



CONSULTATION CORNER

— Melasma —



*We ask Dr. Riddle the challenging questions we hear during our cosmetic consultations. This month we are focusing on **melasma**.*

What is melasma?

Melasma causes brown to gray-brown patches, usually on the face. Most people get melasma on their cheeks, bridge of their nose, forehead, chin and above. It also can appear on other parts of the body that are exposed to the sun, such as the forearms and neck.

What causes melasma?

If we had a precise understanding of what causes melasma, we would have more effective treatments. Unfortunately, its cause is poorly understood, although we do know that hormones, especially elevated levels of estrogen, progesterone and melanocyte-stimulating hormone in combination with UV exposure contribute to the disease. Genetics also play a role in the likelihood of developing melasma and those with darker skin types have higher risk as well.

Can hormone replacement cause melasma?

Unfortunately, yes. Taking supplemental hormones, whether it is for birth control or hormone replacement, can trigger melasma.

When is the best time to treat melasma?

Melasma is best treated in the wintertime when people have less exposure to UV.

What is the most effective treatment for melasma?

The best approach is always a combination of treatments. Wearing AND reapplying a broad-spectrum sunscreen with an SPF of > 30 daily is critical in protecting against UV and is the easiest modifiable factor (changing hormones can be much more challenging!). In addition, topical prescription-strength brightening creams, which compound agents that help block pigment synthesis or pigment transfer to the skin are important. Also, in some cases, I recommend an oral medication called tranexamic acid, which with other treatments can be helpful in some. For those who want a faster result, microneedling with PRP has been shown to be very effective at lifting the unwanted pigment.

Are there any treatments to avoid?

Yes! Of note, I strongly discourage most light and laser treatments for melasma. The great majority of these treatments may initially appear to help, but in the long-term, they can paradoxically worsen the appearance and darken the pigmentation.

Will melasma fade with time?

As hormones change and a person's exposure to UV changes, yes, melasma can fade over time. But, if UV exposure is increased or a person's hormones rise (if someone becomes pregnant, for instance), melasma can recur.



ALSO IN THIS ISSUE: New GentleMax Pro Plus – p2, Smart TCA Peel – p2, Meet Cassidy – p3, Smart TCA Peel and Seasonal Specials – p4

New Laser – GentleMax Pro Plus

The **GentleMax Pro Plus** laser system is designed for the treatment of unwanted hair, pigmented lesions and wrinkles. It treats all skin types quickly, comfortably and effectively. The laser system does this by creating a beam of high-intensity light that penetrates deep into the skin tissue where it delivers a controlled amount of therapeutic heat.

Facial and Body Hair Removal

- ◆ The gold standard laser treatment for hair removal
- ◆ Powerful, state-of-the-art laser technology with over 20 years of proven results
- ◆ Unique cooling system to enhance your comfort
- ◆ GentleMax Pro Plus is suitable for all skin types
- ◆ Fast, efficient and convenient treatments keep sessions as short as possible

Pigmented Lesions (Brown Spots)

- ◆ Remove unwanted benign pigmented lesions anywhere on the body.
- ◆ The selective delivery of laser energy destroys the excess pigment and fades the lesion, but remarkably leaves the surrounding tissue unaffected. This is the brilliance of last light.

- ◆ The number of treatment sessions required varies from patient to patient, but typically two to four sessions are needed for best result.
- ◆ Each treatment session lasts approximately 30 minutes but may vary depending on your individual needs.

Call 406.294.9660 to schedule your complimentary consultation to learn more about how our new GentleMax Pro Plus can address your hair removal or pigment concerns.



Kylie's Picks – SkinCeuticals Smart TCA Peel



One of my favorite treatments to perform/receive is the **Smart TCA Peel** from SkinCeuticals. This advanced chemical peel decreases the presence of fine lines and uneven texture, as well as stubborn pigmentation. Trichloroacetic Acid (TCA) is great for all skin types and most skin tones. The biggest thing that I have noticed after doing this chemical peel is how it pulls my pigment to the surface, darkens, and then over the next 7-10 days all the pigmentation just sloughs right off and leaves my skin feeling smooth! In addition, I love that SkinCeuticals includes a Post-Peel Restorative Masque to soothe the skin immediately following the peel application.

Using quality skincare products in the post procedure process is key for good results. Some of my favorite aftercare products to use after an aggressive peel like the TCA peel are:

- ◆ SkinCeuticals Hydrating B-5 Gel
- ◆ SkinCeuticals Physical Fusion UV Defense 50
- ◆ Elta MD Foaming Facial Cleanser
- ◆ Epionce Priming Oil
- ◆ Epionce Enriched Firming Mask
- ◆ Epionce Intense Nourishing Cream

If you're unsure if you are a candidate for a TCA Chemical Peel, call to schedule a complimentary consultation with one of our licensed estheticians.





Meet Cassidy

Billings Dermatology & Aesthetics is pleased to welcome Cassidy Kinna to our team! Cassidy has been a licensed esthetician for five years and has a passion for skin and beauty. Cassidy started her dermatology career in Nashville, Tennessee, developing a strong clientele. When away from work she enjoys spending time with family and her dog Percy. You can also find her out golfing and going to many sporting events.

Why is a good skincare routine important?

Considering our skin is our largest organ, taking care of it is pretty essential. By doing so, it helps to slow down the signs of aging, and it helps to protect the skin from the elements like dry or cold climates and the sun's rays, which can contribute to aging and skin cancer. Skincare is also self-care, and carving out a part of your day to take care of yourself is essential.

What are some of your top skincare tips?

I find that using the correct cleanser that is formulated to your skin type is very important. The right formula cleanses without stripping the essential oils needed for your skin. As your skin needs change with age, you should also be changing the products that are used. I also stress moisturizing both day and night.

What is the most popular treatment your clients come in for?

I have seen a high demand for chemical peel treatments. This treatment is used to improve and smooth the texture of the skin. Many clients see a significant improvement in the appearance of their skin tone and texture in as little as one peel.

What are some common questions you hear when clients get a facial for the first time?

My clients always ask how often they should be getting a facial. I recommend that a facial be done once a month for optimum results and to achieve a glowing complexion. The frequency also depends on the client's age, skin type, sun exposure and overall health.

What is the important step most clients are missing from their skincare regimen?

Sunscreen!! I make wearing sunscreen a part of my daily routine. I have seen the damage the sun can do to the skin and it makes me a big believer in sunscreen. It is one of the best and easiest ways to protect your skin's appearance.

What services do you perform that we may not be aware of?

I like dermaplaning because it is great at exfoliating your skin. This service can be done on almost all skin types. My clients like how soft, smooth and brighter their skin feels after treatment.

Last thoughts?

I believe in investing early in your skincare as it will keep you looking and feeling your best throughout the years. I am passionate about esthetics and want to help you LOVE your skin. Schedule an appointment today!

STAY CONNECTED

Sign up for our monthly email to receive skincare tips and promotions by sending your name and email address to **staff@billingsdermatology.com**. Like us on **Facebook** at Billings Dermatology & Aesthetics or **follow us on Instagram** and become eligible for promotions and prizes that are exclusive to social media.



OUT AND ABOUT

Come see us in the Montana Pavilion at the **MATE Home and Health Expo** February 16-18, 10 a.m. – 5 p.m., and enter to win fabulous prizes!



Expert Skincare Your Family Can Trust



Laine Elam, PA-C; Tanya Riddle, MD; Kynzie Oliver, PA-C

- ◆ Shorter wait times
- ◆ Appointments available Monday — Friday
- ◆ Triple Board-Certified Dermatologist and two Certified Physician Assistants
- ◆ **Accepting new adult and pediatric patients**
- ◆ Four outreach clinic locations: Miles City, Cody, Powell, Worland, To schedule please call 406.294.9515 or 866.988.DERM (3376)

Learn more at www.billingsdermatology.com

◆ February

Pelleve — Radio Frequency Skin Tightening Treatment 30% off a package of three

Just for You Facial with Light Peel Add-on.
Get the peel for free!

Lip (balm, gloss or treatment), 15% off

◆ March

Intense Pulse Light (IPL) — 30% off a package of three

Elta MD — 15% off

◆ April

V-Beam Perfecta — 30% off a package of three

Product discount — 15% off RevitaLash/RevitaBrow, Baby Foot Peel/Masque

Check back often at
billingsdermatology.com
Specials are subject change!



Billings Dermatology & Aesthetics

2294 Grant Rd.
Billings, MT 59102

PRSRT STD
US POSTAGE
P A I D
BILLINGS MT
PERMIT # 294

The Gentle way to great looking skin
—
Gentle Pro
LASER TREATMENT



REFERRAL REWARDS PROGRAM

Make your friendships more valuable than ever.
Get **\$50 credit** for every new Botox, filler, or laser client you refer with our Referral Rewards program.