



## **Dr. Friedman - Beautiful Skin Revealed: The Ultimate Guide to Better Skin**

**Beautiful Skin Revealed: The Ultimate Guide to Better Skin, Book Authored by Paul M. Friedman, MD**



In an effort to separate fact from fiction, Board-Certified Dermatologist Dr. Paul Friedman, has co-authored the forthcoming book Beautiful Skin Revealed: The Ultimate Guide to Better Skin. This comprehensive book offers an expert's insider view on common skin conditions and treatments that really work, in addition to offering tips on how to maximize the time with your dermatologist.

According to Dr. Friedman, "The book is grounded in science and explains why conditions occur. Using before and after photos and real patient testimonials, Beautiful Skin Revealed shows readers the incredible results made possible through the latest treatment options." Below, Dr. Friedman offers a sneak-peek from his upcoming book,

available for purchase at [www.amazon.com](http://www.amazon.com) and [www.barnesandnoble.com](http://www.barnesandnoble.com), September 2010.

### **Acne: Not Just an Issue for Teens**

Blame it on stress, the environment, or hormones - the truth is that acne is not limited to teenagers. "It may surprise you to learn that one in five adults between the ages of 25 and 44 experiences acne. In fact, some find their acne is worse in adulthood than it was during puberty," says Dr. Friedman. In his book, Dr. Friedman offers solutions for current acne breakouts as well as for scars caused by past acne blemishes.

- Lasers. "In the past five years lasers have been found in multiple studies to reduce not only acne lesions but also improve acne scars." When considering laser treatment, Dr. Friedman suggests reviewing all of the options available to become an informed participant in the initial consultation with your dermatologist. "A great option for patients experiencing both acne lesions and acne scarring is the 1450-nm diode laser by Candela®."

- Products like glycolic acid, salicylic acid, and physical exfoliators remove the topmost skin cells to reveal the newer skin cells below. These products are used in a variety of skin care lines to treat acne-prone skin. "If you have acne or oily skin and your skin is not sensitive, try a cleanser with salicylic acid or benzoyl peroxide like Neutrogena Oil-Free Acne Wash," says Dr.

Friedman. It not only decreases bacterial counts and removes surface skin cells, but it reduces the appearance of photoaging and decreases comedone (acne) formation.

### **Rosacea: Red All Over**

“Notable flushing, diffuse redness, and visible facial blood vessels may point to one of the most under diagnosed, yet prevalent and frustrating skin conditions affecting adults. It is called rosacea,” Dr. Friedman explains. He notes that although the exact cause of rosacea is unknown, there are several treatment options available.

- “Pulsed-Dye Laser Treatments target broken blood vessels and background redness. Redness caused by rosacea responds very well to a series of laser treatments. Since rosacea is a chronic condition, periodic maintenance treatments are required after the initial series.”
- Notable flushing, diffuse redness, and visible facial blood vessels all point to one of the most under-diagnosed, yet prevalent and frustrating skin conditions affecting adults. It is called rosacea. The symptoms vary considerably, each being responsive to a different course of treatment. The exact cause of rosacea is unknown, but dilated blood vessels and inflammation play a role. Cetaphil Moisturizing Cream is an excellent supplement to a laser treatment such as Vbeam. Cetaphil is gentle, inexpensive, and has the added benefit of being widely available without a prescription.

### **Reveal Simply Beautiful Legs**

Summertime clothing can draw attention to the legs. Visible veins on the legs are a common concern affecting 80% of women in the United States. Spider veins can become more prominent as we age and with jobs requiring prolonged standing.

- “Sclerotherapy, which is best for the treatment of spider veins and reticular veins, can be combined with the long-pulsed 1064-nm Nd:YAG laser. Patients who want to improve the appearance of their legs need to have the treatment about three to six months ahead of shorts and swimsuit season,” according to Dr. Friedman.

### **Injections for Wrinkles without the Pain**

“Today’s experienced physicians can help patients achieve varying degrees of improvement,” Dr. Friedman notes. “The best doctors will insist on creating a natural look.”

- Hyaluronic acid fillers mixed w/lidocaine are one of the most exciting new developments Dr. Friedman offers his patients. “Now, injections for fine lines and deeper wrinkles are given in combination with lidocaine, a numbing agent typically used at the dentist’s office. The result is less discomfort from the injection process.”
- Eyelid skin is thin and delicate. Any cream, treatment, or procedure should be adjusted accordingly. The best thing to do is wear sunglasses and sunblock. Sunblocks can drip into the eyes and cause burning. Anything that doesn’t normally irritate your skin can irritate the delicate and thin eyelid skin. Clinique Sun SPF 45 Targeted Protection Stick is less likely to sweat and drip down into the eyes. Sunblock will help prevent photoaging (thinning, pigmentation, and bumpiness). Eye creams containing antioxidants, moisturizers, and sunblock should all be used to protect this tell-all area.

### **Notable Breakthroughs: Fraxel re:store DUAL Laser for Actinic Keratosis**

Actinic Keratosis, or AKs, are common precancerous lesions caused by sun exposure, affecting

between 11% and 26% of people in the U.S. over the age of 40. According to Dr. Friedman, “The Fraxel re:store DUAL Laser is a potential option to replace traditional treatments for AKs such as freezing through liquid nitrogen. This high tech laser allows for a larger area of the skin to be treated at each visit. Patients have also been pleased with the added benefits they notice, such as improvement of their skin texture and pigmentation.”

Dr. Friedman notes, “Good skin requires maintenance. With the help of a daily sunblock, a good moisturizer, and a topical retinoid, healthy skin has an even surface that glows. Cosmeceuticals and cosmetics can enhance the foundation achieved with a solid skincare regimen and dermatologic procedures.”

#### **About Paul M. Friedman, M.D.**

Paul M. Friedman, M.D. is board-certified by the American Board of Dermatology, specializing in dermatologic laser surgery and Mohs micrographic surgery. He completed his residency in dermatology at the New York School of Medicine, one of the nation’s top dermatology residency programs.

Dr. Friedman is the director of the DermSurgery Laser Center in Houston, Texas and also practices at the Laser & Skin Surgery Center of New York in Manhattan. He is a Clinical Assistant Professor at the University of Texas Medical School, Department of Dermatology, and a Clinical Assistant Professor of Dermatology at Weill Cornell Medical College. Dr. Friedman is on staff at Texas Children’s Hospital and Memorial-Hermann Hospital in Houston.

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**Source: Dr. Friedman**