



Spectacular Spring

**MELANOMA DIAGNOSIS
WHAT HAPPENS NEXT?**

**WHY IS CELLULITE SO
HARD TO TREAT?**

ENRICH

DERMATOLOGY

COSMETIC CLINIC

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Spectacular Spring



Welcome to Spring!

There is nothing like the hint of sunshine that finally breaks through those winter days, and then suddenly, we know that Spring has sprung! Ah, spectacular Spring!

This month we talk about melanoma, the serious side of skin health and one of the foremost diagnosed diseases in Australia. Blessed with our wonderful climate, we sometimes forget that we must keep an eye on our exposure to it.

We also talk cellulite and why it's one of the trickiest things to treat, and of course, our Spring offers hit the street.

Spring is the perfect time just for a skin spruce up, and our no downtime treatments are just the thing. Think a cheeky glycolic peel, a HydraFacial, or a Genesis walk-in and then, in under an hour, walk out with a lovely skin glow!

We are looking forward to seeing you in the clinic soon.

The ENRICH team

SPRING HOURS

Monday	8.30am – 4.30pm
Tuesday	8.30am – 4.30pm
Wednesday	8.30am – 4.30pm
Thursday	8.30am – 4.30pm
Friday	8.30am – 4.30pm
Saturday	- Closed -
Sunday	- Closed -



SPRING – THE PERFECT TIME FOR HAIR LASER!

Summer in Melbourne is the best time to be hair-free. We at ENRICH Clinic believe hair removal is best done in the months before. Why you say?

- + Laser hair removal uses pigment in the hair shaft to locate and remove it, so having real excess pigment, such as sun and age spots or fake pigment (this is fake tan people!), can create an additional risk of burns to the skin or pigmentation problems.
- + Laser hair removal catches hairs in the critical part of their growth phase. Each follicle runs on a 4-6-week growth cycle, so several treatments are required.
- + You will need 6-10 sessions, so consider what that looks like when spread across the calendar. Starting pre-summer is a huge bonus.
- + Avoid getting sweaty if possible, your skin needs time to cool down and become less inflamed after treatment.

Performed by our highly skilled nursing team, you will be summer ready in no time.

BOOK YOUR HAIR LASER APPOINTMENTS TODAY!

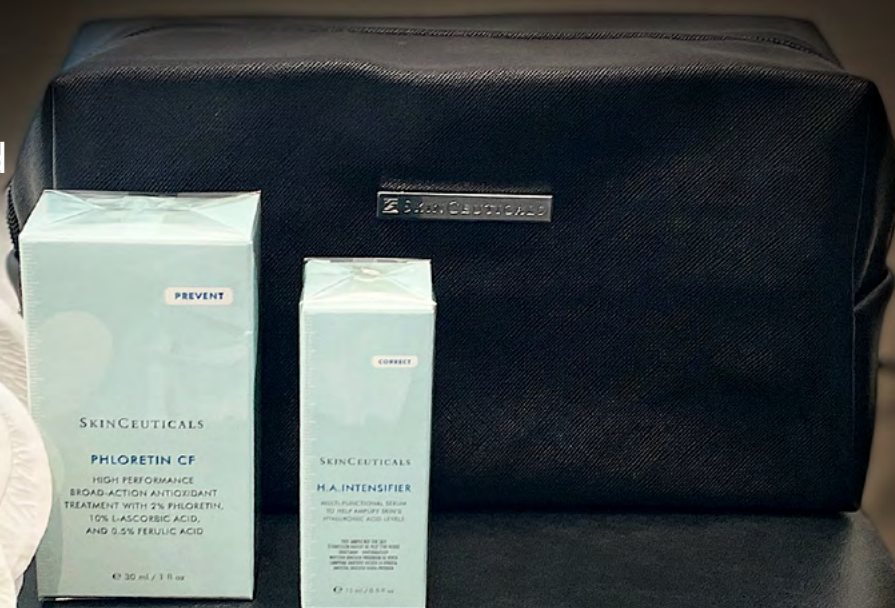


ENRICH Phlorentin CF Bonus Offer

+ 30ml Phlorentin + 15ml HA Intensifier + SkinCeuticals Cos Bag

\$233

That's a 15ml HA and Cos Bag for free!



LIMITED TIME ONLY



Melanoma diagnosis. What happens next?

There are several types of skin cancer, and melanoma is one of the most dangerous. However, progress is constantly being made regarding melanoma treatment, and many patients worldwide have benefited from new treatments and procedures.

WHAT IS MELANOMA?

Melanomas are a serious form of skin cancer whereby melanocytes – the pigment-producing cells in your skin – become malignant and replicate.

Melanocytes are found in the outer layers; their job is to produce melanin – the dark pigment that causes tanning and dark skin tones. Melanin is protective because it absorbs UV light, thus preventing it from damaging our skin and causing cell damage.

Growths of melanocytes can be non-cancerous and appear as the very common mole or freckles. The cancerous growth of melanocytes is melanoma.

WHY DOES MELANOMA OCCUR?

Not every cause of melanoma is known; however, exposure to UV radiation significantly increases the chances of melanoma. This is mostly from sunlight or tanning beds. Whilst tanning beds are now illegal in Australia, they have contributed to skin damage in the past.

There are a lot of factors that increase your risk of melanoma. People with fair skin have less pigment in their skin, meaning they have less protection from UV radiation. Light hair and eye colour, freckles, and a history of sunburn are also factors that make you more susceptible. A lot of skin damage happens due to the sun. Not wearing sunscreen increases your susceptibility to a high UV danger rating. As a good starting point, use at least

SPF 50+ sunscreen on exposed skin, even in winter and when the sun is not out.

DETECTING MELANOMA

Whilst melanoma is usually detected on your skin, it can also appear in your eyes and, on rare occasions, your nose, throat or other areas inside your body.

The majority of melanomas are found on 'normal' skin. In fact, only 20-30% of melanomas are found on moles. The first symptoms of melanoma are often straightforward. It could be a change to an existing mole, in either size, colour or a new and unusual-looking growth on your skin.

Generally speaking, most moles on your skin will have a single colour – usually dark – and there will usually be a distinct border between the mole and your skin. Most moles are round and small – about 6 millimetres in diameter or smaller. We can also treat non-cancerous moles at ENRICH Clinic.

There are a number of characteristics commonly found in melanomas. Unlike normal moles, they often have scalloped borders and come in strange shapes. They tend to have many colours, which are distributed unevenly. They also tend to be bigger than moles – typically over 6 millimetres in diameter and above. Melanomas often change characteristics over time, such as growing in size or changing colour. In some cases, they even itch and bleed.

If you are concerned about a mole or some unusual changes you've noticed on your skin, you should contact your GP and get a skin check from your dermatologist. Regular skin checks should be part of your skin health journey every year.

HOW DO BIOPSIES WORK?

A biopsy is an examination of tissue removed from a living body, aiming to discover information about a particular disease. When a doctor suspects a spot on your skin to be a melanoma, an excision biopsy is undertaken, and the whole spot is often removed. A specialist then examines the tissue to see if any cells are cancerous.

If deemed cancerous a medical team has to identify what stage the disease is at, which requires a lot of additional tests, such as CT scans, MRIs and blood tests.

In addition, a doctor may check the lymph nodes nearest the melanoma to see if they are enlarged. This check is important as melanoma can spread through the lymph vessels.

THE STAGES OF MELANOMA

The stages of melanoma diagnosis are based on size, how far it has spread, and how deep. Stage II is when the melanoma is larger than 2 millimetres and has a depth of 0.75mm, while Stage III is when it has spread to the lymph nodes. Stage IV is when the melanoma has spread to other parts of the body or skin far away from the melanoma.

DIFFERENT TYPES OF MELANOMA

Melanoma, vary in many ways.

- + Superficial spreading melanoma most commonly appears in people under 40 but is not limited by age. It can appear anywhere on the body but is most common on the trunk. It is dangerous when it spreads to the dermis, the lower layer of the skin. It generally starts as a dark spot on the skin or as a freckle or mole that grows in size, changes colour, or changes shape. These account for around 55-60% of melanomas.
- + Nodular melanoma is more common for people 65 and above. It is generally a pink, red, brown or black raised firm lump. These often have a crusty surface and bleed easily. This form of melanoma grows fast and is very aggressive, spreading quickly into the dermis. These account for around 10-15% of melanomas.
- + Lentigo maligna melanoma appears most commonly in people over 40. They start as a large coloured spot, usually on damaged facial, ears, neck or head skin.
- + Rarer types of melanoma (around 1-2% of melanomas)
- + Acral lentiginous melanoma mostly appears in people aged over 40. It often appears as a colourless or lightly pigmented area on the skin. It can become invasive after taking a while to grow.
- + Desmoplastic melanoma appears mainly in people aged over 60. It can be the same colour as your skin and start as a firm lump, usually on sun-damaged skin on the head or neck.

HOW IS MELANOMA TREATED?

Treatments are based on individual circumstances. The starting point is a discussion with you and your doctor, who will usually refer you to a dermatologist, who is a skin specialist.

At ENRICH, our dermatologists, including our founder, Dr Michael Rich, are experienced in treating melanoma. Depending on the advancement of the melanoma, you may also have to consult with an oncologist and other specialists.

There have been a lot of advances in recent years regarding melanoma treatment. Surgery is still the traditional standard treatment for early-stage melanoma. Surgery combined with a drug regime is also the preferred treatment method for more advanced melanoma. Melanoma is most often excised (removed) as a treatment starting point. Those whose melanoma has metastasised or those with a pre-existing condition often cannot have a melanoma removed.

Traditional cancer treatments are still the most widely used to treat melanoma. These include chemotherapy, which uses medicines to kill cancer cells, and radiotherapy, which operates similarly. Sometimes targeted therapies are used to treat melanoma. These therapies use drugs or other substances to attack specific types of cancer cells with less harm to normal cells. As with all treatments, there are some side effects, and the body can become resistant to ongoing drugs. Researchers continue exploring ways to make these treatments more effective for more patients.

Another method often applied is the use of immune checkpoint inhibitors. These are "treatments that help the body's immune system fight cancer more effectively" and are used in cases when melanoma cannot be removed surgically. Three particular drugs are used as immune checkpoint inhibitors.

AFTER YOU ARE TREATED FOR MELANOMA

After successfully removing a melanoma, you will still have contact with your doctor to keep on top of things. There is always an increased risk of recurring or new melanoma developing when you have had one; as such, they will provide the best advice for keeping your skin safe.

For anyone who has been diagnosed with melanoma, it is a challenging time. It can be helpful to talk to family and friends about your situation but always consult your doctor or dermatologist on any medical condition and discuss your options thoroughly. If you don't understand the answer or require more information – ask again. You, as the patient, must be involved in any treatment plan.

MELANOMA FACTS AND STATISTICS

- + Roughly 16,800 Australians will be diagnosed with melanoma this year. This equates to around one every 30 minutes.
- + Around 1300 Australians will die from melanoma this year, or one every six hours.
- + It is the third most common cancer in Australia and the most common among people aged 20-39.
- + Melanoma diagnosis comes behind only prostate cancer for men and breast and colorectal cancer in women as the most commonly diagnosed cancer.
- + Between 2011 and 2021, the survival rate for advanced melanoma increased from 10% to 90%.
- + Australia and New Zealand have the highest rates of melanoma in the world.
- + 95% of melanomas are caused by overexposure to UV radiation.



+ Why is cellulite so hard to treat?

First, let's be absolutely clear – You can never entirely eliminate cellulite. You can only minimise, in some cases significantly, the appearance.

WHAT IS CELLULITE?

Cellulite occurs when the fibrous connective tissues that connect the skin to the underlying muscle stiffens and contracts, resulting in the fatty tissue these columns contain bulging out, creating an uneven surface or dimpling.

Once these connective tissues stiffen, they contribute to inhibiting lymphatic drainage, which contributes to the swollen and lumpy appearance of the skin.

Cellulite commonly appears in the buttocks, legs and arms, but it can occur in other areas too.

WHY CELLULITE DEVELOPS

For as much as we demonise it, cellulite is the innocent result of a typical body process. Why some of us get it more than others, and in certain areas, isn't well understood, but it's likely genes. Cellulite is not a disease.

Ultimately anything that contributes to fluid retention and fat storage will also affect the appearance of cellulite. But don't underestimate genetics; you might have inherited more than you bargained for from your parents

Contributing causes of cellulite include:

- + Advancing age (more rigid collagen fibres, skin laxity)
- + Increases in hormones such as oestrogen and insulin (increased stubborn fat storage)
- + Genetic factors
- + High carbohydrate diets (excess fat accumulation)
- + Smoking (inhibits blood flow)
- + Lack of exercise (poor muscle tone)
- + Sedentary lifestyle (inhibits the flow of lymph)

WHY IS IT SO HARD TO TREAT?

We can only do so much for cellulite since much of it's literally how we are built, and the nature of cellulite is that it is a combination of circumstances that can cause its appearance.

Firstly, there is hardening and contraction of the connective tissue network (called fibrous septae) that supports our fatty tissue. This hardening causes the fat between the rigid fibrous bands to bulge, which also blocks blood vessels and lymphatic drainage, further contributing to thick and swollen skin.

Secondly, there is a protrusion of fat cells into the lower part of the skin called the dermis, which results in the worsening of the dimpling effect.

A combination treatment is always recommended, as cellulite creation is a combination of issues. This, combined with the fact that most of the contributing factors of cellulite are out of our control, including skin structure, hormones, genetics, and age; and that most of us will have cellulite developing naturally at some stage of our life, makes cellulite challenging to treat.

SOME THINGS YOU CAN DO TO MITIGATE CELLULITE?

Hydrate – drink water. Water helps flush out toxins from our body and is also helpful to keep your skin and muscles supple.

Eat healthy food. This cannot be understated. Eating a poor diet high in carbohydrates, artificial ingredients, fat, salt, and sugar means an inefficient body.

Watch your weight. Losing a little weight can also make a massive difference in the appearance of cellulite.

Regular exercise. Regular weight training and exercise, especially around the areas you want the cellulite gone from, can help tighten the area and improve blood flow.

Some common treatment combinations that we do here at ENRICH Clinic include:

- + Slimspec and diode combination.
- + Secret RF and Slimspec combination
- + ThermiTight and Slimspec combination
- + Ultraformer and Slimspec combination
- + Venus and Slimspec combination

We have been treating cellulite for many years here at ENRICH. Whilst one of the most challenging issues to treat, we can do some things to help reduce the look of cellulite and help with your skin health.



SPRING 2022 PACKAGES

SIMPLY INTIMATE PACKAGE

Following our 1+1 = 3 mantra, this package helps those with mild symptoms or those who need a follow-up from prior treatments. We have extended this package through Spring.

- 1 x Juliet Treatment (performed by a doctor)
- 1 x Thermi Va Treatment (performed by a nurse)

\$1000 (SAVE \$280) * PREPAID

* treatments four weeks apart. A doctor's consultation is required prior to treatment.

Please note an up-to-date, clear pap smear is required prior to treatment

TRUSCULPT SPRING BONUS

This non-invasive, fat-reducing treatment helps with those tricky pockets of fat that cannot be removed by diet or exercise. Sculpt your body and target your fat reduction with Trusculpt.

Buy any 5 handpieces and get the 6th for free.
That's a discount of \$295 per 6 handpiece treatments!

BUY 5 GET ONE FREE (SAVE \$295)

SPRING SKIN SPECIAL 2 + 2 + 2

Sort your skin out for Spring. Two of our favourite no downtime laser facials packaged up with some peels will keep your skin in good health and rejuvenate with winter blues away. Facials one per month and peels two weeks apart.

- 2 x China Doll
- 2 x Genesis
- 2 x Glycolic Peel and healing diode

\$885 (SAVE \$225) * PREPAID

GLAM GLOW GUN PACKAGE

This package is not for the newbie but stimulates collagen and smooths the face.

- 1 x Glow Gun Lower face - 1 ml of filler
- 1 x Genesis
- 2 x Peel & Diode

First Peel 2 weeks after Glow Gun Treatment.
Genesis 1 week after Glow Gun.

\$825 (SAVE \$180)

Luxe 4 in 1 Rejuvenation Treatment

\$400

Performed by our clinic nursing team, our new Luxe 4 in 1 Rejuvenation treatment is a no downtime, skin pick me up. Designed by combining four of our faves, peel, genesis, erbium and diode is quite the treat.

- ✚ Glycolic Peel
 - ✚ Erbium Defocused
 - ✚ Genesis
 - ✚ Diode
- All in one treatment!



TERMS & CONDITIONS Our packages indicate if a doctor consultation is required prior to treatment. Treatment packages are designed to give our clients the best combination of treatments for a specific purpose or outcome. Packages cannot be used in conjunction with any other promotional offer. Packages that require prepayment have this indicated. All packages need to be paid in full after the first treatment for package to be valid. Packages will often have a value add or product reduction, highlighted in package copy, as part of the package. Packages are redesigned each season to suit the needs of our clients. Spring Packages must be booked by December 15th 2022.