

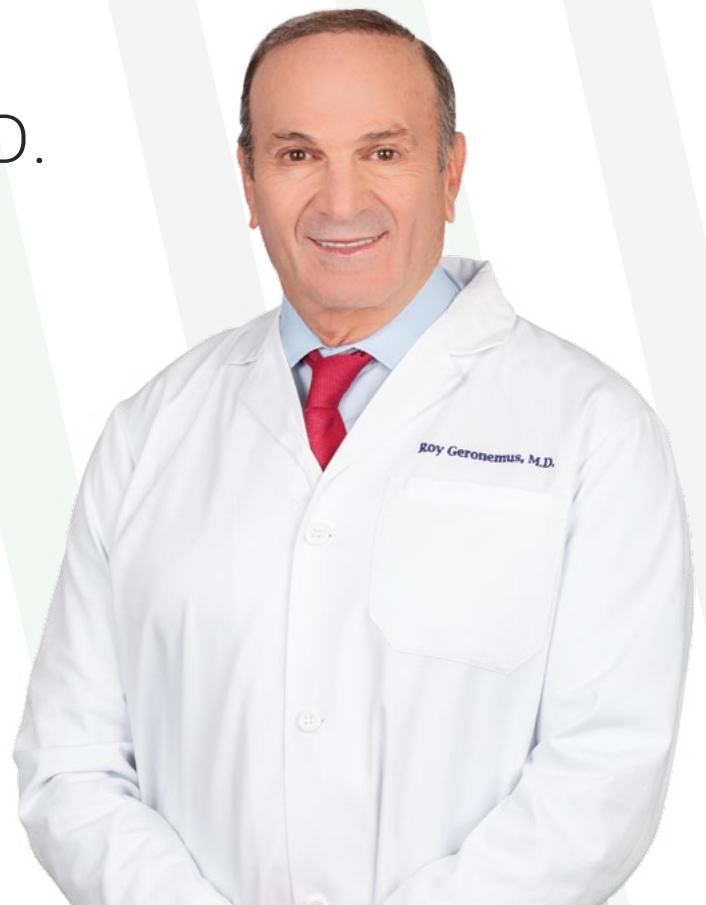
2020 NEWSLETTER

A MESSAGE FROM ROY G. GERONEMUS, M.D.

For nearly three decades, Laser & Skin Surgery Center of New York has been a worldwide leader in providing excellent skin care. We are proud that thousands of patients come through our doors to receive our state-of-the-art and research-driven treatments and procedures. Every treatment performed by our doctors undergoes rigorous testing and research done by our own staff. A leading research and development center at the forefront of dermatology, we remain world-class through our commitment to innovation and providing the best care to our patients.

As 2020 is the start of a new decade, we are introducing new branding, a fresh logo as well as a new comprehensive website coming in Spring of 2020 that will keep future and current patients informed of the advances at our center. Our new design symbolizes the center's focus on providing the most innovative treatment possible.

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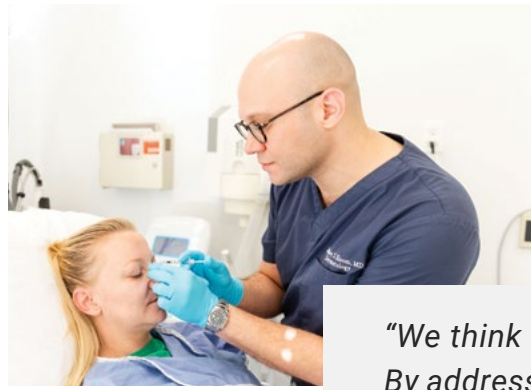
NEW DEVICES & TECHNOLOGY

As a premier skin care center and research hub, we are always adding innovative treatments to our portfolio. 2019 saw the addition of several great new procedures, keeping us on the cutting edge of skin treatment.

- **Laser-Assisted Drug Delivery:** Fractional Lasers to drive topicals into the skin to treat wrinkles, scars, increased pigmentation, and sun damage
- **RF Microneedling:** Combines radiofrequency and microneedling to tighten skin and reduce the appearance of wrinkles and scars
- **PicoPlus®:** Picosecond technology geared for removing unwanted tattoos
- **Clarity®:** Innovative method for laser hair removal that is fast and less painful than other hair removal lasers

We look forward to adding to our 100+ laser, light, and energy treatments in 2020.





LEADERS IN INJECTABLE TREATMENTS

Laser & Skin Surgery Center continues to be a world leader in researching new treatments for neuromodulators and dermal fillers.

“We think broadly about how the overall face changes with age. By addressing these changes, we not only fix lines and creases but restore a natural, rejuvenated version of you.”

We are one of the largest users of neuromodulators and dermal fillers in the country. We are passionate about the artful method of rejuvenation using injections, not just because we are one of the largest users of Botox and fillers in the world, but because we are pioneers in the field. We have been part of numerous clinical trials with the manufacturers of Botox and fillers that have led to FDA approval and new uses of their science. Cosmetic injections do so much more than fix a line or fill a crease.

At our Center, we think broadly about how the overall face changes with age. By addressing these changes, we not only fix lines and creases but restore a natural, rejuvenated version of patients which results in safer treatments and prevents overdone and unnatural

appearances. Fillers are intended to create a natural looking appearance, adding volume in strategic areas, and to provide some lifting. Neuromodulators (Botox, Dysport, Xeomin, Jeuveau) should not freeze an appearance, but instead, soften the excessive lines that make people look older and stressed.

Our depth of resources gives us everything available to our patients, including Juvederm® Ultra XC, Juvederm® Ultra Plus XC, Voluma® XC, Vollure™ XC, Volbella® XC, Restylane®, Restylane® Lyft, Restylane® Silk, Restylane® Refyne, Restylane® Defyne, Belotero®, Radiesse®, Sculptra®, Botox® Cosmetic, Dysport®, Xeomin®, and Jeuveau®. We also use the newest techniques, incorporating cannulas when beneficial to limit bruising and swelling.



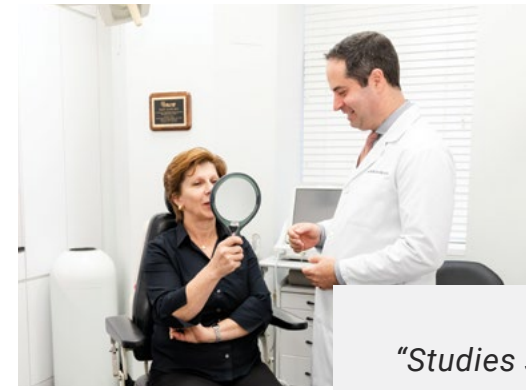
COOLTONE

A new technology to create toned and firm muscles in the abdomen, buttocks, and thighs.

“This increases the strength, tone, and firmness of various muscle groups.”



The CoolTone is an exciting new muscle toning device by the makers of CoolSculpting. The treatment uses electromagnetic muscle stimulation to create “supramaximal” muscle contractions, i.e. stronger than could be mustered on one’s own. This increases the strength, tone, and firmness of various muscle groups. Right now, it can be used on the abdomen, buttocks, and thighs. More areas are likely to become available soon. The treatment consists of a series of 30-minute sessions involving a special sequence of high-intensity but painless muscle contractions.



PLATELET-RICH PLASMA (PRP TREATMENT) FOR HAIR & SKIN

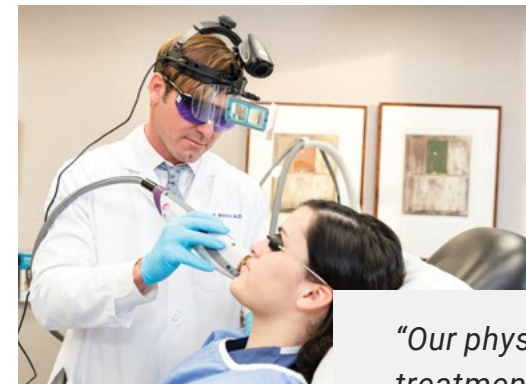
Stimulate hair growth and skin rejuvenation using platelet-rich serums.

“Studies show that PRP can induce and prolong the growth phase of hair follicles and can reverse early male balding and female hair thinning.”

Platelet-rich plasma (PRP) is an exciting new treatment in dermatology, having been available for years in other fields such as orthopedics. It consists of one’s own blood serum, enriched with platelets and their growth factors. Because PRP comes from one’s own blood, one of its uses has been popularized as the “vampire facial.”

Platelets carry growth factors that stimulate tissue regeneration, and PRP treatments harness this ability. For example, an important use of PRP at our practice is the stimulation of hair growth on the scalp. Studies show that PRP can induce and prolong the growth phase of hair follicles and can reverse early male balding and female hair thinning.

Treatment consists of a series of sessions in which PRP is injected into the scalp at the level of the hair follicles. The regenerative properties of PRP can also be used for rejuvenation of the skin, enhancing the skin’s tone and texture. It can be used via direct injection into the skin of the face or in combination with and to enhance filler, laser, or microneedling.



LASER & RADIOFREQUENCY RESURFACING OF ACNE SCARS

Using our 100+ lasers, our doctors can tailor any solution to improve acne scarring.

“Our physicians use our world-leading choice of lasers and radiofrequency treatments to treat acne scars based on type, skin pigmentation, and a patient’s tolerance for downtime.”

The permanent scarring from acne lasts through adulthood and many patients come to see the physicians at the Laser & Skin Surgery Center of New York to improve their condition. Scars can be significantly improved in terms of texture, depth, and color. Treatment can begin at any age but is best initiated during the teenage years or early 20s.

Types of acne scars and treatment

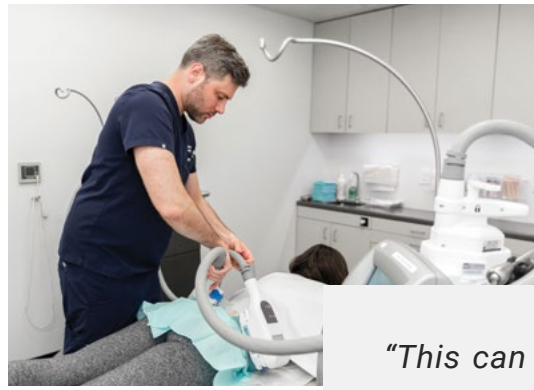
Acne scars can vary in shape and thickness.

- Size varies from deep and very narrow, to what is known as craters or more angulated box scars. Others appear as a raised surface on the skin.
- The color of the scarring ranges from red and white to brown.

- Early red scars can be treated with the V-beam lasers, and brown or hyperpigmentation in scars are managed with our q-switched picosecond lasers as well as the Clear & Brilliant and LaseMD lasers. Rarely, deep and severe acne scars may be improved by other means, including surgical removal prior to laser resurfacing.

Personalized Treatments

Clear and Brilliant®, Fraxel® Restore, Fraxel® Dual, Fraxel® Repair, Carbon Dioxide®, PicoSure®, Lase MD™ lasers and Microneedling with Radiofrequency (Genius™ and Infini™) may be used to help improve the texture of the skin. PRP and Sculptra® are sometimes topically applied after laser or radiofrequency/microneedling to enhance the outcome. Surgical management is required for some scars.



THE MINIMALLY INVASIVE "BUTT LIFT"

Achieving a lifted, toned look without surgery or downtime.

"This can add natural-appearing and long-lasting volume and lift and reduce the appearance of cellulite in the buttocks and posterior thighs."

To create increased firmness and elasticity in the buttock area, we can inject Sculptra® (poly-L-lactic acid), a biostimulatory substance that can be used to stimulate collagen and rejuvenate the skin. This can add natural-appearing and long-lasting volume and lift and reduce the appearance of cellulite in the buttocks and posterior thighs. This is generally done over a series of mostly comfortable treatments consisting of several injections into strategic areas on the buttocks and thighs. Depending on one's goals, we can combine these

treatments with other body contouring strategies such as CoolTone™ muscle building, Ulthera® skin tightening, CoolSculpting® non-invasive fat reduction, and Cellfina® cellulite reduction.



AESTHETIC SERVICES

We carry top of the line professional-grade skincare products and couple them with treatments to provide our patients with the best results and the quickest healing possible.

"We have skincare products and treatments for every skin need."

We offer a wide array of aesthetic treatments from our licensed esthetician Ewa Sztukowska. From facials and waxing, to microdermabrasions, our full suite of science-backed aesthetic treatments are designed to help you look and feel your best. Ewa also plays an important role in assisting our patients with the post procedural process.

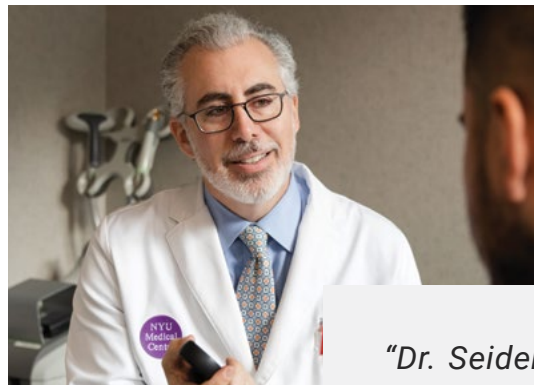
Here are just a few treatments we offer:

Facials:

- Cleansing and Revitalizing Facial
- Acne Treatment Facial
- Teen Deep Pore Cleansing Facial
- Oxygen Facial

Facial Enhancements:

- Algae Mask
- Collagen Blanket
- 4 Layer Mask
- Dermapeel
- Microdermabrasion



ADVANCES IN SEXUALLY TRANSMITTED DISEASE PREVENTION & CARE

Dr. Seidenberg continues to lead in male genital dermatology and medical dermatology.

"Dr. Seidenberg was the only New York Magazine Best Dermatologist noted for male genital dermatology."

Gardasil Vaccine

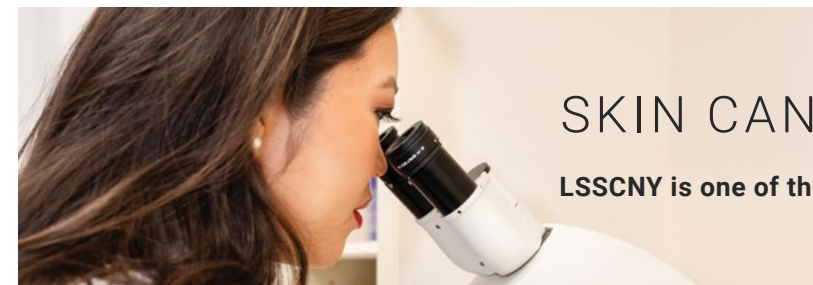
Last year the FDA finally expanded the indication of the vaccine to age 45, up from 26 years old. Dr. Seidenberg has been advocating the vaccine to his 'post-college' patients for years. Gardasil protects patients from the most common strains of HPV that cause not only most cases of genital warts but also most cases of cervical, anal, penile and throat cancers.

STD Diagnostics

The U.S. Preventive Services Task Force recommends against routine blood testing for genital herpes in asymptomatic adults: Unfortunately, certain blood tests for herpes are not reliable. This has led to patient anxiety, grief and false herpes diagnosis. Patient education can allay

most misinformation and fear. New Aptima swabs allow better diagnosis of "the silent STD" Chlamydia. Syphilis has made a comeback. A newly developed test performed on skin biopsy specimens can help diagnose atypical cases.

Dr. Seidenberg was the only New York Magazine Best Dermatologist noted for male genital dermatology. Patients at Laser & Skin Surgery Center of New York are treated in a friendly non-judgmental manner for their most intimate concerns.



SKIN CANCER & MOHS SURGERY

LSSCN is one of the world leaders in the treatment of skin cancers.

"We have New York's largest and most experienced Mohs Surgery practice."

We offer several treatment options for skin cancer including topical, photodynamic therapy, surgical removal, and Mohs surgery. For many types of skin cancer, Mohs surgery can provide the highest cure rate and best cosmetic result.

Our fellowship trained Mohs surgeons are experienced in reconstructive surgery and utilize the 100+ lasers and energy devices within the practice to improve the appearance of surgical scars. These lasers and devices are extremely helpful in improving the color and texture of the scars post surgery and are offered to all of our surgical patients.

We are proud to have New York's largest and most experienced Mohs Surgery practice with over 3,500 cases performed each year. Our CLIA approved Mohs laboratories include 3 histotechs allowing for morning and afternoon surgical appointments.

Skin cancer prevention includes annual examinations to detect irregularities. Self-exams at home can also be performed, using the ABCDEs of melanoma:

- A Asymmetry:** The two halves of the mark should match.
- B Borders:** Note any uneven edges that appear notched or scalloped.
- C Colors:** Different shades, tones, or pigmentation.
- D Diameter:** Melanomas tend to have a diameter that is larger than a pencil eraser.
- E Evolving:** Any changes in size, color, texture, or another trait should be evaluated by a dermatologist, especially if the mark shows symptoms such as itching, crusting, or bleeding.

Please call us to schedule your annual skin check soon!



2019 AWARDS & PUBLICATION HIGHLIGHTS

Awards

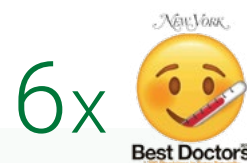
It was another banner year for our doctors, as they earned several awards recognizing their stellar work.



Roy G. Geronemus, M.D., was awarded the Presidential Citation Award at the 2019 American Society for Laser Medicine & Surgery, Inc. annual meeting.



Castle Connolly Top Doctor of 2019, Krant, Bae, Anolik, Geronemus.



New York Magazine's Best Doctors of 2019, Geronemus, Bernstein, Anolik, Shelton, Krant, and Seidenberg.



Super Doctor, Rising Star Edition.



Roy G. Geronemus, M.D. received a presidential citation at the 2019 annual meeting and was chosen to be the inaugural recipient of the Vic Narurkar M.D. Innovations in Aesthetic Dermatology Lectureship Award by the American Society for Dermatologic Surgery.



Publications

As a leading research facility, the Center's doctors were published in top medical journals, including:

"Successful treatment of a traumatic tattoo in a pediatric patient using a 755 nm picosecond laser." Pediatric Dermatology. 2018

"Geographic Distribution of U.S. Mohs Micrographic Surgery Workforce." Dermatol Surg. 2019

"Successful Utilization of Optical Coherence Tomography as a Non-Invasive, Bedside Imaging Technique To Identify Residual Nodular Basal Cell Carcinoma at Well-Healed and Clinically Unidentifiable Biopsy Site." J Am Acad Dermatol. 2019

"Treatment of Atrophic Facial Acne Scars with Microneedling Followed by Polymethylmethacrylate-Collagen Gel Dermal Filler." Dermatol Surg. 2019

"Pulsed Dye Laser Treatment of Port-Wine Stains in Infancy Without the Need for General Anesthesia." JAMA Dermatol. 2019

"Micrographic Surgery and Dermatologic Oncology Fellowship Selection Criteria." Dermatol Surg. 2019

"An Observational Study of the Safety and Efficacy of Tissue Stabilized-Guided Subcision." Dermatol Surg. 2019

"Safety of a Perfluorodecalin-Infused Silicone Patch in Picosecond Laser Assisted Tattoo Removal: A Retrospective Review." Dermatol Surg. 2019

"In Memoriam: Norman Orentreich, M.D." Dermatol Surg. 2019

"Application of Cooled Hydrogel Dressing to Minimize Dyspigmentation from Laser Tattoo Removal." Journal of the American Academy of Dermatology. 2019

"Avoiding General Anesthesia in Treating Port-Wine Stains in Infants to Avoid Neurotoxic Events-Reply." JAMA Dermatol. 2019

"Characteristics of Opioid Prescriptions by Mohs Surgeons in the Medicare Population." Dermatol Surg. 2019

"Pre- and Post-Procedural Care Best Practices to Enhance Energy-Based Treatment Outcomes." J Drugs Dermatol. 2019

"Treatment of Trapdoor Deformity Using Erbium-doped Yttrium Aluminum Garnet Laser." Plastic Reconstructive Surgery Global Open. 2019

"Assessment of functionality in elderly patients when determining appropriate treatment for nonmelanoma skin cancers." Dermatol Surg. 2019

"Treating port wine stain birthmarks using dynamic optical coherence tomography-guided settings." Journal of the American Academy of Dermatology. 2019

"Evaluating the impact of indoor tanning legislation in the United States." Dermatol Surg. 2019

"Treatment of Post Inflammatory Hyperpigmentation in Patients with Darker Skin Types using a low energy 1927nm non ablative fractional laser, A Retrospective Photographic Review Analysis" Lasers Surg Med. 2019

"Deep initial Mohs stage for Scalp Cutaneous Squamous Cell Carcinoma to avoid occult tumor." Journal of the American Academy of Dermatology. 2019

"Successful Treatment of Cosmetic Oral Mucosal Tattoos Using QS 694-nm Ruby Laser and 755-nm Alexandrite Picosecond Laser." Lasers in Surgery & Medicine. 2019

"Cell Enriched Autologous Fat Grafts to Follicular Niche Improves Hair Regrowth in Early Androgenetic Alopecia." Aesthetic Surgery Journal. 2020

"Treatment of Post Inflammatory Hyperpigmentation in Patients with Darker Skin Types using a low energy 1927nm non ablative fractional laser, A Retrospective Photographic Review Analysis." Lasers in Surgery & Medicine. 2020

DID YOU KNOW?

- Dr. Geronemus is one of the first doctors to conduct laser treatment of birthmarks on infants and toddlers
- Our innovative laser technique to treat birthmarks in infants was featured in a leading dermatology journal this year
- We have a speciality waiting room just for children and families
- The Center uses over 100 lasers, the most of any office in the world
- Our physicians are published and leading researchers in the field
- Patients travel from 5 continents to receive treatment from our team
- We offer cutting-edge research studies that offer free treatments
- We're one of the largest Mohs surgery facilities in the northeast
- We have a treatment location in the Hamptons
- We have evening and weekend hours

Just plain tired of acne?



Be part of a clinical research study aimed at acne treatment.

To find out more, call the
Laser & Skin Surgery
Center of New York at:
+1 (646) 956-4612

Eligible Participants:

- Be at least 16 years of age
- Suffer from moderate facial acne
- Treatment & examinations at no cost
- Receive compensation up to \$2,000

 **LASER & SKIN**
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