

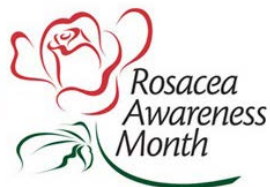


# 50 SHADES OF RED

April is Rosacea Awareness Month

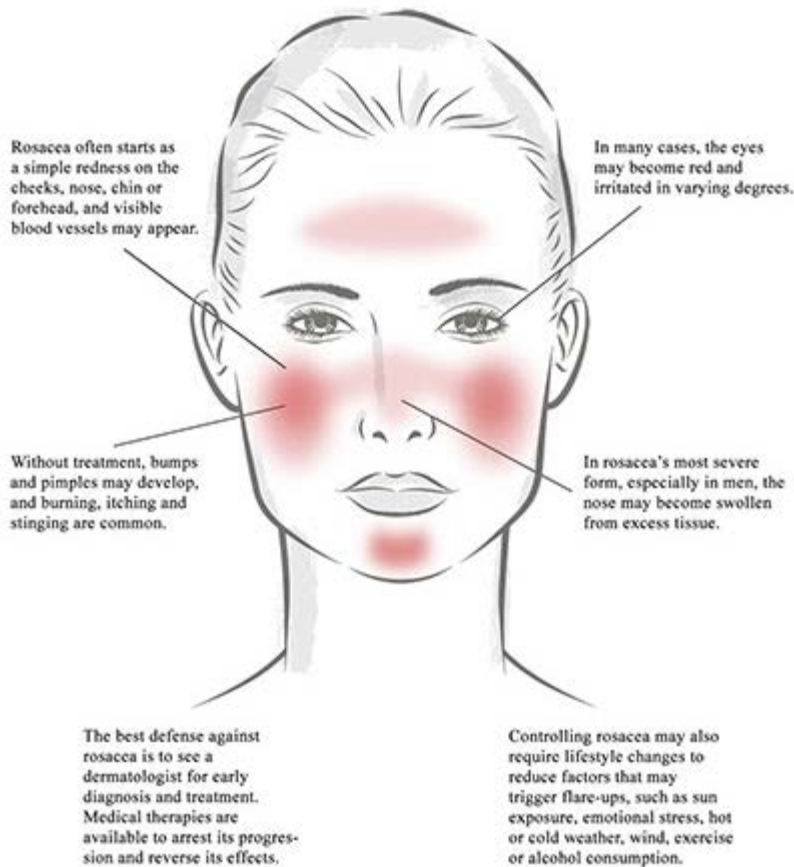
## Rosacea Awareness Month – April 2017

**Help spread  
the word!**



Do you suffer with redness on your face or pimple-like breakouts? Do you flush and get redder when you get tense, nervous, excited, eat spicy foods, or drink alcohol? You may not know that you could be experiencing ROSACEA.

## The Face of Rosacea



### What is Rosacea?

Rosacea is a chronic rash, most often affecting those 30-60 years of age. It is unrelated to acne, but contains its own form of pimples. UV exposure, genetics, and the environment all play a part in rosacea. Demodex mites, or hair follicle mites, are sometimes seen in rosacea also. This condition may also be irritated by certain skin care products, especially topical steroids. Rosacea may also affect the eyes, causing burning, stinging, itching, and gritty feelings in the eyes. A biopsy could be done to confirm the diagnosis, but is not necessary.

### Triggers of Rosacea



Some things that might trigger rosacea are: sun exposure, stress, wind, spicy foods, alcoholic beverages, sickness, emotions, hot showers and warm rooms.

### Treatments of Rosacea

If you do not want to use medications to treat your symptoms, you can try to eliminate or reduce the factors that cause facial flushing. Try to use water-based or powder makeups instead of oil-based. Never apply topical steroids, as improvement would only be temporary. Protect your skin from the sun. Try holding an ice block in your mouth or drinking cool water.



Prescriptions can also be given to treat rosacea. Oral antibiotics such as doxycycline and minocycline help to reduce inflammation, redness, breakouts, as well as eye symptoms. Topical antibiotics such as metronidazole or clotrimazole can be prescribed for more resistant cases. FDA has just released a new topical called **Rhofade** which is going to treat the redness and blood vessels by shrinking them; this is a temporary treatment, so will need to be used daily.



Our office offers topical treatments that are considered cosmetic and not covered by insurance. Avene cosmetic line offers a **REDvolution kit** including a wash, morning cream and night cream which all help with calming the skin and reducing inflammation. This kit retails for \$100 and lasts 2-3 months if used daily.

Laser treatment can also be used to treat the blood vessels or telangiectasias. Our office does not offer this procedure; however, we can refer you to a reputable cosmetic dermatologist who does. Surgery can be done to treat the swelling and over growth of the nose called rhinophyma. Dr. Carranza is trained in this procedure and can do this in our Humboldt office.

## See the RHOFADÉ™ Results



Unretouched photos of clinical trial subjects. Individual results may vary. Images are representative of general patient population achieving the primary endpoint at day 29.



**20% OFF**  
all Rosacea Products  
during the Month of April



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& SKIN CANCER  
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MEDICAL | SURGICAL | COSMETIC  
*Your skin's health is our passion.*