

Photodynamic Therapy: *Breakthrough skin cancer treatment with no surgery and no scars!*

A new, less invasive treatment for Basal Cell Carcinomas, (BCCs) and Actinic Keratoses is now available in Australia. This treatment, called Photodynamic Therapy, (PDT) was recently launched in May 2004 at the annual meeting of the Australasian College of Dermatologist in Sydney and has proven to produce superior cosmetic results. Clinical trials presented in the meeting indicated that 97% of patients treated for BCCs and 96% of patients treated for actinic keratoses rated their cosmetic outcome as 'good' or 'excellent'.

'Photodynamic Therapy is a 2-step procedure involving the application of a photosensitizing anti-neoplastic cream, Methyl Aminolevulinic acid (Metvix®), to the cancerous lesion before exposing it to a 630nm light source. This light promotes selective destruction of abnormal cancerous cells while sparing any damage to adjacent healthy structures. In fact there is a photorejuvenation effect on normal skin!' explained Dr Seit.

Metvix® works by penetrating the stratum corneum into tumours, including basal, in-situ-squamous cell carcinomas and solar keratoses, as well as sebaceous glands. There, it can be transformed into a highly photoactive endogenous porphyrin derivative, protoporphyrin IX (PpIX). Red or blue light sources can activate PpIX, which destroys cells by generating singlet oxygen molecules.

'Not all types of BCCs are suitable for this treatment' cautioned Dr Seit. If the tumour is deeply infiltrating or a morpheic type, then surgery remains the treatment of choice. Photodynamic Therapy is suitable for superficial and nodular Basal Cell Carcinomas when surgery is considered inappropriate. Patients with multiple lesions or a BCC in a cosmetically sensitive area would also benefit from this treatment.

Dr Seit has attended training workshops in Photodynamic Therapy in the United States led by leading experts and is a Member of the American Society of Laser Medicine and Surgery.



Photodynamic Photorejuvenation (SUPER IPL):

**A new treatment for Actinic Keratoses
(Pre-cancerous sun spots) that also gives you
better looking skin.**

After attending the annual meeting of the American Society of Laser Medicine and Surgery in Dallas in March 2005, Dr Seit has integrated a breakthrough in treatment for precancerous sunspots into his practice which at the same time rejuvenates your skin: Photodynamic Photorejuvenation



BEFORE



AFTER photodynamic rejuvenation by Dr Seit

Intense pulsed light (IPL) used in combination with 5-aminolevulinic acid (ALA), a naturally occurring photosensitizer, on the full face can achieve photorejuvenation as well as treat actinic keratoses (AK).

IPL has been used to rejuvenate the skin by using pulses of broad spectrum intense light to heat collagen fibres, causing inflammation that tightens the skin. It also removes unwanted hyperpigmentation, skin blemishes and broken capillaries by selective thermal heating of melanin and haemoglobin.

"What's new is that we're adding ALA," said Dr Seit. Several recent studies show that photodynamic treatment with ALA significantly reduces AK lesions with less pain than cryosurgery, chemical peeling, or topical 5 fluorouracil.

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SERVICES OFFERED

Services offered in the clinic:

- Skin cancer detection & treatment
- Photodynamic Therapy for skin cancer
- Photodynamic photorejuvenation (super IPL)
- Intense Pulsed Light photorejuvenation plus hair removal
- ClearTouch acne phototherapy
- Wrinkle treatment
- Isolagen
- Dermal Fillers
- Chemical Peels
- Diamond Dermabrasion

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Isolagen:

The revolutionary wrinkle treatment using your very own cells

What is Isolagen?

- Isolagen is a unique, living autologous cellular therapy. It is a totally new technique in facial rejuvenation that offers patients long-lasting improvements.
- Isolagen is the only natural process to use patients' own collagen-producing cells (fibroblasts) to repair and rejuvenate the skin, producing long lasting therapeutic correction of dermal and superficial deficiencies.
- Isolagen actively replaces lost skin volume by introducing millions of new collagen producing cells under facial lines, wrinkles and scars. These cells create a stimulating effect on all skin cells near the injection site, causing a dynamic rejuvenation response.
- Isolagen should not be thought of as a bulk filler, but rather a protein repair system that places fibroblast cells into the proper location so that they may replenish the population of fibroblasts that have been lost due to ageing, trauma and environmental exposure.

How is it more beneficial than other temporary filler substances or permanent fillers?

Isolagen has definite advantages over presently available dermal fillers. It has minimal allergic potential since it is autologous (the patient's own cells). These living cells continue to produce the patients own collagen. Therefore, it lasts longer and may be permanent. It is forgiving and over-correction is not a problem since the new collagen seems to concentrate in the needed area. It does not require a surgical procedure like autologous fat or dermal transfer.

Isolagen is particularly attractive for patients who would never utilize an animal or a synthetic product. Isolagen is not a filler per se, but a unique cellular therapy that produces an ongoing correction.

Once your cells are sampled, you have a choice of storing them long term for future use. Your cells are frozen in cryogen and remains at the age it has been taken. Therefore, you can utilize your 35-year-old cells, which have faster and more effective collagen-producing capabilities, when you are 55.



BEFORE

AFTER

LHE skin rejuvenation phototherapy

Reversing the signs of age for your hands, arms and legs at an affordable price!

We tend to look after our faces as we get older because the visible signs of ageing and sun damage can affect our careers and social life. Most people forget their hands, arms and legs.

Now we can treat the pigmented spots with a simple non-invasive treatment of LHE. This is done by emitting a very low and ultra-safe wave of light. This light generates heat that is drawn to the darker pigmentation in the targeted lesions. The heat then raises the temperature inside the lesion, thereby damaging it. The body's natural healing process works to remove the lesions, which then simply scab and drop off or are absorbed in the skin. This treatment is fast, safe and painless and can be accomplished in 3-6 visits.



BEFORE



AFTER skin rejuvenation phototherapy

Call us up for a consultation and discover what we can do for you.

> Continued from page 1

'Used together, IPL or lasers with ALA, can achieve both a therapeutic and an aesthetic effect,' said Dr Seit. As well as clinical AK lesions, the full-face treatment can improve subclinical AK lesions, solar lentigos, wrinkles, sallow complexion, and telangiectasia.

The treatment involves applying the ALA on the facial skin and leaving it on for 60 minutes. This is followed by a full face IPL treatment. The patient is then asked to stay strictly indoors at home for 48 hours avoiding any ultraviolet rays or even strong lights at home as the skin is super photosensitive.

ALA works by penetrating the stratum corneum into tumours including Basal Cell Carcinomas, in-situ Squamous Cell Carcinomas, solar keratoses as well as sebaceous gland hyperplasias. There, it can be transformed into a highly photoactive endogenous porphyrin derivative, protoporphyrin IX (PpIX). Red or blue light sources or IPL's can activate PpIX, which destroys cells by generating singlet oxygen molecules.

According to Dr Seit, 'This is a turning point in the history of skin cancer treatments. We can virtually now turn back time for patients with sun damaged skin and I can foresee light based therapies having a major role in skin cancer prevention in the nearby future'.

IPL hair removal

IPL/LHE Hair removal: your long term solution to unwanted hair, no more shaving, waxing or plucking.



BEFORE



2 months AFTER two treatments by Dr Seit.

Chemical Brow Lift with Botox; away with the knife!



Botox effect to eyebrows

For many, a subtle elevation of the mid and lateral eyebrow helps to improve the appearance of the upper 1/3 of the face and in particular the eyes. As little as 3 to 5mm elevation is enough to give a more youthful appearance. Previously, cold steel surgery including coronal and endoscopic brow lifts was required for brow elevation. Now it is possible to achieve a temporary, persistent, substantial elevation of the lateral brow to make you look younger and fresher looking with just a few small injections of Botox. Make an appointment with Dr Seit to discuss your suitability for the procedure and treatment.

Embarrassing Facial Redness, Flushing & Broken Capillaries on your Face?

You might have Rosacea: How IPL can treat this condition successfully

Rosacea is a pesky condition of the pilosebaceous unit causing inflammation of skin on the face, neck or upper part of the body. It leaves a person's face red, as a result of dilated vaso-active blood vessels and chronic flushing and can lead to the formation of acne, small pustules or even cysts.

How Intense Pulsed Light (IPL) treatments help Rosacea

An intense light is applied to the skin in a series of gentle pulses over the treatment area. Without damaging the skin, the light penetrates the skin and is absorbed by the abnormally dilated vessels seen on the cheeks, chin and around the nose in people with rosacea and is also absorbed by the minute vaso-active vessels under the skin that cause flushing. The light is changed to heat energy which damages the target blood vessels beneath the skin surface, thus improving symptoms of rosacea.

As the light is also absorbed by melanin (the pigment found in your skin), areas with skin blemishes, freckles and aging spots will also improve as a result of the treatment. As there is thermal injury to the deeper layers of the skin during the treatment, a healing response occurs after each treatment, triggering off new collagen lay down. Your skin will feel smoother; you will have a more even skin tone and will notice some of the fine wrinkles being erased away.

A series of 3 to 5 treatments spaced one month apart is normally needed to treat this condition. This treatment has provided a long term solution to this embarrassing condition to many with a pleasant cosmetic dividend. Please make an appointment to be assessed by our doctors before commencing treatment as not all flushing faces are Rosacea. Skin cancers will have to be excluded first before IPL treatments.



BEFORE



AFTER three IPL treatments by Dr Seit.

Our highly trained medical team helping you with your skin cancer and cosmetic medicine needs.



Dr Paul Fishburn
MBBS(Syd), BPharm(Hon 1), Dip Pr Derm (UK), FRACGP

Dr Melanie Low
MBBS(Hon 1)(Syd), MSc(Hons), DPhil(Cambridge), FRACGP

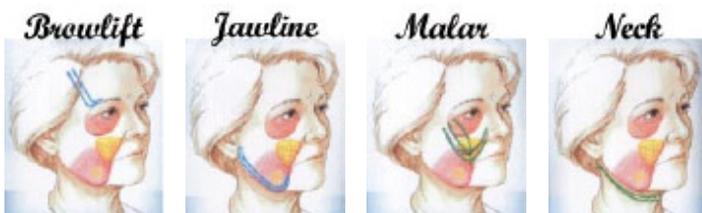
Dr Samuel Seit
MBBS(UNSW), BSc(Med), Cert Derm (Monash), Dip Pr Derm Distinction (UK), FRACGP, MCPSA, FFMACCS, Member of the American Society of Laser Medicine and Surgery

Want a face lift... without invasive scalpel surgery? Aptos Threads is the answer.

The Aptos Threads technique, created in 1996 by Russian cosmetic surgeon Dr Marlen Sulamanidze, helps lift the face without invasive surgery. The threads, also known as Feather Lift or Russian Threads, are made out of polypropylene, a material that has been used for surgical sutures for many years. They have bidirectional cogs or barbs on their entire length. The threads can be used anywhere on the face where a gentle lifting is desired. This procedure is best suited to patients with mild to moderate laxity of facial tissues, usually in their mid thirties to fifties. Dr Samuel Seit is one of the few cosmetic surgeons performing this procedure in Sydney. He was trained in this procedure directly under Dr Marlen Sulamanidze. Patient satisfaction with this procedure is high because of the lack of invasive surgery and the quick recovery period.

How is the procedure done?

The threads are placed under the skin using a guiding needle. The cogs on the threads attach to the underside of the skin and gently lift the skin and secure it in the desired position. The excess thread is trimmed so it does not appear above the skin surface. The procedure is quick, as an entire face can be done in about one hour. Local anesthesia is used and recovery is rapid, with some patients returning to work the next day, if desired. There is some swelling for a few days, and if there is any bruising present, it will last about a week.



ClearTouch Acne Treatment

ClearTouch phototherapy is a unique new therapeutic light treatment, which significantly clears moderate inflammatory acne in four weeks – with no side effects.

Traditional acne treatments have limitations and various side effects.

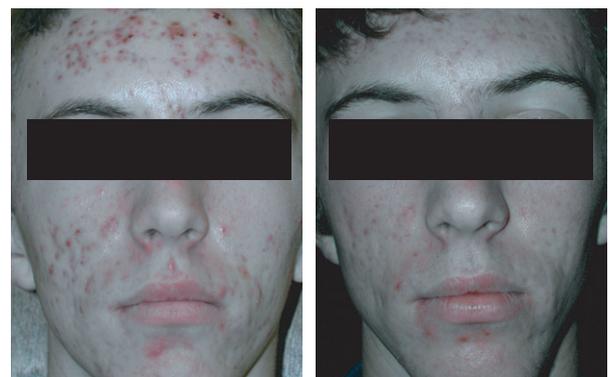
Benefits of ClearTouch Phototherapy include:

- Dramatically clearer skin in just 4 weeks
- All body areas can be treated, including large areas and the sensitive beard area
- Simple, rapid 15 minute treatments – ideal for active teens and adults
- Drug-free treatments with no side effects, no pain and no downtime
- 8 visits over 4 weeks = Clear Skin

How does it work?

LHE optimizes the production of an oxygen rich environment, which quickly destroys P. acnes bacteria (the main cause of acne). Green and red light reach deep into the pore, and the heat intensifies the process, gently opening the pores to release the clog and soothe the inflamed area.

This treatment can be used in conjunction with Microdermabrasion/topical acne creams if necessary to optimize treatment. To find out if your skin could benefit from ClearTouch acne treatment, schedule a consultation with our office today.



BEFORE

AFTER ClearTouch acne treatment



BEFORE

AFTER ClearTouch acne treatment