



A review of Next Steps in Derm's
most read articles on
Treatments, Equipment & Product Lines

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From the Editor:

Welcome to this issue of Best of Next Steps in Derm! Here you can find some of our most read articles from 2014 gathered together in a quarterly publication, and enjoy exclusive content from some of the top dermatologists in the country. Our hope is to help you navigate through a fascinating new world of discovery as you build your own successful dermatology practice and career.

In an article exclusive to this edition, dermatologist Macrene Alexiades, MD, PhD conveniently details her recommendations on the equipment and tools necessary for beginning your practice. Whether you are looking for advice on medical devices, injectables, lasers or sclerotherapy, Dr. Alexiades has created an easy reference that covers all you'll need to get started. Making skincare products available to your patients is essential both for their satisfactory outcomes and for your bottom line! Based on a decade of trial and error, Leslie Baumann MD gives thorough advice on how to sell skincare products in an ethical and streamlined way, starting with an understanding of skin type and ingredient science. Are you thinking of offering laser hair removal in your practice? It is often requested by patients for both cosmetic and medical reasons. In this issue you'll find a very practical list of both the pearls and the pitfalls.

We trust that you will find these articles both interesting and encouraging, and look forward to sharing more of our most popular articles with you over time.

Enjoy this issue!



Daniel M. Siegel MD, MS, Senior Editor

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A Practical Guide:

Equipment and Tools for Starting a Practice



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In starting a practice as a new dermatologist, you must choose equipment and supplies wisely and cost-effectively. Your first assignment is to assess your own comfort zone within the field. Specifically, you need to determine whether your innate skills and training lend themselves to certain areas within dermatology, and select the proper tools you will need accordingly. For example, if you are someone who envisions yourself as a serious medical dermatologist who conducts skin checks and melanoma detection, you may need to invest in a dermatoscope and melanoma-detecting technologies. In contrast, if you are a burgeoning dermatologist who has aesthetic talent and is comfortable with injectables, you will need to stock neurotoxins and fillers. Finally, if you harbor an interest and training in lasers and energy-based technologies, you will need to do some homework in preparation for opening day. If untrained in lasers, you would be unwise to invest in a set of expensive devices that may serve to increase your liability or go underutilized. On the other hand, if you have obtained laser training, you may wish to make an investment in a few “must-have” devices starting out. One last word of advice: know your limits. Do not bring in tools or equipment early on that do not fit within your comfort zone. In this article, I provide a guide to the equipment and products you will need to stock if you plan on offering certain treatments in your practice.

Medical Practice

For those of you who see yourselves as primarily medical dermatologists, the following is a guide

to the equipment and products you should consider stocking in advance of opening your doors:

1. Skin Cancer Detection: Dermatoscope (Heine), Melanoma-Detecting Technology (MelaFind®)
2. Skin Cancer Biopsy Materials: #15 blades, Xylocaine, assorted syringes, assorted needles, needle holder, suture scissors, Gradles, forceps, suture materials, Telfa®, gauze, paper tape, Polysporin®, Band-Aids®
3. Skin Cancer Treatment Supplies: liquid nitrogen, electrodesiccator, electrocautery (battery operated), curette
4. Acne Treatments: peeling supplies, comedone extractor, intralesional triamcinolone bottles, syringes, needles

Injectable Practice

If you have training in injectables and a semblance of artistic talent, then you may wish to offer these common aesthetic treatments in your practice. Be well-versed in safety and technique so that you start out in your comfort zone. You are only as good as your worst complication!

1. Neurotoxins: Botox® and Dysport® should be stocked starting out. Also make sure you have 1 cc syringes and 30 gage needles available. Tip: stay within standard treatment areas such as glabella and crow’s feet when starting out.
2. Fillers: Restylane® and Juvederm® are the two basic brands to start. As you develop

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your practice, you will need to expand the variety of fillers, including the newer versions of the previously mentioned, such as Restylane Silk® and Voluma®, and newer fillers such as Belotero®. Be very familiar with injection technique and zones of treatment. You may wish to have a trainer observe you as you treat people with gratis syringes when starting out.

Laser & Energy-Based Technologies Practice

For those of you who were exposed to laser and energy-based devices during residency or who have a sincere interest in this sub-specialty, there are several devices that are must-haves in my opinion when starting practice:

1. Vascular lasers: It is important to provide treatments for common ailments such as telangiectasia and erythema. My favorites in this category include the VBeam® (Candela) and the excel V™ (Cutera). Either of these would be able to cover your basic needs, however the latter is far more versatile and will cover sophisticated needs as well.
2. Photorejuvenation/Dyspigmentation: In this category, there is no doubt that intense pulsed light is a must. IPL will treat dyspigmentation such as lentigines, but also vascularity and rhytids. My favorite IPL at a very cost-effective price point is the Alma Harmony. However, any IPL will do the trick, such as Syneron eMax® and Novalis SpectraPulse™.
3. Fractional resurfacing: This is a broad category of devices and will require doing your due diligence. I have over a dozen fractional resurfacing devices in my office and the luxury of choice, but I am a specialist in lasers. For those of you just starting out in practice, it will be challenging to select a single device. Therefore, I would advise looking to a platform (e.g. Alma Harmony®) that allows you to purchase hand pieces as add-on fractional technologies over time. Alternatively, you can look to a very cost-effective fractional CO2 that has an excellent safety profile (DEKA, Dot) or a fractional RF (eTWO®, Syneron).
4. Tightening technologies: This is the trickiest of all categories of devices and will be the

most challenging when starting practice. My recommendation is to start with device categories 1-3 and reserve this until the practice is up and running. These devices are often either technique-dependent or require significant training. Examples of in-demand technologies, which require experienced hands, include the Profound™ (Syneron) and Ulthera®.

5. Laser hair removal devices: Once a mainstay of any laser practice, laser hair removal has become quite commonplace in spas these days. As a result, it is not an absolute necessity to offer this treatment out of the starting gate. Nevertheless, if you are serious about becoming a laser specialist, it is still a must.
6. Tattoo removal: Since tattoos have become so prevalent, laser tattoo removal is also a common treatment in certain demographic groups. Know your patient population and incorporate this technology into your practice only if you have enough of a demand to get a return on your investment.

Sclerotherapy

If you have tried sclerotherapy and are naturally talented at successfully injecting fine telangiectasias and venulectasias, then proceed to stock your drawers with FDA-approved sclerosant. This is a particularly delicate treatment that should only be offered by those who truly have succeeded at this during residency, in my opinion.

In conclusion, starting a practice requires a great deal of preparation and forethought. Before opening your doors, make certain you have stocked your drawers with the proper supplies, and that you have the equipment and products available to provide the services you are pitching to your patient population.

Best wishes and best of luck to you!

10 Steps to Skincare Retail

By LESLIE BAUMANN, MD, FAAD
 “Best Of” Next Steps Online
 from August 13, 2014

Skincare is essential for promoting healthy, youthful skin, but when it comes to selling products as a dermatologist, finding and selecting efficacious skincare products and designing the right regimen for each patient can all be daunting tasks. Making skincare products available to patients not only improves their satisfaction and outcomes—it also represents a revenue stream that cannot be underestimated.

While working at the University of Miami in 2005, I surveyed my patients and found that 100 percent of them wanted me to retail skincare products in my practice. It took a decade of trial and error to come up with an ethical and streamlined approach that best served my patients’ and staff’s needs. I started by creating the Baumann Skin Typing System 10 years ago, and this led me to develop a turnkey skincare retail franchise concept that is now being used by other dermatologists. During the testing stages of this concept, I identified the essential steps that ensure successful in-office skincare retail. In this first of five installments, I’ll discuss the importance of identifying a patient’s skin type and understanding ingredient science. Future installments will discuss other important steps to follow in the process of developing an ethical skincare retail system in your office.

Identify the Patient’s Skin Type

When identifying a patient’s skin type, it’s imperative to use a scientifically validated questionnaire based on historical data. I developed the Skin Type Solutions System and the corresponding questionnaire to determine a patient’s Baumann Skin Type® based on skin oiliness, dryness, sensitivity, skin tone and risk factors for wrinkles. This system has been used and tested on more than 100,000 people of all ethnicities, ages and genders worldwide. When these parameters are combined, there are 16 possible skin types that accurately represent a patient’s skin’s characteristics. Once skin type

is established, the Skin Type Solutions System (STSS) matches skincare products that are most appropriate and effective for particular skin attributes.

Here is how the Skin Type Solutions System works within a medical practice...

- The patient takes the skin type questionnaire and is assigned one of the 16 Baumann Skin Types.
- A staff member matches the skin type to a preset skincare regimen that has been determined by testing various brands on the Baumann Skin Types to see which product combinations work best.
- The doctor (or designee) reviews the selected regimen and makes any necessary changes or additions, including prescription medications.
- The patient is given a written or printed step-by-step skincare regimen.
- The patient purchases the correct products.
- The patient is given detailed instructions to increase compliance.
- The patient returns in four weeks for follow-up to assess compliance and results and adjust the regimen if needed.

Understand Ingredient Science

To ensure that patients are getting the most efficacious products for their unique skin concerns, one must understand science and cosmetic chemistry. Much of the research I’ve done over the past 20 years has focused on this and I have a new book called *Cosmeceuticals and Cosmetic Ingredients* (McGraw-Hill) coming out in November. It is my passion to research ingredients and to share what I’ve learned in order to offset the widespread hype and misinformation on skincare ingredient science.

The most important point: No one ingredient is right for all skin types and no one brand has all of the best technologies. If you want to be an expert on skincare, you need to know which ingredients work well together and which do not. The order in which ingredients are placed on the skin is crucial because they can inactivate each other and affect absorption. It is important

not to fall for the hype and realize that there are ingredients that are worthless for any skin type (i.e. stem cells and peptides). Remember, the main goal is improved patient outcomes! When you provide your patients with products that work for their skin, they will trust you, refer their friends and family, and remain patients for years to come. I like to think, “First the outcome, and then the income.”

10 Steps to Skincare Retail, Part 2

By **LESLIE BAUMANN, MD, FAAD**
 “Best Of” Next Steps Online
 from August 27, 2014

In this second installment, I’ll discuss choosing ingredients and products that are appropriate for the patient’s skin type, and the importance of a product’s “recipe.” Skincare is essential for promoting healthy, youthful skin, but when it comes to selling products as a dermatologist, finding and selecting efficacious skincare products and designing the right regimen for each patient can all be daunting tasks. Making skincare products available to patients not only improves their satisfaction and outcomes—it also represents a revenue stream that cannot be underestimated.

While working at the University of Miami in 2005, I surveyed my patients and found that 100 percent of them wanted me to retail skincare products in my practice. It took a decade of trial and error to come up with an ethical and streamlined approach that best served my patients’ and staff’s needs. I started by creating the Baumann Skin Typing System 10 years ago, and this led me to develop a turnkey skincare retail franchise concept that is now being used by other dermatologists. During the testing stages of this concept, I identified the essential steps that ensure successful in-office skincare retail.

Choosing Ingredients That Are Appropriate for a Patient’s Skin Type

It is important to understand the characteristics of various ingredients and match those to your patient’s skin type. The process of assessing the patient’s skin type can be long because you need

to ask numerous historical questions (invariably including, “Do you get breakouts?” and “Do you get irritated from sunscreens?”). Looking at a patient’s skin at one point in time is not as accurate as asking a series of questions about how their skin has behaved in the past under varying conditions. The Skin Type Solutions questionnaire streamlines this process. Taken by the patient on an iPad or tablet device while in the waiting room or exam room, it only takes 3 to 5 minutes and does not require a staff member. It has been scientifically validated on over 100,000 patients and shown to accurately reflect skin issues such as sebum production.

Once a patient’s skin type is established, the dermatologist or designated staff member can match the characteristics of various ingredients to the particular needs and concerns. The “Library” section of www.skintypesolutions.com contains valuable information about which ingredients are helpful and harmful for each of the 16 Baumann Skin Types, as does my new book, *Cosmeceuticals and Cosmetic Ingredients* (McGraw-Hill).

Choosing Products for Each Skin Type

There are many factors to consider when selecting brands and specific products for retail, especially when considering the spectrum of skin types. I have a brand-agnostic approach to handpick the best technologies from each brand based on customer satisfaction surveys, in which products are sent to various skin types to try and test for efficacy (Virtualtrialfacility.com). It is important to remember that each brand has a core competency (i.e. sunscreen technology), but not all of a brand’s products are superior. It is also imperative to select the best products from each brand, combine them with products chosen from other brands, and test them on various skin types to see which combinations work best. Once this is done and the products that work best together are identified, the regimens are created.

In addition, there are many factors to take into account when choosing the best products to include in the regimen.

The Product’s “Recipe”

A product’s “recipe” is extremely important. Although the label lists ingredients, it does not

say anything about the formulation, which is proprietary and often patented. This “recipe” includes the order ingredients are added, pH, the amount of each ingredient, the temperature at which ingredients are added, and other factors that determine the final chemistry and efficacy of the product.

Ingredients like vitamin C, green tea and retinol are expensive when formulated properly. Many copycat brands, such as drugstore knockoffs, use the same ingredients, but do not have efficacious formulations. They fool you with similar packaging but with no research studies to back up the use of the product. It is important to remember that these companies cannot use the patented recipe and therefore their end product is different from the researched original.

Integrating Laser Hair Removal Into Your Practice: Pearls and Pitfalls

By AIMEE L LEONARD, MD
“Best Of” Next Steps Online
from February 4, 2014

Patients often desire the removal of hair for both cosmetic and medical reasons. Shaving, waxing, or chemical depilatories have traditionally achieved temporary hair removal. Electrolysis provides permanent hair removal of individual hairs. However, to reduce hair from large areas for extended periods of time, laser hair removal has become more mainstream. Below are pearls and pitfalls of laser hair removal taken from the *Cosmetic Dermatology Procedure Manual*.

Pearls:

1. Know the risks and remember to warn your patients of them. The most common risks are pigmentary changes, infection, and incomplete hair removal. One dreaded risk is paradoxical hair stimulation.
2. If patients complain that the treatment is too painful, or more painful than previous treatments, stop—something may be wrong. Make sure cooling systems are working properly, the settings are correct, and that the laser is working properly. Many

complications could be minimized or avoided if practitioners listened to the patient warnings.

3. Patients with fillings near the front teeth may experience discomfort with treatment of the upper lip area. Placement of wet gauze under the lip during treatment will ease patient discomfort.
4. Test spots in inconspicuous areas at different fluences can be used to determine a patient’s response. Although these may be helpful, they do not ensure that no complication will occur.
5. Remember to create reasonable expectations, and treat patients with the respect you would require. Often, the average number of laser treatments required is between five and seven. Most patients then require maintenance a few years later. In order to evaluate long-term hair loss, treatments must be discontinued for six months.

Pitfalls:

1. The treatment of darker skinned patients should be performed only by experienced physicians, as it is challenging and is accompanied by an increased risk of side effects.
2. Treating suntanned patients is one of the most common reasons for LHR complications. Do not be afraid to refuse treatment in a tanned patient. Insist on waiting until the tan has faded.
3. Lasers used for hair removal may be absorbed by nevi. Examine pigmented lesions prior to treating hair overlying them. Do not treat over suspicious lesions without a biopsy.
4. Likewise, lasers used for hair removal may also be absorbed by tattoos. Do not treat over tattoos, as this may change their appearance and it may increase the risk of side effects.
5. Prophylaxis for herpes simplex should be given when treating the periorificial areas in patients with a prior history.



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