



SKINCARE

PHYSICIANS & SURGEONS

SKINCARE NEWS

What You Need to Know

- * According to the National Cancer Institute, the diagnosis of the deadly skin cancer melanoma has more than doubled among both men and women in the U.S. in the last 30 years.
- * Melanoma is indeed the most serious type of skin cancer. Each year, more than 53,600 people in the United States will learn they have melanoma.
- * Two studies have shown that having skin cancer doubles the risk of being diagnosed with other forms of cancer.
- * It's more common for men to get melanomas on their backs and trunks, while women tend to develop melanoma on their legs and calves. The head and the top of the ears are both common sites for squamous and basal cell carcinomas.
- * When skin cancer is detected early, the majority of cases are curable.
- * Mohs surgery is the most precise and effective method for treating skin cancer and should only be performed by a highly trained physician who has extensive knowledge in the identification and treatment of different types of skin cancers.

LISTEN UP MEN (AND WOMEN)!

IT'S TIME TO TAKE ACTION!

Lack of protection, more sunburns and late detection – all add up to a higher rate of skin cancer for men.

Skin cancer is not a cosmetic thing – it is a real health issue. That's right. Most men are unaware of the fact that skin cancer appears faster and is more common in males than females. In addition, men get twice the overall number of skin cancers and three times more squamous cell carcinomas than women do. According to researchers, men are more likely than women to have outdoor jobs – and they are less likely to protect their skin with sunscreen, have a higher rate of sunburns and are also more likely to fall into the category of late detection.

Dr. Yardy Tse, a Fellow of the American College of Mohs Surgery, is highly regarded among both physicians and patients for her expertise in the diagnosis and treatment of skin cancer. Dr. Tse strongly believes that it is critical to create public awareness about the increasing number of melanoma cases each year. As Dr. Tse states, “men and women alike, need to realize that melanoma is indeed the most serious cancer of the skin and requires a program of prevention, screening and early detection.”

There is some good news – when a skin cancer is detected early, the majority of cases are curable.



To schedule an appointment for a skin cancer screening, please call us today at 760.633.1000.

May is Skin Cancer Awareness month – please help educate your friends and family about the importance of early detection and skin cancer screenings.

**SKIN CANCER:
DON'T BE IN THE DARK**
April 30, 2009 | 4:00 – 5:30pm
Rancho Santa Fe Garden Club

Scirpps Clinic Health Foundation will be sponsoring a local Skin Cancer talk that you won't want to miss! Yardy Tse, M.D. from SkinCare Physicians & Surgeons will be discussing how you can prevent, identify, and treat skin cancer yet still enjoy the benefits of our region's sunny weather. To RSVP or to get more information, please contact Scirpps Health Foundation at 760.633.7722.

A PATIENT PRACTICE

IT'S ABOUT COMBINING EXPERTISE AND ADVANCED TECHNOLOGY WITH PRECISION, ARTISTRY AND CARING



A MESSAGE FROM DR. YARDY TSE, FOUNDER, SKINCARE PHYSICIANS & SURGEONS

Spring is one of the best times of the year to focus on a sun care regimen to protect and to prevent your skin from premature aging and to help reverse the effects of sun damage. At SkinCare Physicians & Surgeons, we are dedicated to turning back time and taking years off your appearance so you can obtain that healthy glow that you have always desired.

Backed by extensive experience, minimally invasive procedures, and an “arsenal” of 11 of the most advanced lasers, our practice is sure to make you look like you, only better. I am board certified by the American Board of Dermatology and a Fellow of the American Academy of Cosmetic Surgery.

Our practice offers a full spectrum of dermatology, including laser treatments, photodynamic therapy, injectables and cosmetic surgery.

We are passionate about superior skin care, and our goal is to empower you to look and feel radiant this Spring.

With warmest regards,

Yardy Tse,
MD, FAAD, FACMS, FAACS
Founder, SkinCare
Physicians & Surgeons

☎ 760 633-1000

A State-of-the-Art Facility with the Latest in Technology

At SkinCare Physicians & Surgeons, we are dedicated to our patients and we are passionate about our practice. Our medical practice offers the most advanced dermatologic technology and care to our patients in a professional and comfortable setting. Our state-of-the-art outpatient surgical facility is certified by the Institute for Medical Quality and is truly designed with patients' safety in mind.

Our dermatology practice customizes comprehensive laser therapies and minimally invasive treatment options for patients — all proven to be safe and effective by FDA standards. From the V-beam® Perfecta laser for treating broken blood vessels, birthmarks



and scars to the Fraxel® re:pair laser for targeting aging or damaged skin and a CLIA certified Mohs lab — we are confident that we are equipped to address your skin care concerns.

MOHS MICROGRAPHIC AND RECONSTRUCTIVE SURGERY FOR THE TREATMENT OF SKIN CANCER

Mohs surgery is a highly specialized surgical technique for the complete removal of skin cancer. As a Fellow of the American College of Mohs Surgery, Dr. Yardy Tse has extensive training in this specialized surgery. During her two year fellowship at NYU, she performed well over 1,000 Mohs procedures, giving her an incomparable level of knowledge and experience at the onset of her career. Since founding SkinCare Physicians & Surgeons, Dr. Tse has performed many thousands of Mohs surgeries and is proficient in all aspects of this procedure including anesthesia, anatomy, surgery, pathology and reconstruction. She uses her surgical precision, artistic eye and gifted hand to remove the least amount of normal tissue in order to achieve the most aesthetic outcome.

Mohs surgery has the highest cure rate for the treatment of basal and squamous cell carcinomas — the two most common types of skin cancer. For more information about Mohs surgery, call our practice at 760.633.1000.



Basal Cell Carcinoma removed using Mohs surgery



Reconstructive surgery after Mohs surgery



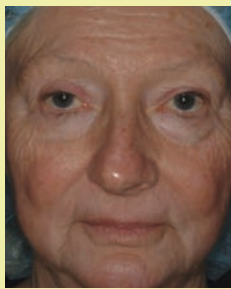
Patient 1 month after Mohs surgery and reconstruction

Redefine Your Age!

Fraxel® re:pair Laser – light years ahead!

Our patients at SkinCare Physicians & Surgeons continue to be thrilled with the remarkable results and minimal downtime of our Fraxel® re:pair laser. With this advanced laser treatment, patients can get face and neck tightening without a surgical facelift - and correct problems like wrinkles, sun damage and acne scars. According to Dr. Tse, “the Fraxel re:pair laser combines surgical precision and the artistry of aesthetics to achieve the best possible results for improving wrinkles and skin texture, as well as minimizing pores.” Fraxel re:pair is also used to rejuvenate the neck and chest.

Call SkinCare Physicians & Surgeons at 760.633.1000 today to learn more about how a Fraxel re:pair treatment can take years off your appearance.



Before Fraxel re:pair



After Fraxel re:pair



Before Fraxel re:pair



After Fraxel re:pair



Before Fraxel re:pair



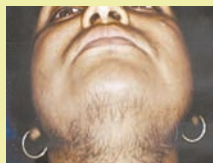
After Fraxel re:pair

SPECIAL Receive a Fraxel re:pair laser treatment by June 30, 2009 and get a filler (one syringe) absolutely FREE – a **\$550 value!***

*Offer expires on June 30, 2009. May not be combined with any other offers or specials.

LASER HAIR REMOVAL FOR THOSE STUBBORN INGROWN HAIRS AND A SILKY SMOOTH SPRING!

If you have stubborn ingrown hairs or are seeking silky smooth skin this Spring, we have the latest technology in laser hair removal. The LightSheer™ Diode laser effectively treats most skin types and leaves skin smooth, silky and hair free - with long-lasting results when compared to shaving and waxing. If you are challenged with ingrown hairs, laser hair removal is definitely the answer for you! This treatment gets to the root of the problem by actually removing the root itself. Get rid of your razors once and for all – call 760.633.1000 today to schedule



Before Laser Hair Removal



After Laser Hair Removal

your appointment to a hair-free, smoother and silkier you.

SPECIAL Purchase a series of 5 laser hair removal treatments by June 30, 2009 and receive 15% off.

*Offer expires on June 30, 2009. May not be combined with any other offers or specials.

* ARE YOU INTERESTED IN COSMETIC OR PLASTIC SURGERY? There are many misconceptions with regards to the competencies of these physicians—and you may be jeopardizing your safety if you think that all plastic surgeons have the technical expertise and aesthetic surgical judgment as Cosmetic Surgeons.

* THE SUN CAUSES THE MAJORITY (APPROXIMATELY 80%) OF YOUR SKIN'S AGING – it produces fine lines, brown spots and an overall leathery texture while breaking down elastin and collagen.

* MINERAL-BASED COSMETICS with the right ingredients, applied the proper way, can protect you from day-to-day harmful ultraviolet rays.

* LIPS HAVE ALMOST NO MELANIN (the color is derived from tiny blood vessels beneath the skin) – it is up to you to protect them!

* TUMESCENT MICROLIPO-SCULPTURE OR “LUNCHTIME LIPO”? (ALSO KNOWN AS LIPODISSOLVE OR MESO-THERAPY) The answer is in the credentials and the advanced equipment. Lunchtime lipos are not FDA approved and have far too many concerns – losing weight should NEVER be this risky!

LOOK & FEEL RADIANT THIS SPRING!

Spend \$500 or more on your next visit and enjoy a Skin Scan Analysis, a Mini Facial and our SunForgettable Perfectly Clear Sunscreen (SPF 30).

ALL COMPLIMENTARY in the months of May and June – **A total value of over \$135** –

Call us today to schedule your appointments 760.633.1000.

*Offer expires on June 30, 2009. May not be combined with any other offers or specials.

Inside

- * EARLY SKIN CANCER DETECTION
- * A PATIENT PRACTICE / ADVANCED TECHNOLOGY
- * REDEFINE YOUR AGE

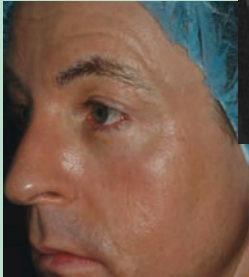
Take years off your appearance!



Before Fraxel re:pair



Before Fraxel re:pair



After Fraxel re:pair

Join Us

MAY AWARENESS EVENT

Thursday, May 7, 2009

6:00 - 8:00PM

700 Garden View Court,
Suite 100

Encinitas, CA 92024



May is skin cancer awareness month and our Awareness Event is a great opportunity to learn more about our practice, the latest in skin care innovations and our minimally invasive procedures.

Complimentary makeovers, the latest in eyelash innovation and more!

Call 760-633-1000 or visit WWW.SKINCARESAN DIEGO.COM/MAY to RSVP for this special event!

☎ 760 633-1000



SKINCARE

PHYSICIANS & SURGEONS
OF ENCINITAS, INC

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VISIT OUR WEBSITE FOR MORE
INFORMATION AND
TO PURCHASE PRODUCTS ONLINE!
WWW.SKINCARESAN DIEGO.COM

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LATISSE IS HERE!

The Latest in Eyelash Innovation

SkinCare Physicians & Surgeons now offers the first and only FDA approved prescription treatment for growing your eyelashes LONGER, FULLER and DARKER.

If you have short or thin eyelashes, Latisse is for you! Latisse is easy to use – simply apply a once-daily prescription treatment to the base of your upper eyelashes. Patients can expect longer, fuller and darker eyelashes in as little as eight weeks, with full results in 16 weeks.

SPECIAL

Purchase two kits (a two month supply) by May 31, 2009 and save 10%!

Real results are just a consultation away! Please call 760.633.1000.

*Offer expires on May 31, 2009. May not be combined with any other offers or specials.



Before Latisse



After Latisse

Visit our website for more information and to purchase products online!

WWW.SKINCARESAN DIEGO.COM