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Fewer Frown Lines with Jeuveau: Your Guide to Smoother Skin

Frown lines between your eyebrows can make you look tired, stressed, or older than you feel. These vertical creases, medically known as glabellar lines, develop over years of facial expressions and natural aging. While they're completely normal, many people seek ways to minimize their appearance for a refreshed, more youthful look.

Jeuveau, an FDA-approved neuromodulator specifically designed for treating glabellar lines, offers a targeted solution for those looking to smooth away frown lines. Unlike other cosmetic treatments that address multiple areas, Jeuveau focuses exclusively on the muscles between your eyebrows that cause these unwanted creases.

Understanding how Jeuveau works, what to expect during treatment, and whether it's right for you can help you make an informed decision about achieving smoother, more confident-looking skin.

What Is Jeuveau and How Does It Work?

Jeuveau (prabotulinumtoxinA-xvfs) is a prescription injectable treatment that temporarily reduces the appearance of moderate to severe frown lines between the eyebrows. Manufactured by Evolus, it received FDA approval in 2019 specifically for treating glabellar lines in adults.

The active ingredient in Jeuveau is a purified botulinum toxin type A, similar to other neuromodulators like Botox. When injected into targeted muscles, it blocks nerve signals that cause muscle contractions. This temporary muscle relaxation allows the overlying skin to smooth out, reducing the appearance of dynamic wrinkles formed by repeated facial expressions.

What sets Jeuveau apart is its focused approach. While other neuromodulators have multiple FDA-approved uses, Jeuveau is specifically formulated and approved for glabellar lines, making it a specialized option for addressing frown lines between the eyebrows.

The Science Behind Frown Lines

Glabellar lines form through a combination of factors that occur



naturally as we age. The corrugator supercilii and procerus muscles, located between your eyebrows, contract when you frown, concentrate, or squint. Over time, repeated muscle contractions create permanent creases in the overlying skin.

Several factors contribute to the development of frown lines:

Muscle Activity: Every time you furrow your brow, these muscles pull the skin inward, creating temporary lines that eventually become permanent.

Collagen Loss: As we age, our skin produces less collagen and elastin, the proteins responsible for skin elasticity and firmness. This makes it harder for skin to bounce back after muscle contractions.

Sun Damage: UV exposure breaks down collagen fibers and accelerates skin aging,

making wrinkles more pronounced.

Genetics: Some people are naturally predisposed to developing deeper expression lines based on their facial structure and skin type.

Understanding these underlying causes helps explain why treatments like Jeuveau can be effective. By temporarily relaxing the muscles responsible for creating these lines, the skin has an opportunity to smooth out and appear more youthful.

What to Expect During Jeuveau Treatment

Jeuveau treatments are typically quick, minimally invasive procedures performed in a dermatologist's office. The entire appointment usually takes

15-30 minutes, making it convenient for busy schedules.

During your consultation, your provider will evaluate your facial anatomy, discuss your aesthetic goals, and determine if Jeuveau is appropriate for your needs. They'll explain the procedure, potential side effects, and expected results.

The injection process involves several small injections directly into the muscles between your eyebrows. Most patients describe the sensation as a brief pinch or slight burning. Your provider may use a topical numbing cream or ice to minimize discomfort, though many people find the injections quite tolerable without additional pain management.

After treatment, you can typically return to normal activities immediately, though your provider may recommend avoiding strenuous exercise, lying down, or massaging the treated area for a few hours to prevent the product from migrating to unintended muscles.

Results Timeline and Duration

Unlike topical treatments that may take weeks to show effects, Jeuveau results become noticeable relatively quickly. Most patients begin seeing improvements within 2-3 days after treatment, with full results visible within 7-14 days.

The effects of Jeuveau typically last 3-4 months, similar to other



neuromodulators. However, individual results can vary based on factors such as:

- Metabolism rate
- Muscle strength and activity
- Age and skin condition
- Dosage administered
- Individual response to treatment

As the effects gradually wear off, muscle activity slowly returns to normal, and frown lines may begin to reappear. Many patients choose to schedule follow-up treatments before the effects completely fade to maintain their results.

Regular treatment may also provide cumulative benefits. Some patients find that consistent Jeuveau treatments help prevent their frown lines from becoming as deep over time, as the muscles become accustomed to being in a more relaxed state.

Maximizing Your Jeuveau Results

To get the most from your Jeuveau treatment and maintain results as long as possible:

Follow Post-Treatment Instructions: Avoid rubbing the treated area, intense exercise, and lying down for the first few hours after treatment.

Stay Consistent: Regular treatments help maintain smooth results and may provide cumulative benefits over time.

Protect Your Skin: Daily sunscreen use prevents additional UV damage that can worsen wrinkles.

Maintain Good Skincare: A consistent routine with moisturizers and products containing ingredients like retinoids can support overall skin health.

Stay Hydrated: Proper hydration supports skin elasticity and overall appearance.

Manage Expectations: While Jeuveau is highly effective for dynamic wrinkles, it won't address static lines that are visible at rest or other signs of aging like volume loss.

Your Path to Smoother Skin Starts Here

Jeuveau offers a proven, targeted approach to reducing frown lines and achieving a more refreshed appearance. With its specific focus on glabellar lines and established safety profile, it provides an excellent option for those seeking to smooth away unwanted creases between their eyebrows.

The key to successful treatment lies in choosing a qualified provider who can assess your individual needs and create a treatment plan tailored to your goals. Schedule a consultation with one of our expert healthcare providers to discuss whether Jeuveau is right for you and take the first step toward smoother, more confident-looking skin.



National Psoriasis Awareness Month: What You Need to Know

August brings more than just the final weeks of summer—it marks National Psoriasis Awareness Month, a crucial time dedicated to educating the public about one of the most misunderstood skin conditions. Psoriasis affects over 8 million Americans and 125 million people worldwide, yet many still view it as merely a cosmetic concern rather than the serious autoimmune disease it truly is.

This chronic condition goes far beyond visible skin symptoms, impacting every aspect of a person's life from physical comfort to emotional wellbeing. During this awareness month, understanding psoriasis becomes essential not just for those living with the condition, but for friends, family members, and communities who can offer support and reduce stigma.

Whether you're newly diagnosed, supporting a loved one, or simply want to learn more about this prevalent condition, this comprehensive guide will help you understand psoriasis, recognize its various forms, and discover effective management strategies. You'll also learn how awareness efforts are making a real difference in the lives of millions affected by this autoimmune condition.

Understanding Psoriasis: More Than Skin Deep

Psoriasis is a chronic autoimmune condition that causes skin cells to multiply up to 10 times faster than normal. This rapid cell turnover results in the characteristic thick, scaly patches that appear on the skin's surface. Unlike common misconceptions, psoriasis is not contagious, infectious, or caused by poor hygiene.

The condition occurs when the immune system mistakenly attacks healthy skin cells, triggering inflammation and

accelerated skin cell production. These new cells move to the skin's surface in days rather than weeks, creating the buildup of scales and red patches known as plaques.

Psoriasis typically appears as raised, red patches covered with silvery-white scales. These plaques most commonly develop on the scalp, elbows, knees, and lower back, though they can appear anywhere on the body. The affected areas often feel itchy, burning, or painful, and the skin may crack and bleed in severe cases.

Genetics play a significant role in psoriasis development. About one-third of people with psoriasis have a family history of the condition. However, having the genetic predisposition doesn't guarantee you'll develop psoriasis—environmental triggers usually activate the condition in susceptible individuals.

Common triggers include stress, infections (particularly strep throat), certain medications, weather changes, and skin injuries. Smoking and excessive alcohol consumption can also worsen symptoms and make treatment less effective.

Types of Psoriasis: Recognizing Different Forms

Psoriasis manifests in several distinct forms, each with unique characteristics and treatment considerations. Plaque psoriasis is the most common type,



affecting about 80% of people with the condition. It appears as raised, red patches covered with white or silver scales, typically on the scalp, knees, elbows, and lower back.

Guttate psoriasis often develops suddenly, particularly in children and young adults following a bacterial infection. This type appears as small, drop-shaped spots on the trunk, arms, legs, and scalp. The spots are typically thinner than plaque psoriasis lesions and may clear up on their own or develop into plaque psoriasis.

Inverse psoriasis affects skin folds such as the armpits, groin, under the breasts, and around the genitals. This type appears as smooth, red patches without the typical scales seen in other forms. The affected areas may be particularly uncomfortable due to friction and sweating.

Pustular psoriasis is characterized by white pustules surrounded by red skin. Despite the appearance, the pustules are not infectious and contain white blood cells rather than bacteria. This type can be localized to certain areas like the hands and feet or generalized across larger body areas.

Erythrodermic psoriasis is the rarest and most severe form, affecting less than 3% of people with psoriasis. It can cover the entire body with a red, peeling rash that can itch or burn intensely. This type requires immediate medical attention as it can be life-threatening.

Nail psoriasis affects up to 50% of people with psoriasis and 80% of those with psoriatic arthritis. Symptoms include pitting, abnormal nail growth, and discoloration. Nail psoriasis can be particularly challenging to treat and may cause significant functional impairment.

The Hidden Impact: Psoriasis Beyond the Skin

Psoriasis extends far beyond visible skin symptoms, creating a complex web of physical and emotional challenges. Approximately 30% of people with psoriasis develop psoriatic arthritis, an inflammatory joint condition that can cause permanent joint damage if left untreated. This arthritis can affect any joint in the body and often develops 5-10 years after skin symptoms appear.

The condition significantly increases the risk of several serious health conditions. People with psoriasis have higher rates of cardiovascular disease, diabetes, depression, and inflammatory bowel disease. Severe psoriasis can increase heart attack risk by up to 53% and stroke risk by 43%, making comprehensive medical care essential.

Mental health impacts are profound and often underestimated. Studies show that people with psoriasis experience depression and anxiety rates twice as high as the general population. The visible nature of the condition, combined with persistent discomfort and societal stigma, contributes to decreased quality

of life and social isolation.

Sleep disturbances affect up to 70% of people with psoriasis due to itching, pain, and emotional stress. Poor sleep quality further impacts mental health and can worsen psoriasis symptoms, creating a challenging cycle to break.

Career and social impacts are significant. Many people with psoriasis report avoiding certain activities, clothing choices, or social situations due to their condition. Some face workplace discrimination or feel limited in career choices, particularly in customer-facing roles.

The economic burden extends beyond medical costs. People with psoriasis often require expensive treatments, frequent medical visits, and may experience reduced work productivity. The National Psoriasis Foundation estimates that psoriasis costs the U.S. healthcare system over \$32 billion annually.



Treatment Approaches: Finding What Works

Modern psoriasis treatment offers numerous options, allowing for personalized approaches based on severity, location, and individual response. Topical treatments remain the first line of defense for mild to moderate psoriasis. These include corticosteroids, vitamin D analogues, retinoids, and calcineurin inhibitors.

Topical corticosteroids are the most commonly prescribed treatments, effectively reducing inflammation and slowing skin cell production. However, long-term use requires careful monitoring to avoid side effects like skin thinning. Vitamin D analogues like calcipotriene work more slowly but can be used long-term with fewer side effects.

Phototherapy, or light therapy, uses controlled amounts of natural or artificial UV light to slow skin cell growth. This treatment is particularly effective for widespread psoriasis and can be combined with topical treatments for enhanced results. However, it requires regular clinic visits and careful monitoring to prevent skin damage.

Biologic drugs represent a major advancement in psoriasis treatment. These medications target specific parts of the immune system involved in psoriasis development. Biologics have shown remarkable success in achieving clear or nearly clear skin.

The key to successful treatment lies in working closely with a healthcare provider to develop an individualized treatment plan. What works for one person may not work for another, and treatment needs often change over time. Regular follow-ups allow for adjustments and monitoring of both effectiveness and side effects.

Lifestyle Management: Supporting Treatment Success

Lifestyle modifications play a crucial role in managing psoriasis alongside medical treatments. Stress management is particularly important since stress is a well-known trigger for psoriasis flares. Techniques like meditation, yoga, regular exercise, and counseling can help reduce stress levels and improve overall wellbeing. Maintaining a healthy weight is also important since obesity can worsen psoriasis and reduce treatment effectiveness.



Proper skincare is essential for managing symptoms and preventing flares. This includes using gentle, fragrance-free moisturizers daily, avoiding harsh soaps and hot water, and protecting skin from injuries that could trigger new psoriasis patches.

Avoiding known triggers can help prevent flares. Keep a symptom diary to identify personal triggers, which might include certain foods, weather changes, stress, or specific medications. Work with your healthcare provider to develop strategies for managing unavoidable triggers.

Take Action This Awareness Month

National Psoriasis Awareness Month provides an opportunity for everyone to make a difference in the lives of those affected by this chronic condition. Whether you're living with psoriasis, supporting a loved one, or simply want to contribute to greater understanding, your involvement matters.

If you suspect you have psoriasis or haven't seen a healthcare provider recently, use this awareness month as motivation to seek professional care. Early diagnosis and proper treatment can significantly improve your quality of life and prevent complications. For those already managing psoriasis, consider sharing your story to help others and reduce stigma. Connect with support groups, advocate for better policies, and stay informed about new treatment options that might benefit you.



Latisse for Eyelash Growth: Your Complete Guide

Long, thick, dark eyelashes have become the beauty standard that countless people strive to achieve. From mascara and false lashes to lash extensions, the beauty industry offers numerous solutions. However, none of these temporary fixes address the root issue: naturally sparse or thin eyelashes.

Enter Latisse, the first and only FDA-approved prescription treatment specifically designed to grow your natural eyelashes. Unlike cosmetic alternatives that simply enhance the appearance of existing lashes, Latisse actually stimulates growth at the follicle level, creating longer, thicker, and darker lashes over time.

If you've been curious about this prescription eyelash treatment but aren't sure whether it's right for you, this comprehensive guide will walk you through everything you need to know about Latisse, from how it works to what results you can expect.



What Is Latisse?

Latisse is a prescription medication containing the active ingredient bimatoprost, originally developed to treat glaucoma. During clinical trials for glaucoma treatment, researchers noticed an unexpected side effect: patients experienced significant eyelash growth. This discovery led to the development of Latisse specifically for cosmetic eyelash enhancement.

The FDA approved Latisse in 2008 for treating hypotrichosis, a condition characterized by having inadequate or insufficient eyelashes. This makes Latisse the only prescription treatment proven safe and effective for eyelash growth enhancement.

How Does Latisse Work?

Latisse works by extending the anagen phase of the eyelash growth cycle. Your eyelashes, like all hair on your body, go

through three phases of growth:

Anagen Phase: The active growth phase where the lash grows longer and thicker

Catagen Phase: The transition phase where growth slows

Telogen Phase: The resting phase before the lash naturally falls out

By prolonging the anagen phase, Latisse allows your eyelashes to grow for a longer period before entering the resting phase. This results in longer, fuller lashes that are also darker due to increased melanin production in the hair follicles.

The exact mechanism isn't completely understood, but bimatoprost appears to affect prostaglandin receptors in the hair follicles, which influences the growth cycle and pigmentation.

What Results Can You Expect?

Clinical studies show that Latisse produces measurable improvements in eyelash length, thickness, and darkness. In clinical trials, participants experienced:

- 25% increase in eyelash length
- 106% increase in eyelash thickness
- 18% increase in eyelash darkness

Results typically become noticeable after 4 weeks of consistent use, with full results appearing after 16 weeks of treatment. However, individual results may vary based on your natural lash

growth cycle and genetics.

It's important to note that Latisse enhances your existing lashes rather than creating lashes where none exist. If you have very few eyelash follicles due to genetics or damage, your results may be more modest.

How to Use Latisse Properly

Proper application is crucial for both safety and effectiveness. Here's the step-by-step process:

Daily Application Routine

- 1. Remove makeup and contacts:** Start with clean, dry eyelids
- 2. Apply once daily:** Use Latisse every evening before bedtime
- 3. Use the provided applicators:** Each applicator should be used only once



4. Apply to upper lash line only: Place one drop on the applicator and draw along the upper eyelid margin where lashes grow

5. Dispose of applicator: Use a fresh applicator for the other eye

6. Avoid contact with other areas: Blot excess solution to prevent unwanted hair growth

Important Application Tips

Never apply Latisse to the lower lash line. The solution will naturally transfer to lower lashes through normal blinking and tear distribution. Applying directly to the lower lash line increases the risk of side effects without improving results. Use only the applicators provided with Latisse. Cotton swabs or other applicators may absorb too much solution or distribute it improperly.

Potential Side Effects and Precautions

Like all medications, Latisse can cause side effects. Most are mild and temporary, but it's important to be aware of potential reactions:

Common Side Effects

- Eye redness or irritation
- Itchy or dry eyes
- Darkening of the eyelid skin
- Temporary darkening of the iris (eye color)
- Hair growth in unwanted areas

if solution touches other skin

Serious Considerations

The most significant concern is permanent iris darkening, particularly in people with hazel, green, or blue eyes. While this side effect is rare when Latisse is used as directed on the eyelash line, it's important to discuss this risk with your healthcare provider.

If you wear contact lenses, remove them before applying Latisse and wait at least 15 minutes before reinserting them.

Who Should Avoid Latisse

Certain individuals should not use Latisse:

- People with active eye infections or inflammation
- Those allergic to bimatoprost or other ingredients
- Individuals with certain eye conditions (discuss with your doctor)
- Pregnant or breastfeeding women (safety not established)

Getting Started with Latisse

Latisse requires a prescription from a healthcare provider, dermatologist, or cosmetic surgeon. During your consultation, discuss your medical history, current medications, and cosmetic goals. Your healthcare provider will evaluate whether you're a good



candidate for Latisse and explain proper usage techniques. They may also take before photos to track your progress.

Transform Your Lashes with Professional Guidance

Latisse offers a scientifically-proven solution for anyone seeking longer, thicker, darker eyelashes. While the treatment requires commitment and ongoing use, the results can significantly enhance your natural beauty and reduce your reliance on mascara and other cosmetic lash products.

The key to success with Latisse lies in proper usage, realistic expectations, and professional guidance. Schedule a consultation with our healthcare provider to determine if Latisse is right for you.

Remember that patience is essential with Latisse. While results take time to develop, the wait is worthwhile for most users who commit to the treatment protocol and follow their provider's instructions carefully.