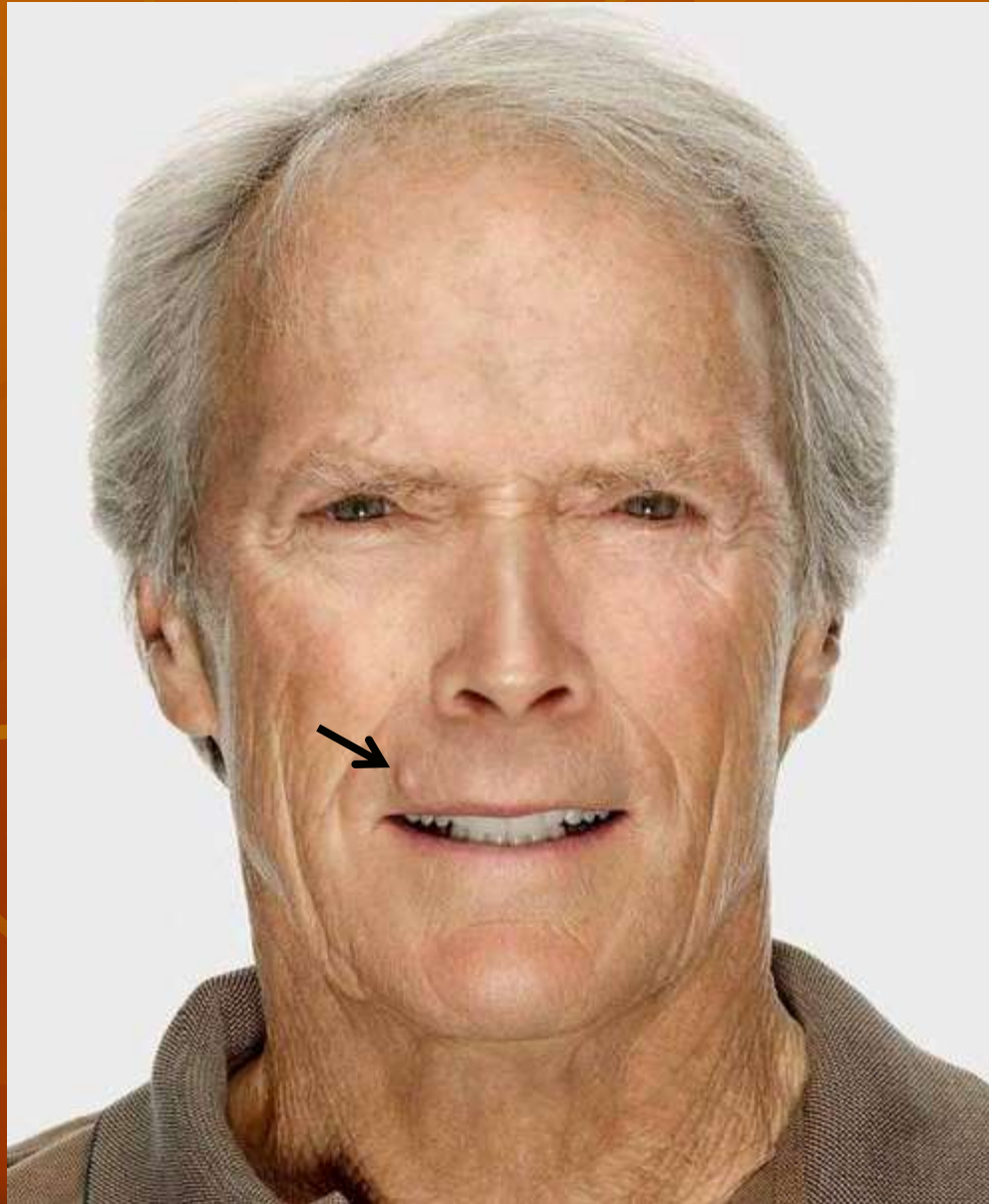
The Good

1. Moles, the Beauty Marks
Nevus
2. The Grace Lines of Your Face
Wrinkles
3. Red Spots on Your Chest/Bully
Cherry Angioma

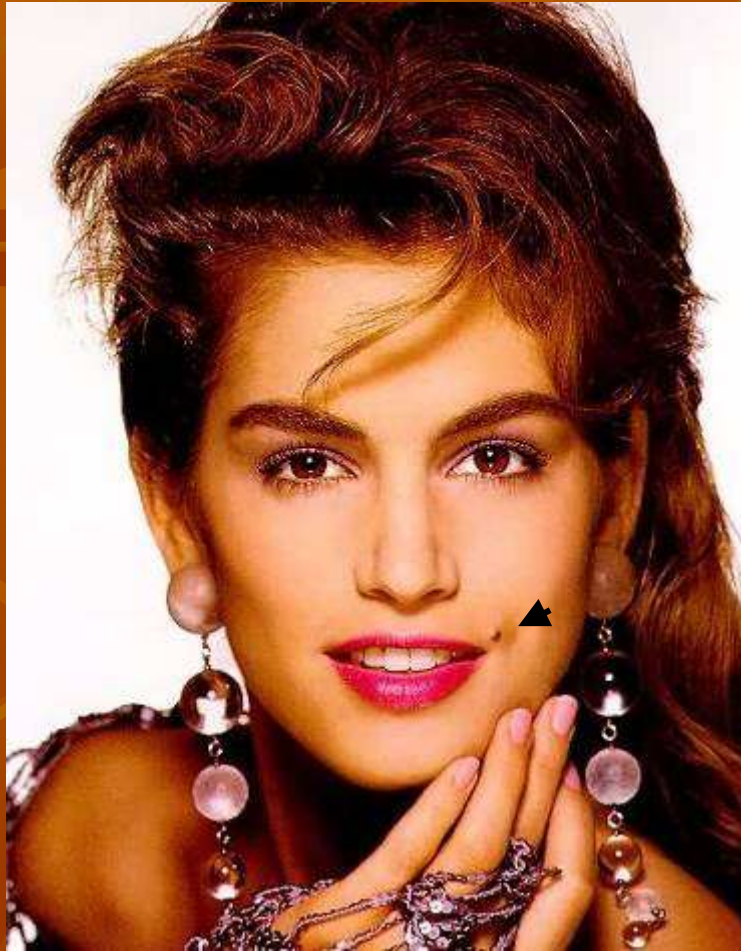
Beauty Marks- could bring you fame!



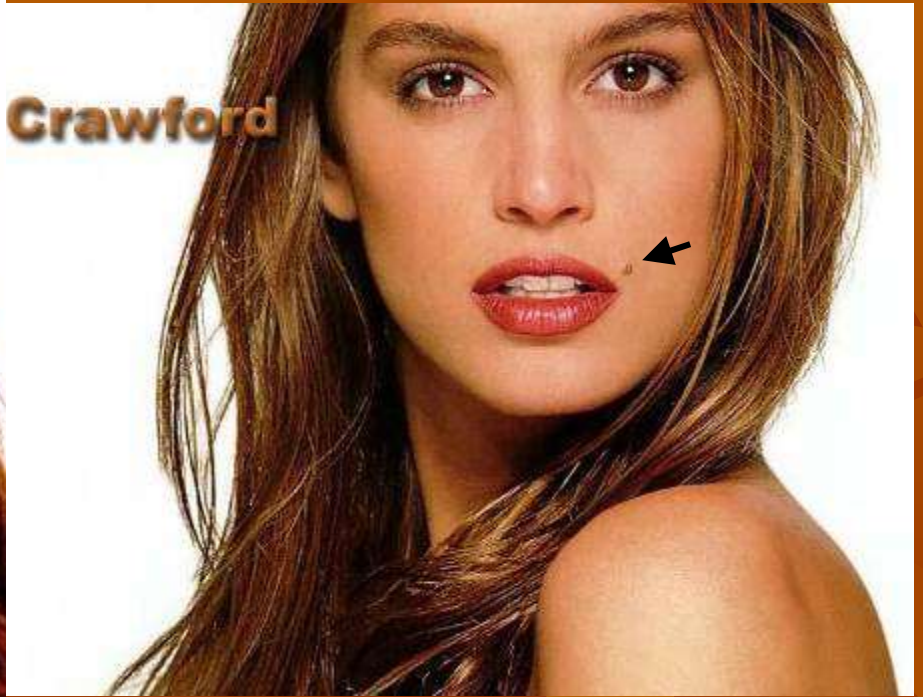
Beauty Marks



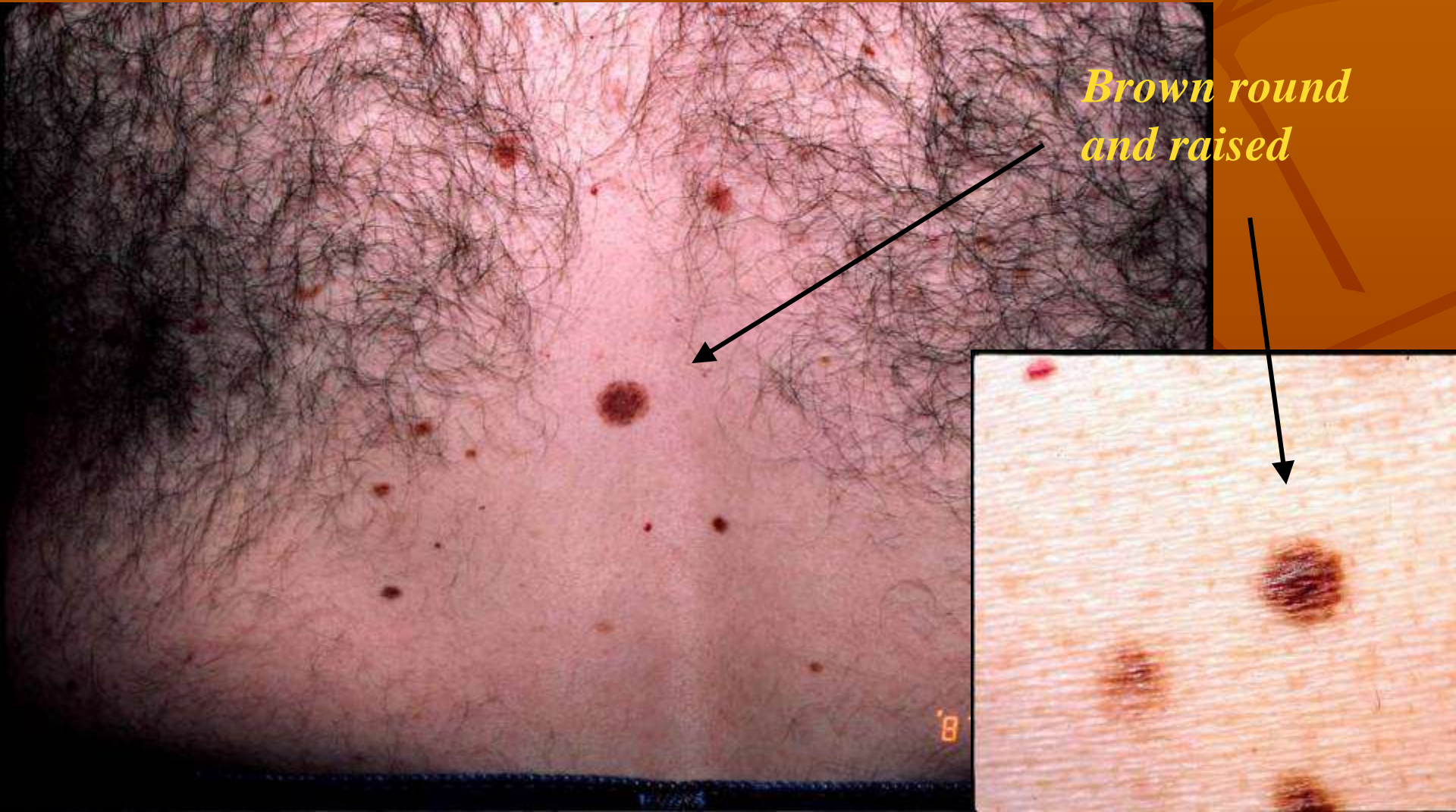
Beauty Marks



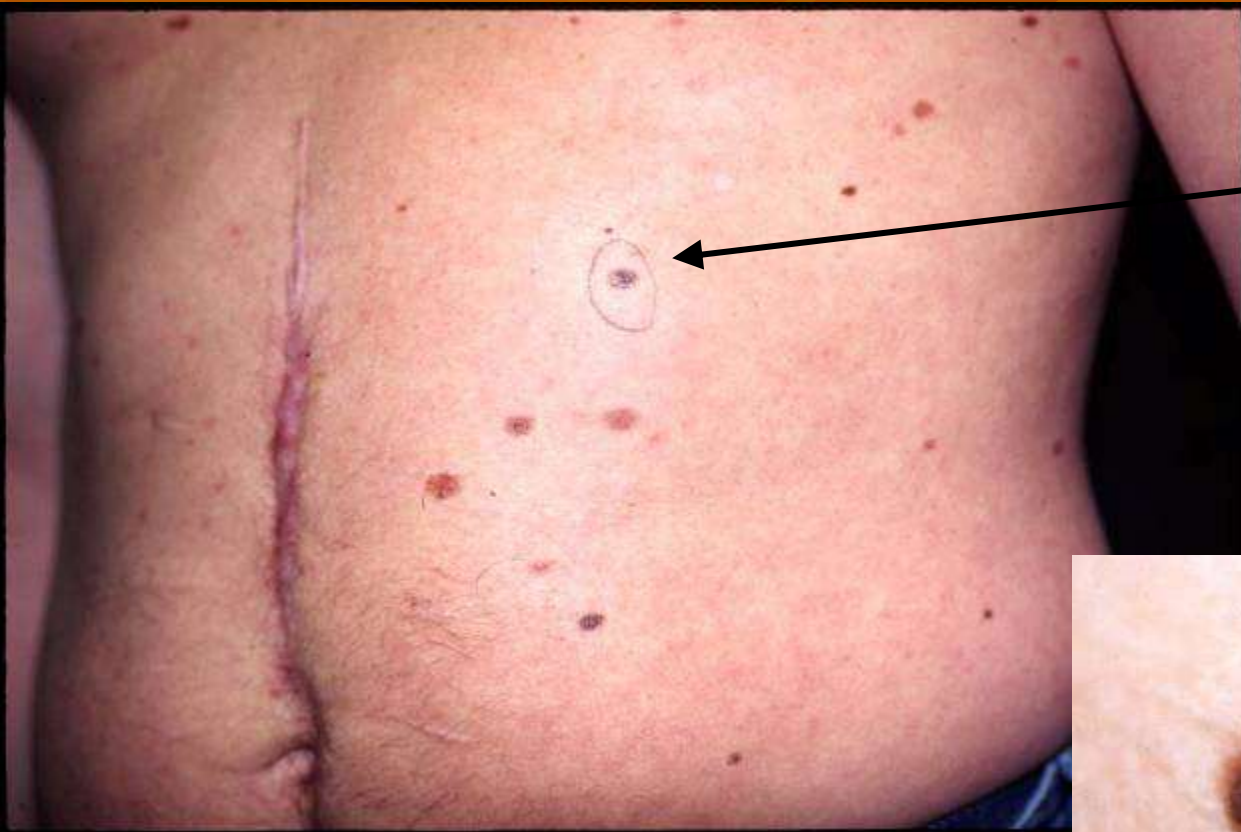
Crawford



Mole - Nevus



Mole - Nevus



*Brown round
and raised*



45

40

35

30

25

Is Your Skin Aging Faster Than You Are?

Aging, What Aging?



Grace Lines



~~Grace Lines~~

Sun-induced Wrinkles !



~~Grace Lines~~

Sun-induced Wrinkles !

"Toxic" Sun!



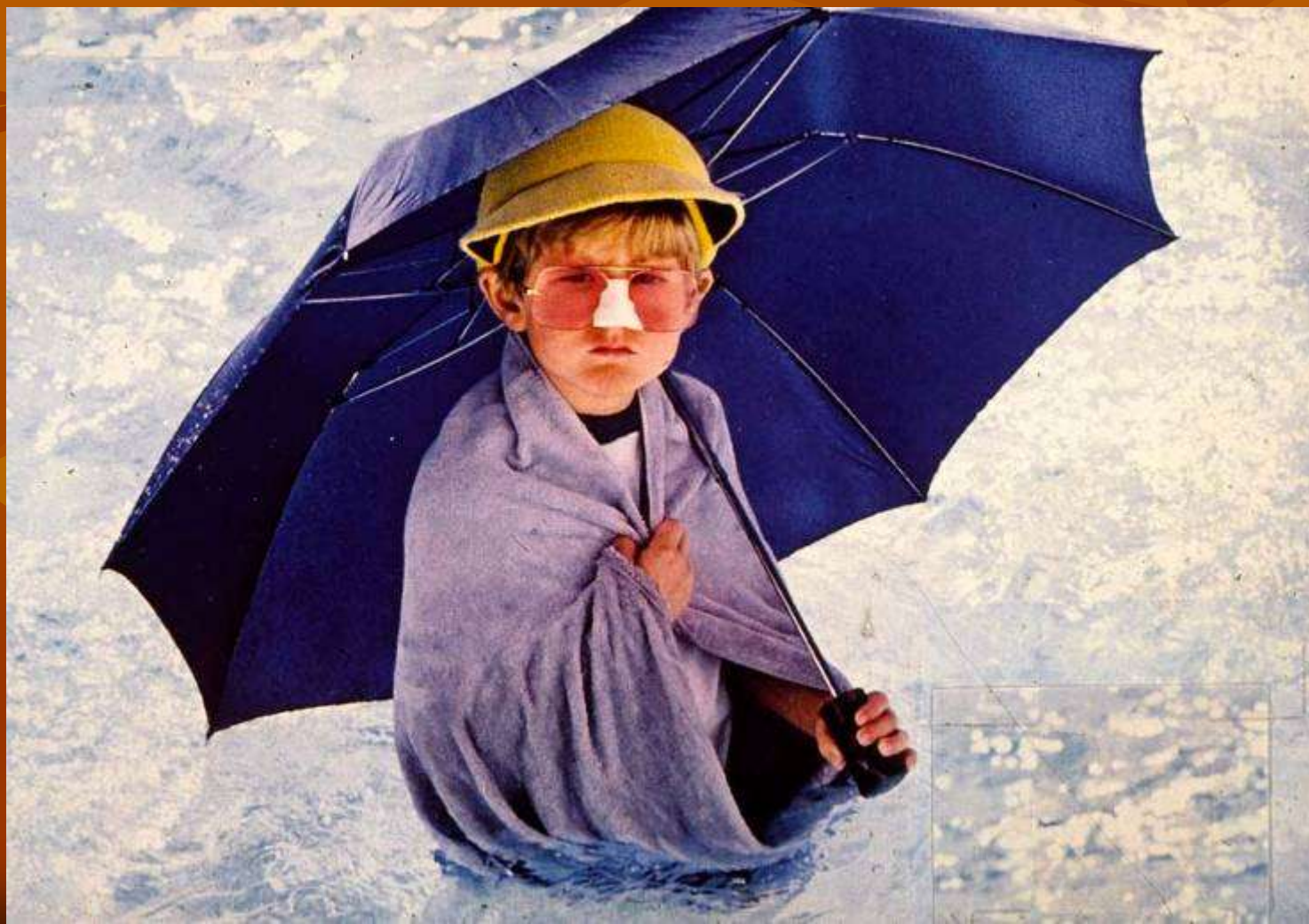
~~Grace Lines~~

Sun-induced Wrinkles !

"Toxic" Sun!



Protection!



Protection! Protection! Protection!

The Best Sunscreens



Helioplex
(avobenzene+oxybenzone)



Active photobarrier complex



Mexoryl SX
(ecamsule)



Cherry Dots- *Cherry Angioma*



Cherry-red spots

The Bad

4. “Moles” around Neck –

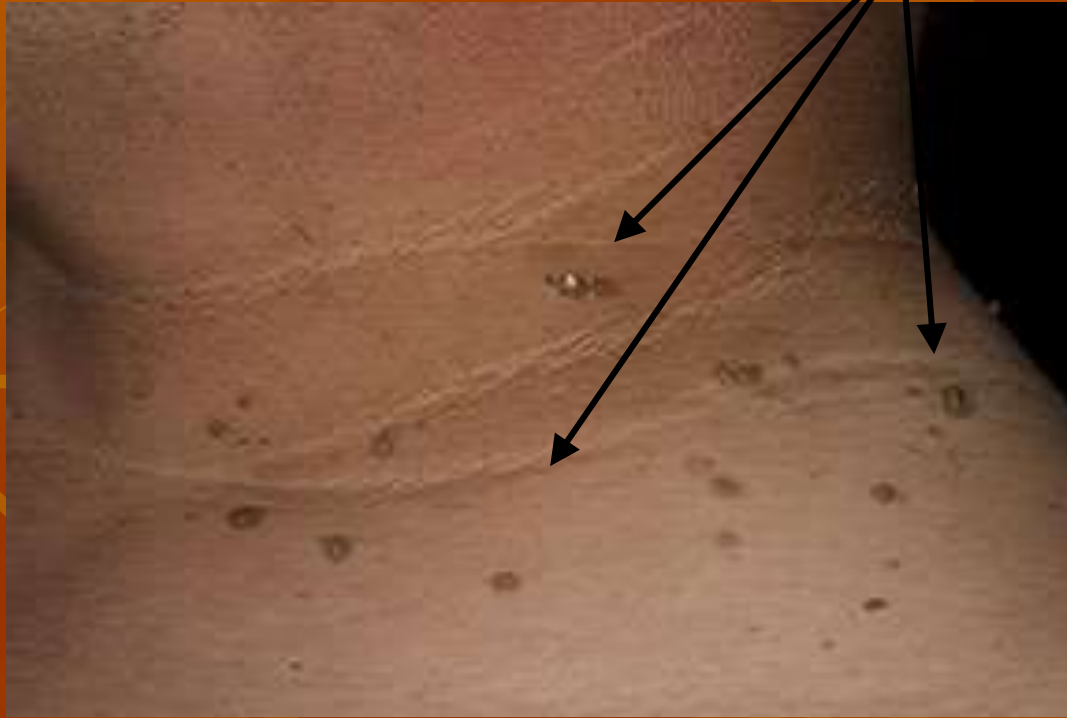
Skin Tags

5. Itchy Dry Skin –

Xerosis

“Moles” around Neck - *Skin Tags*

Brown and pointed



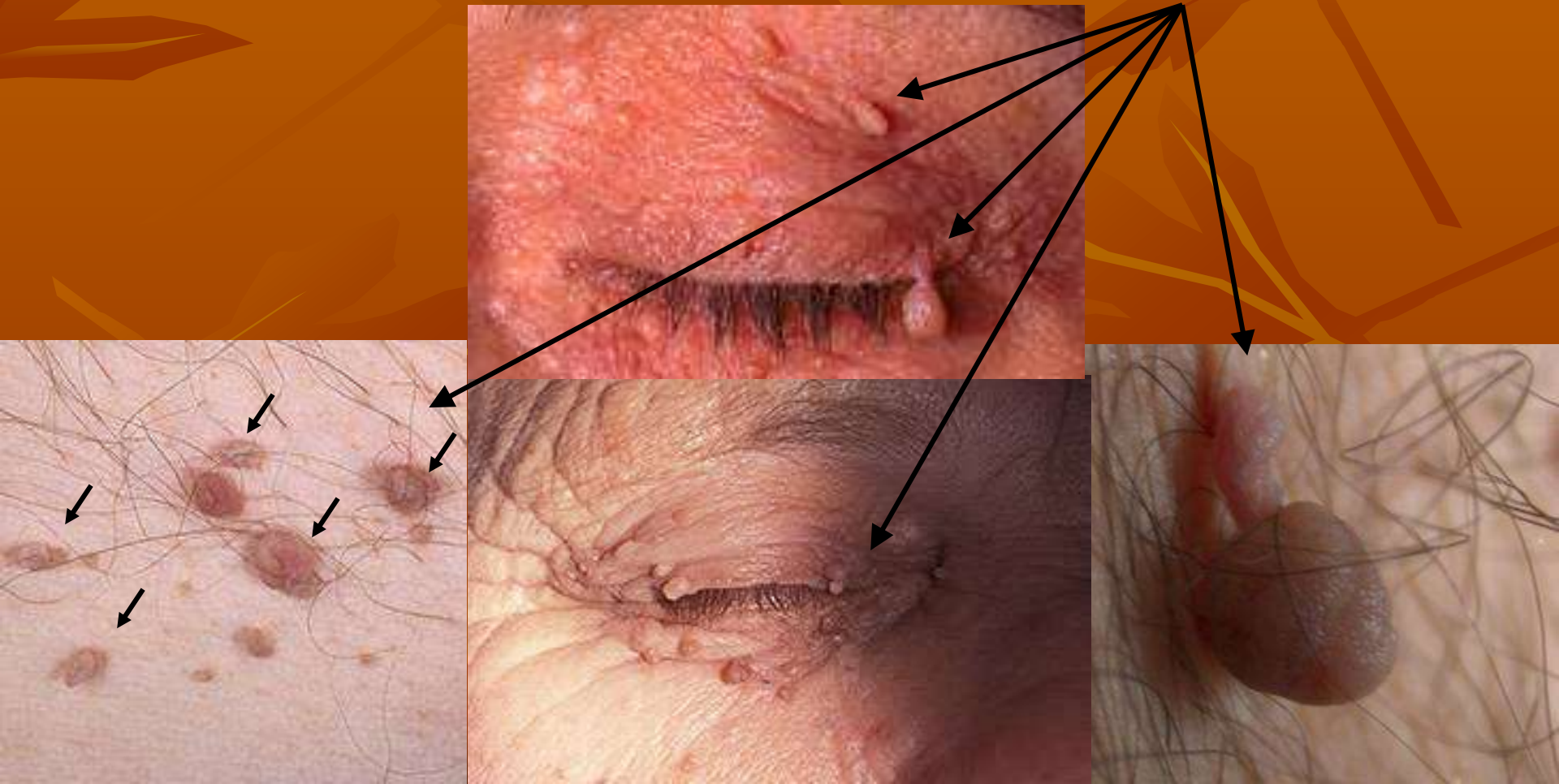
“Moles” at Arm Pits - *Skin Tags*

Brown and pointed



“Moles” around Eyes & elsewhere- *Skin Tags*

Brown and pointed



Itchy & Dry - Xerosis

Dry and cracking



Itchy & Dry - Xerosis



Dry, scaling skin



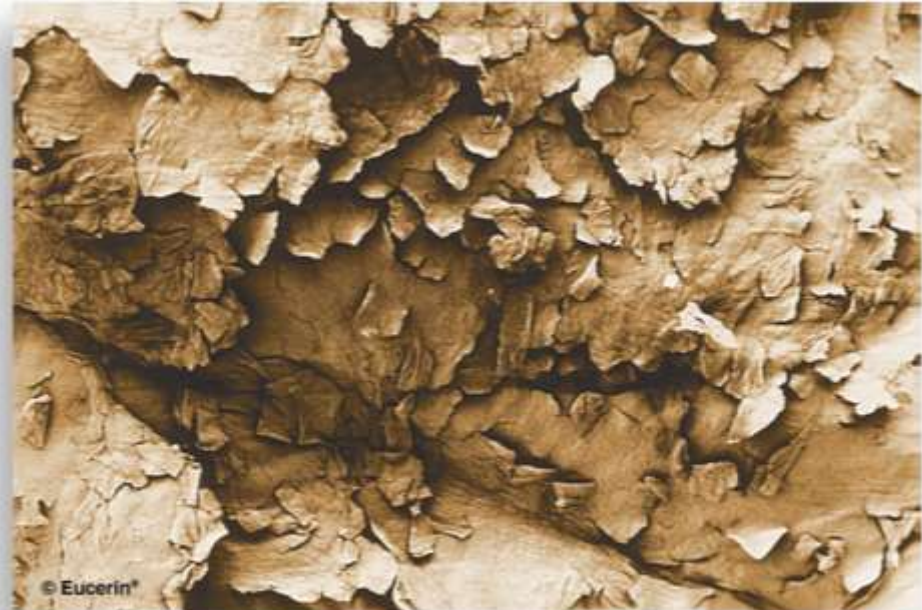
The skin and its cells

Normal skin



Scanning electron micrograph of the stratum corneum

Dry skin



Scanning electron micrograph of the stratum corneum

Dry Skin and Itching- Xerosis



12-24

© LaughingStock International Inc./dist. by UFS Inc., 2009

**“It’s nothing to worry about.
You’re dehydrated.”**



Itching is an urgent & serious business!



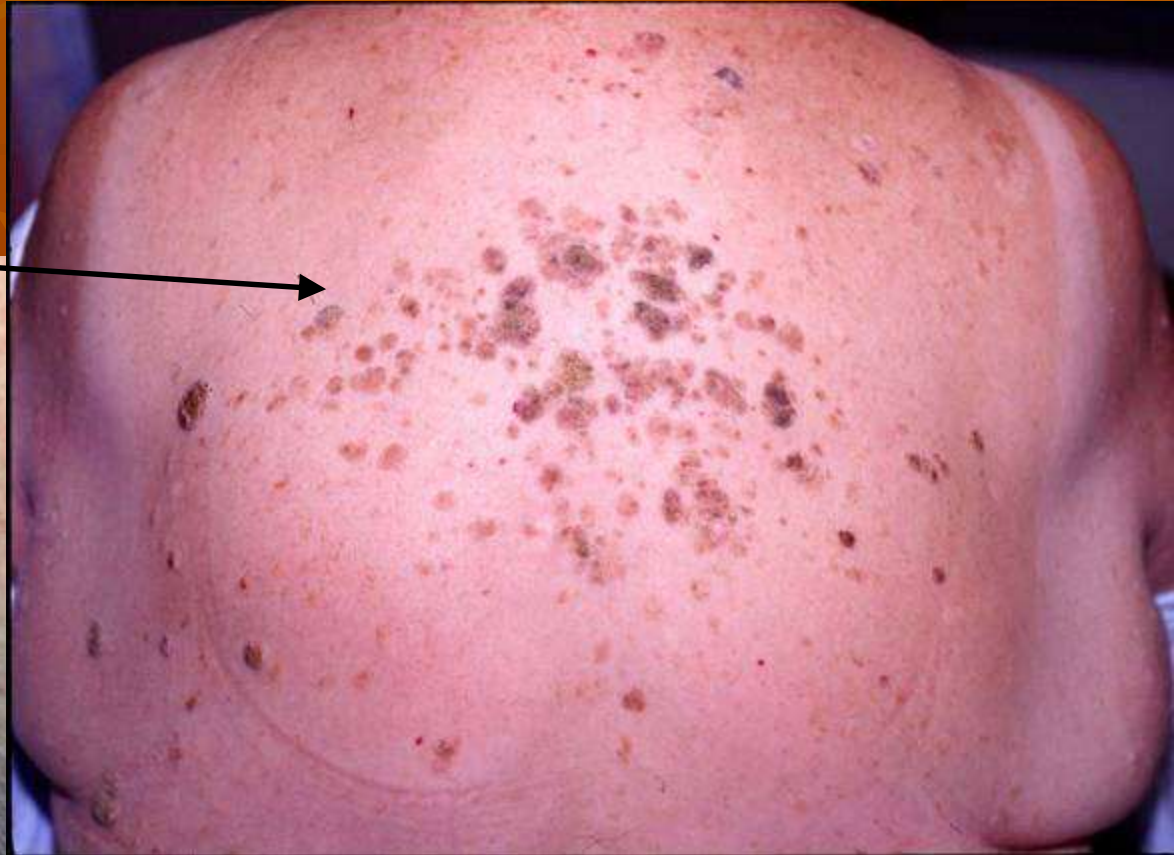
"Drop everything, Joyce. I want you to type this memo."

The Ugly

6. Matured Spots-
Seborrheic Keratosis

“Matured” spots- *Seborrheic Keratosis*

Dry and warty



“Matured” spots- *Seborrheic Keratosis*

Dry and warty

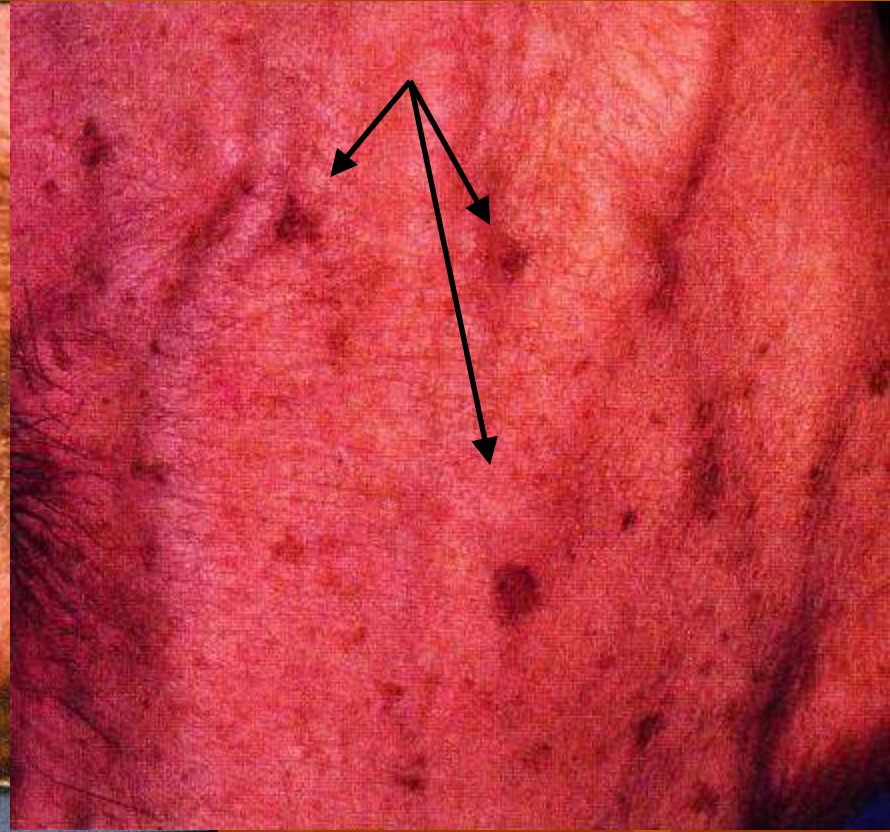


“Matured” spots- *Seborrheic Keratosis*

Dry and warty



Age spots or Liver spots



***Skin Care:
from Freckles, Hair Loss to
Wrinkles***

Get your money ready!



The stuff you have tried



Skin Rejuvenation

- *Freckles/Sun spots : Chemical peels, Laser resurfacing, Tri-Luma, Retin-A, Lustra AF*
- *Wrinkles: Botox, Laser resurfacing, Soft tissue fillers (Collagen, etc.), Retin-A, Tri-Luma*
- *Hair Loss: Propecia, Hair transplant, RoGaine foam, Squaric acid, Steroids*
- *Hairy: Laser Hair removal, Vaniga*
- *Spider veins: Sclerotherapy, Laser, electrolysis*
- *Dry skin: cream*

Aging Phenomenon

- ***Freckles/Sunspots:*** Tri-Luma, Lustra-AF, Obagi's Formula, Laser, Azelaic Acid, Claripel, Tri/Bi-chloroacetic Acid, Retin-A, Sunscreens (prevention), Kligmen's formula , Laser resurfacing
- ***Wrinkles:*** Tri-Luma, Laser resurfacing, Chemical Peels, Retin-A, Tazorac, AHAs, Botox, Soft tissue fillers (Collagen injection)

Pigments/liver spots



*Tri-Luma, Retin-A, Tazorac, Lustra AF, AHAs,
Glyquin, Chemical peels, Laser resurfacing*

Pigments/liver spots



***Tri-Luma, Retin-A, Tazorac, Lustra AF, AHAs,
Glyquin, Chemical peels, Laser resurfacing***

Tri-Luma

is the mix of Retin-A, hydroquinone and fluocinolone (\$120-150)



O B A G I[®]

S Y S T E M



Original Obagi is the copy of the "Kligman Formula": a mix of tretinoin, corticosteroid and hydroquinone but without authorization. **Obagi System** is a "series" of products (\$450) from Foaming Gel, Toner, Clear-Blender, Exfoderm Forte, Sunfader to Healthy Skin Protection SPF 35. A product developed by Dr. Obagi, a dermatologist in Hollywood, when he became rich and famous. Now his daughter took over his business.

Lustra is hydroquinone 4% (\$100-150)



Ambi is hydroquinone 2% (\$5.00)





Pigments/liver spots

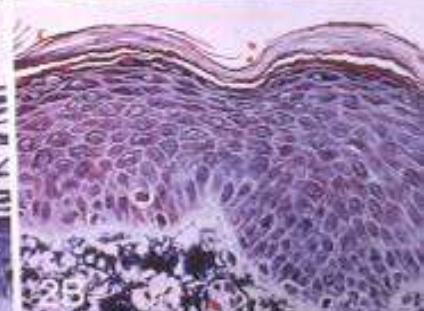
Chemical peels (\$700)

Wrinkles



*Tri-Luma, Retin-A,
Tazorac, AHAs, etc.*

Retin-A





AHA **(α -Hydroxy ACID)**

***Glycolic Acid, Citric Acid,
Tartaric acid, Lactic Acid
a/o Salicylic Acid***

ROC cream/serum
have retinol which helps
controlling wrinkles AND
pigmentation (\$15~22)

Neutrogena Rapid Wrinkle
Repair Serum & Cream
(\$15~18)



StriVectin-SD cream
is to control stretch marks and wrinkles
(\$140, 4.5 oz)





Chemical peels

*TCA/BCA, Phenols,
Salicylic Acid*

LASER TREATMENT

- ***\$10 billion business in the year 2015***
- ***For wrinkle, hair, tattoo, vein, pigmented spot and birth mark***
- ***Problems: cost, pain, slow healing, potential of scar, pigmentation***
- ***Target population: Baby boomers***

LASER TREATMENT

- **Equipment: \$25,000 - \$150,000**
- **Maintenance: up to \$25,000**
- **Cost of treatment (In California):**
 - ◆ **Wrinkles: \$2,900, whole face**
\$1,000, around mouth
 - ◆ **Vein: \$650, leg**
 - ◆ **Tattoo: \$350, 3 cm**
 - ◆ **Hair: \$2,000, leg, \$1,500, lip**

***Laser
resurfacing***



Fillers

Types	Products	Cost for Docs	
Neurotoxin	Botox	100 IU vial: \$400	
	Reloxin	100 IU vial: \$400	Cheaper but shorter
Bovine collagen	Zyderm	\$150	has lidocaine, last 3-5 months
	Zyplast		
Porcine collagen	Evotence	Syringe= \$500	last 6-9 months
Hyaluronic acid	Restylane	1cc syringe: \$160	Don't need frigerator, no skin test, long lasting; Popular
	Perlane	1cc syringe: \$225	
	Juvederm Ultra 2~4	\$270~390	
	Elevess	1cc syringe: \$550	
Semi-permanent	Sculptra	2 vial: \$680	Expensive, "permanent"
	Radiesse	1.5cc syringe: \$240	Need anesthetics; "11 mos"

Soft Tissue Fillers
(\$500)



Collagen
Injection



Collagen Injection



Before

After

Wrinkle

Before

After

Acne Scar

Soft Tissue Fillers

Collagen injection

Before



After



Botox (\$400)

- *One Vial (100units/1cc): \$350~\$500(Doc. Off.) →\$2800*
- *One area: \$350 (“discount”)→\$425~\$750*
- *One vial for 3-4 persons (total: 20 shots, each shot: 2~5 units); 2 to 20 units depends on the site*
- *After Rx: contract muscle (“facial exercise”)for 2-3 hrs; stay vertical for 3 hrs; No touch/no massage for 3 hrs; no exercise/no fly for 2-3 Ds*
- *Effect: dramatic in 3 Ds; reach max. in 2 wks, last for 3-6 mos (should not repeat in a month).*
- *Side effects: headache (months, sometimes), respiratory infection, flu syndrome, droopy eyelids and nausea. Less often: pain (face), redness (injection site), weakness/fatigue.*
 - *“Botox Mask” –a “nightmare” for stars and directors!*
- *Sale in 2015: 2.4 billions. Allergan spend \$50M to promote Botox Cosmetics*





1 unit=\$4

Eyebrow Lift: 2-5 Units

Forehead Lines: 10-30 Units

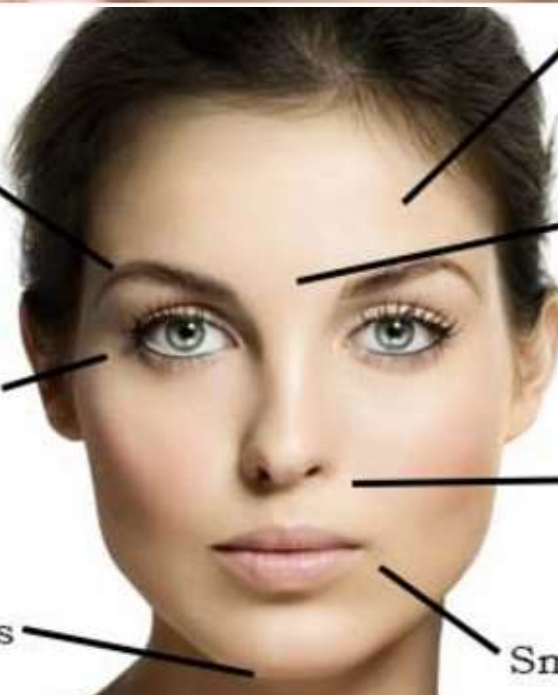
Frown or Glabellar Lines: 10-25 Units

Crow's Feet (per side): 5-15 Units

Bunny or Nasalis Lines: 5-10 Units

Dimpled Chin: 2-6 Units

Smile Lift: 3-6 Units



Botox



Before



After (at day 7)



Botox



4 weeks later

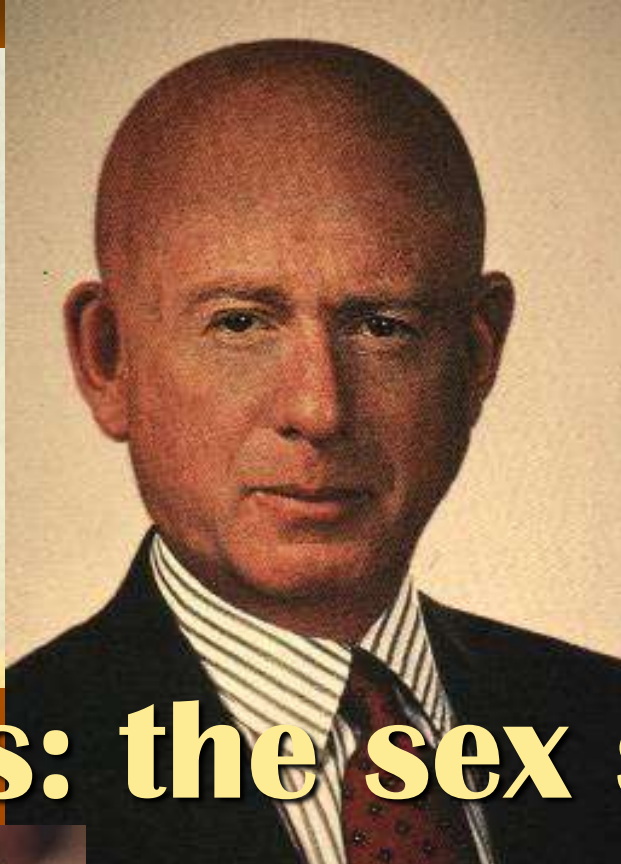


3 weeks later

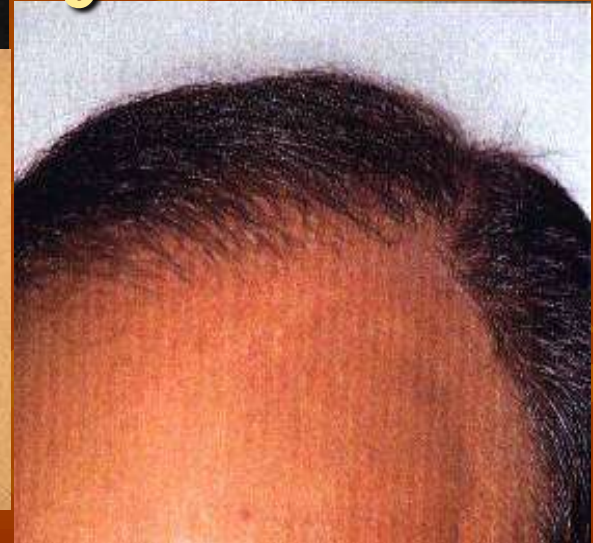
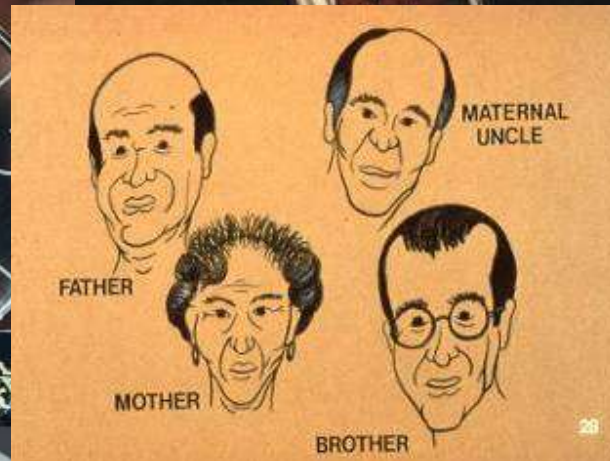


Botox





Baldness: the sex symbol?



Baldness: Alopecia

- *55,000,000 Americans affected (30% of men and 20% of women)*
 - *300,000 prescriptions*
 - *30,000 surgical procedures*
 - *7,000,000 hair pieces imported*
-
- *Treatment for Baldness: Propecia, RoGaine, Squaric acid, Steroid injection, Hair transplant*

Rx : Find a hair growing medicine



**“Someone spilled a bottle
this morning.”**



*RoGaine
Retin-A
Squaric acid
Steroid injection
Propecia
Hair transplant*



1. Rogain Foam 5% (\$40 for 3),
for both men and women,
would grow hair or stop hair
loss in 25~30% of users

2. Biotin pill,
10,000 mcg
(\$7/100)
for hair and nail

3. Nioxin Systems 1-8
for Hair Growing
Cleanser/
Shampoo (\$19/34oz)
Therapy/
Conditioner (\$22/34oz)



Liquid/Foam/System for Hair Growing



Lumigan
(\$165)



Latisse
(\$150)

ReTress Hair Rejuvenation (\$100)

Regenesis (\$150)



Pills for Hair Growing

NUTRAFOL (\$88 for 120 pills)



VIVISCAL (\$45 for 60 pills)



Hair Transplant

(\$5,000)



Hair Removal (Laser)



- ***Rx for Hair:***

*Laser,
Electrolysis,
Vaniga,
Epilator,
Waxing,
Hair vanishing cream,
Derma Nude
Hair No More*



Apex 800 Hair Removal Laser

Area	1 Treatment	3 Treatments
Upper Lip	\$200	\$500
Chin	\$200	\$500
Jawline	\$200	\$500
Underarms	\$400	\$1100
Bikini Line	\$400	\$1100
Back	\$800	\$2000
Legs	\$1200	\$3000

Hemangioma & SPIDER VEINS (Laser, \$400)



Sclerotherapy (\$300):

A concentrated saline solution is injected with a small needle into the vein. This solution causes the vein to harden and turn to fibrous tissue that is gradually reabsorbed by the body. The majority of treated vessels will disappear in 2~6 wks. Several treatment sessions are usually necessary.



Tumescent Liposuction (\$3,000)







*Thanks for your
attention*

