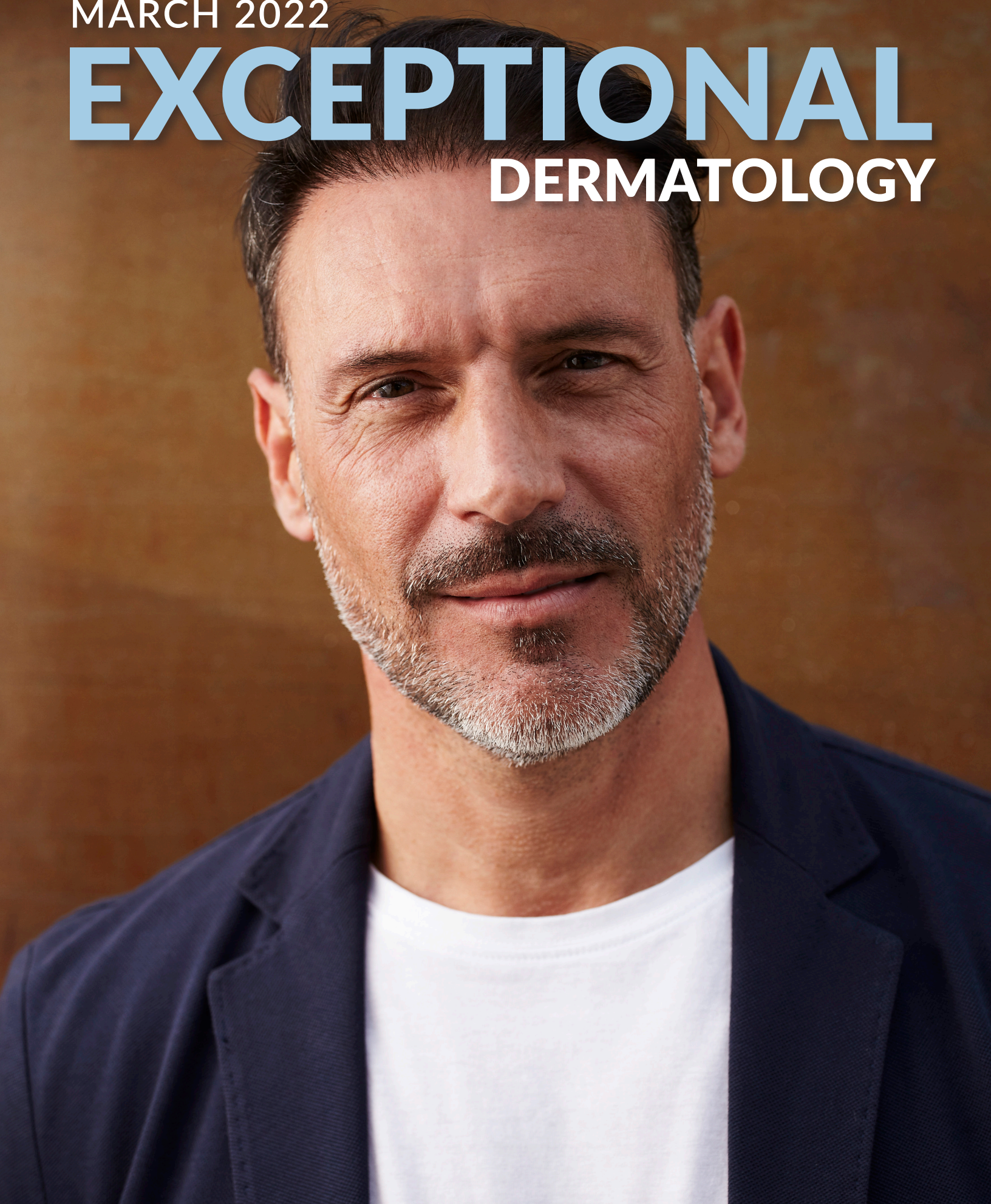


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# EXCEPTIONAL

DERMATOLOGY





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## TABLE OF CONTENTS

Is it Possible to Get Sunburn on Cloudy Days?	Pg. 2
Benefits of V-Beam Laser Treatments	Pg. 4
Platelet-Rich Plasma (PRP) for Hair Loss	Pg. 6

We'd love to hear your feedback, so we can  
continue to improve our service to you.

For questions or comments, please send us an email to  
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# Is it Possible to Get Sunburn on Cloudy Days?

Sunburn occurs due to excessive exposure to sunlight. This exposure is one of the leading causes of skin cancers such as basal cell carcinoma, squamous cell carcinoma, and melanoma.

The sun emits UV light, which can penetrate the skin's outer layer and cause changes resulting in burns. Sunburn may speed up the rate at which the skin ages. There are three types of UV light: UVA, UVB, and UVC. Each has different wavelengths and different consequences for the skin.

A person can take precautions to prevent sunburn by reducing their exposure to UV light and protecting their skin.

Even on cloudy days, the sun still emits UV light, which penetrates clouds and can result in sunburn. Over 90% of UV rays can pass through a light cloud cover and cause sunburn.

UV levels tend to be highest under cloudless skies, and cloud cover generally reduces a person's exposure. However, light clouds offer little protection and even enhance UV levels due to an effect called scattering.

Many surfaces also reflect UV radiation, which adds to the overall UV levels a person experiences:

- grass, soil, or water reflect less than 10% of UV radiation
- sands reflects about 15%
- seafoam reflects about 25%
- fresh snow almost doubles a person's UV exposure

Sunburn occurs due to prolonged exposure to the sun's UV rays. UVB and UVA are two types of UV light that cause changes to people's skin. Doctors commonly associate UVB with sunburns.

UV light can penetrate clouds. For this reason, a person can still experience sunburn even during cloudy days or overcast weather. Symptoms of sunburn include hot or warm skin, itching, pain, occasional blistering, and peeling skin.

A person can reduce their risk of experiencing sunburn by using sunscreens with an SPF of 30 or higher,

wearing appropriate clothing, limiting their time in the sun, and avoiding sun exposure when UV light is strongest – between 10 a.m. and 4 p.m.

Some people have a higher risk of experiencing sunburns, such as people with fair skin, people taking certain medication, and people who work or spend a prolonged amount of time outdoors.

It is extremely important to take protective measures, such as applying sunscreen frequently, regardless of skin tone, to reduce their risk of developing skin cancer.

If you have a sunburn and it becomes worrisome or you recognize unusual symptoms, we recommend consulting a dermatologist or medical professional.





# Benefits of V-Beam Laser Treatments

There are many people who suffer from redness and other forms of hyperpigmentation on the skin. If you are one of them, you may wonder if anything can be done to lessen the appearance of such things, or if you are simply going to be stuck with it forever. At Exceptional Dermatology Care, we have something that can help: the V-Beam Laser Treatment.

Facial redness can be caused by many different things. Rosacea is very common, for example, affecting nearly 16 million people in the United States. But that is not the only kind of facial redness. Dilated blood vessels can cause redness on the nose, cheeks, and chin. For other people, the problem is angiomas – small, benign, red clumps of blood vessels. Reddish birthmarks, also known as port wine stains, are

another common problem. Some redness can also come from sun damage or other environmental factors. While nearly all of these issues don't pose any significant threats to your health, they are all unsightly and many people wish to find a way to lessen the look of facial redness. The V-Beam Laser may well be the answer for you.

V-Beam is a pulsed dye laser that has had a safe and effective history for more than ten years. It works by directly targeting problem blood vessels to heat them so that they collapse and are reabsorbed into your body. This is done with pulses of light that go straight to the problem areas without damaging or affecting healthy skin around those areas. Collapsed blood vessels are no longer visible, resulting in reduced or even entirely absent skin redness.

Most people will require more than one V-Beam session before full results are seen. How many sessions you need will depend on many factors, including the nature of the problem you are trying to treat, how large of an area you are trying to treat, and your individual skin. Your doctor will discuss your specific issue with you before sessions begin, so that you have an idea of what you can expect in terms of both number of sessions and the results you can expect.

V-Beam treatments are quick and comfortable, with virtually no side effects. Most patients experience little to no discomfort during their sessions; this



is partly due to a cooling effect that the machine utilizes to keep any discomfort to a minimum. Some people have reported feeling cold and hot “snaps” on the skin, somewhat like the snapping of a rubber band. If you are concerned about any discomfort, let your doctor know.

There is no downtime following V-Beam treatments. You can return right to your regular everyday activities; you can even put makeup on as soon as you are done. Side effects are minimal, though sometimes there is minor bruising that resolves within a few days. You may be asked to avoid direct sun exposure or wear protective sunblock in the days immediately following your treatment.

If you think you are someone who could benefit from V-Beam treatments for facial redness, **call our office today at (714) 882-5525**. We will be happy to schedule a consultation appointment and answer any questions you may have. This month, save 10% OFF all V-Beam Laser treatments.



# Platelet-Rich Plasma (PRP) for Hair Loss

Platelet-rich plasma (PRP) injections promote healing and rejuvenation by using natural substances found in the patient's blood. Commonly employed to treat injured athletes, this procedure has been successfully adopted in hair loss treatment to deliver impressive results and create a more youthful appearance.

## PRP As A Hair Solution For Men

Approximately 85% of men experience significant hair loss by the time they are 50. Over the years, many have searched for an effective solution to this widespread condition, prompting a development of a full-blown industry specializing in hair loss products for men. Unfortunately, too many of these hair loss treatments failed to match the exaggerated expectations due to a questionable quality or

pseudoscientific quackery. The good news is that balding men no longer have to put up with ineffective hair loss brushes, massagers, herbal supplements, or hair plugs. Using advanced platelet-rich plasma (PRP) treatment, Dr. David Sire will deliver tangible results through injection of essential proteins that promote natural hair growth.

## PRP As A Hair Solution For Women

While men are more likely to experience male pattern baldness, women can also be affected by hair thinning and hair loss. In fact, 30 million American women have thinning hair and are much more likely to be faced with the demoralizing effects of hairs loss.

The good news is that you no longer have to put up with the disheartening effects of hair loss. Our platelet-rich plasma (PRP) treatment will deliver spectacular results and promote natural hair growth.



## How Does It Work?

In the course of the PRP procedure, a small portion of blood is drawn from the patient's arm and then processed to separate red and white blood cells from the platelets and the plasma. Relying on state-of-the-art technologies, our specialists are able to separate different components of the blood to produce platelet-rich plasma in approximately 20 minutes. Boosting the concentration of platelets to three or four times the normal level endows the PRP with remarkable rejuvenating effects.

Once processed, the PRP is injected into areas of the scalp that require focused attention. Making a small incision in the surface of the scalp activates the platelets within the PRP to repair damaged tissues and stimulate hair growth. Immediately after the treatment, the patient may experience temporary redness or spotting that typically disappears quickly enough to allow the patient to resume his/her normal activities by the following day. While the PRP treatment may require some time to produce noticeable results, it has been proven to create a youthful and natural-looking appearance. Younger patients may experience perceptible changes sooner due to the more rapid healing process associated with youth.

To see if you're a candidate for Platelet-Rich Plasma Hair Treatment, **please call us at (714) 882-5525 to schedule a consultation.**