



Beautiful Skin Revealed: The Ultimate Guide to Better Skin



The marketing and sale of cleansers, moisturizers, cosmeceuticals, and cosmetics is a multibillion-dollar industry. How do you navigate through the maze of products and promises? Which combination of treatment options, potions and lotions is the real deal?

In an effort to separate fact from fiction, Board-Certified Dermatologist Dr. Paul Friedman, has co-authored the 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 and www.barnesandnoble.com, September 2010.

The book contains 12 chapters including sections on: Complexion, Acne, Wrinkles, Flusing, Birthmarks, Eyes, Leg Veins, Skin Cancer, Scars and Stretch Marks, General Dermatology, Products, and finally Choosing a doctor.

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.

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.

Leg Veins: 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.

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."

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. For more information, please visit www.friedmanmd.net