

Latest Trends

The number one request in nonsurgical face-lifts and rejuvenation is longevity and value. New, longer-lasting dermal fillers are helping to fulfill that goal.

“An exciting new trend in nonsurgical rejuvenation of facial skin called *combination therapy* means a younger, more vital appearance with no surgical incisions, no down time and no sutures,” announces Susan S. Roper, MD, of Countryside Dermatology & Laser Center.

Dr. Roper and her associate, Adele A. Moreland, MD, both

forehead like BOTOX, which is now the number one cosmetic procedure in the United States. In experienced hands it is both safe and effective, and because we use BOTOX differently than most physicians, our results last.”

Exciting new fillers

According to Drs. Roper and Moreland, the number one re-

quest they receive from patients is for procedures that have longevity and value. “Our procedures reverse the appearance of aging, are low maintenance and

which according to its manufacturer produces results that last up to five years; Perlane, which is similar to Restylane, but a longer-lasting version; and Artefill, which according to its manufacturer has results that are considered permanent. Artefill, which is FDA approved, is a nonresorbable aesthetic injectable implant that provides immediate and enduring support for wrinkle correction and is also my treatment of choice for acne scars.”

Dr. Roper reminds that dermal fillers are technique sensitive. “It is not the product or equipment, but the doctor behind them, that matters most, and particularly when working with permanent fillers.”

That is why Drs. Roper and Moreland perform all of their own procedures rather than relying on medical assistants to treat their patients. Dr. Moreland says that they are also doing a new and improved treatment for precancers, photoaging and acne called *photodynamic therapy*. “It uses Levulan Kerastick, which includes topical ALA [aminolevulinic acid], and is activated using a blue light source and laser. When it was first introduced some discomfort was associated with it. But today the side effects are minimal, and the results are excellent.”

“Recent improvements also have been made in the Thermage ThermoCool TC tissue contraction system, which rejuvenates sagging facial skin without surgical incisions, removal of tissue or recovery time,” describes Dr. Moreland. “It is now more effective with less discomfort, because we use lower temperatures and pass over the face multiple times.”

“We now have a larger tip for Body Thermage so we can treat other areas that need skin tightening, such as abdomens, upper arms and thighs, which are very popular areas.”

Another exciting option for those who want to restore a smoother, younger appearance but do not have the down time to do laser resurfacing is laser toning, in which superficial wrinkles are treated noninvasively with a laser.

“We use the Candela V-beam pulsed dye laser coupled with the Smoothbeam laser to tone the skin; it’s a simple way to treat superficial facial lines, veins, rosacea and wrinkles,” says Dr. Roper. “And the results we’ve



“When we lose fat beneath our skin, it can result in sunken cheeks, indentations and hollow eyes,” explains Dr. Moreland. “Sculptra is a safe, synthetic and biocompatible material that restores the natural contours of the face, especially around the cheeks and mouth. The product itself is biodegradable, with results lasting up to five years.”

“It’s fantastic, especially in our patients who have done laser toning or Thermage,” Dr. Roper points out. “Each filler has its own niche for what we expect it to do.”



Eyes by Thermage reduces sagging eyelids and under-eye bags, softens lines and crow’s feet and is the only non-invasive procedure approved for the eyelids that improves without injections or down time. Drs. Moreland and Roper are excited to be the first in the Tampa Bay area to introduce this procedure to their patients.

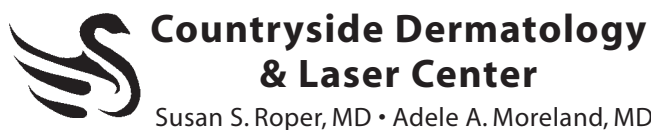


BEFORE & AFTER PHOTOS COURTESY OF COUNTRYSIDE DERMATOLOGY

achieved with laser toning for our patients have shown this to be an effective rejuvenating tool for even deeper wrinkles than we had originally expected.”

“The key, of course, is sifting through all the hype,” says Dr. Moreland, “which is why Dr. Roper and I have been offering free lectures for more than fifteen years to educate and update our community on all the new trends and treatments in dermatology.” **FHCN**—Kris Kline

Welcoming you
Drs. Roper and Moreland look forward to meeting the readers of Pinellas Health Care News. For additional information or to schedule a consultation appointment, please call (727) 791-1411. Countryside Dermatology & Laser Center is located at 2467 Enterprise Rd., Suite A, in Clearwater.



Susan S. Roper, MD • Adele A. Moreland, MD

board-certified dermatologists, offer their patients extensive expertise in skin care, laser technologies and a variety of techniques in facial rejuvenation.

“Because we are the only board-certified, university-trained dermatologists in the Tampa Bay area that are state-of-the-art equipped to provide every worthwhile FDA-approved procedure offered in our field, we can be very discriminating in what we offer our patients. This is important because each therapy provides different results. For instance, dermal fillers — like the very popular Restylane, Hylaform, Juvederm, and Cosmoplast — fill in corners around the mouth and lips but do not remove sun damage. Laser resurfacing reduces severe wrinkles but does not relax the

quest they receive from patients is for procedures that have longevity and value. “Our procedures reverse the appearance of aging, are low maintenance and

have value and science behind them,” assures Dr. Roper.

“Three exciting new fillers are now available: Sculptra,

Learn what's new in maintaining healthy, beautiful skin

“What’s New for Facial Rejuvenation” will be presented on September 7, October 26, and November 15. Please call (727) 791-1411 for times, locations and reservations.

YES! I would like to receive free information about:

- Thermage ThermoCool TC
- Laser facial resurfacing
- Laser facial vein treatment/laser hair removal
- Free consultation for laser hair removal with Michelle Goff PA-C
- Laser treatment for skin discoloration on neck and chest
- Collagen treatments/soft-form permanent enhancements
- Please contact me regarding a consultation.
- Laser toning of wrinkles/removal of age spots
- BOTOX
- Sculptra
- Skin cancer treatments
- Other skin care treatments

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

Mail to: Countryside Dermatology & Laser Center, 2467 Enterprise Rd., Suite A, Clearwater, FL 34623



Susan S. Roper, MD, is a board-certified dermatologist. She attended the University of North Carolina, Chapel Hill, and received her undergraduate degree from Stetson University, DeLand. She received her medical degree from Emory University School of Medicine, where she received the Dermatology Foundation Revlon Fellowship Award for research. Dr. Roper completed her internship in internal medicine and her residency in dermatology at Emory University School of Medicine, where she was chief resident of the Department of Dermatology. She also was the recipient of a research fellowship and Dermatology Foundation Award at the university.

Dr. Roper is a diplomate of the American Board of Dermatology and is associate clinical professor of medicine at University of South Florida College of Medicine and is affiliated with Morton Plant/Mease Hospitals. Dr. Roper has written numerous articles in her field of expertise for professional publications and is a member of the American Society of Laser Surgery, American Society of Dermatologic Surgery, Florida Society of Dermatologic Surgery, American Academy of Dermatology, and other professional organizations.



Adele A. Moreland, MD, is board certified by the American Board of Dermatology. After earning her medical degree at the University of Oklahoma College of Medicine, Dr. Moreland served her internship at the University of Oklahoma Baptist Hospital. She completed her residency in dermatology at Emory University, Atlanta, GA. Throughout her medical training, she was awarded a number of scholarships, awards, and grants for her exemplary work. After completing her residency, she was appointed full-time assistant professor of dermatology at Emory University in the School of Medicine and continued in academics for the next five years. She has worked on a grant with the Centers for Disease Control and Prevention on cutaneous infections and today is widely published in her field, having authored numerous scientific works. Dr. Moreland has been in private practice for 10 years and is a member of numerous professional organizations, including the American and Florida Societies of Dermatologic Surgery and American Academy of Dermatology. Dr. Moreland is affiliated with Morton Plant/Mease Hospitals.