TRUST
You can trust us at all services and procedures and advice that we offer for you.

PRIVACY
We understand local culture and appreciate your privacy, therefore we designed our facilities deployed in five branches in a sensitive manner.

VALUE
We offer you the best value for your money because we keep up with the latest technology, and offer you a high-level service.
Message from CEO

EMC prides itself in being the leading, highly respected and exclusive center in providing skin health, anti-aging and rejuvenation services in Oman.

Since established in 2000, we have helped thousands of patients to improve their appearance with confidence. Even after the media attention, we are still proud that the majority of the new patients come from personal recommendations.

We have a superb team of medical and supportive staff who are qualified and committed to providing you with the best care possible. State of art equipment further supports us to meet your needs effectively.

I am confident that with our dedicated staff and your valued support and feedback, EMC will continue to meet your personal needs.

Our promise to you is to remain one of the leading skin health providers in the Sultanate of Oman, exceeding your expectations.

Looking forward to welcoming you to Emirates Medical Center.

Dr. Fatma O. Ali
Founder & C.E.O.
We understand local culture and appreciate your privacy, therefore we designed our facilities deployed in five branches in a sensitive manner.
## Contents

### Total Skin Health:
- Skin Anti-Aging Treatments 4
- Chemical Peels 6
- Botox 8
- Fillers for Lip Augmentation & Deep Wrinkles 9
- Permanent Laser Hair Reduction 10
- Nd - YAG & Affirm Laser 12
- Mesotherapy - Mesolift 13
- RioBlush CO2 Riojuvenation System 14
- Microdermabrasion - Crystal Peeling 16
- Coverderm - Camouflage 17
- Visia Digital Skin Analysis 18
- Laser Vein Removal 19

### Prestige Skin Care
- IQ7 DNA Vital - Cleanser 22
- IQ7 DNA Vital - Sunblock 23
- IQ7 DNA Vital - Moisturizing 24
- Scarlet Laser 25
- Spectra 26
- Fine Thread Contouring (FTC) Therapy 27
- Fractional CO2 Laser Skin Resurfacing (iPixel) 28
- Platelet-Rich Plasma (PRP) 29
- E-Martix Laser 30

### Skin Disorders Treatments
- Acne 31
- Acne Scar Treatment Procedures 33
- Affirm Laser for Acne Scar 34
- Eczema 35
- Psoriasis 36
- Vitiligo 37
- Melasma 38
- The Dark Side of the bright sun 39
- Skin Cancer 41

### Dental Health
- Composite Fillings 44
- Veneers 44
- Root Canal Treatment 44
- Teeth Whitening 45
- Crown & Bridges 45
- Zoom (Tooth Whitening) 46
- Our Mission 48
The skin is one of the largest organ of the body which fulfills many functions. These include a barrier function to protect the body from the environment, a temperature regulator, an immune organ to prevent infections, a sensory organ to detect temperature, touch, vibration etc. and a visible signal for social and sexual communication.

When any of these functions fail, there can be serious consequences for the individual. If the temperature regulation fails - heat stroke or hypothermia can ensue. If the barrier fails, fluid can be lost and the person can dehydrate. Immunological failure can lead to infection and sensory organ failure to undetected damage such as pressure sores. In all cases of medical failure of the skin, there is a social and psychological impact on the person because of the importance of the skin through our appearance. Many people with skin disease that won’t harm them seriously physically can have their lives ruined by rejection from others because of their changed appearance.

Four basic ingredients to feed the skin, inside out: (Beauty from within)

Good nutrition: keep it simple, fresh and unprocessed.

Adequate rest and relaxation: Don’t work yourself to an early grave – it’s not worth it. Prevent stress and anxiety. Make sure you get the sleep you need, at least 8 hours per day.

Sufficient water intake: This is very important. Most people (irrespective of where they live) will utilize around 3 liters of water per day. Our body simply needs water to function. Water is necessary to keep cells from dehydrating, to help in eliminating toxins from the body. If you do not drink at least 3 liters of water per day everyday your body will either not function well (on some level) or it will take it from where ever it can. That is called dehydration. Dry lips, dry flaky skin, parched mouth, cracks on the tongue, premature wrinkles... the list go on. So, Drink up or shrivel up - it’s up to you.

Fresh air and sunshine: Taking a deep breath of air and tell me it doesn’t feel great... Well? Oxygen is the stuff of life. Fill your lungs with it. Learn how to breath properly.
You can trust us at all services and procedures and advice that we offer for you.
Chemical Peels - Restores a more youthful appearance

For centuries, people have sought smoother, more beautiful skin. Cleopatra used to bath herself in milk which we now know it has lactic acid, an acid we use to peel the skin. No sooner do we grow out of our teenage skin problems, then we begin the next phases of Aging: fine wrinkles, mild scarring and other irregularities of the skin caused by sun exposure, smoking and heredity to name just a few.

Every day, thousands of skin cells die, flake off and are replaced by new cells from beneath the skin. As we age, this process begins to slow down. Our skin may become dull and show dark blotches, fine lines and other signs of sun-damage. Today, new techniques and technologies in chemical peeling offer safe and effective ways to improve the texture of the skin.

Chemical peeling is a process whereby a chemical solution is applied to the skin to remove dead skin cells and stimulate the production of new skin cells. It tightens the skin, reduces wrinkling and restores a more youthful appearance.

There are several different types of chemical peels available at EMC e.g.

1. Glycolic Acid Peel  2. Amelan Peel  3. TCA Peel  4. Obagi Peel

Selecting the suitable one for you, will depend upon your condition and your skin type.
The Peel: How it’s done?

Chemical peels are always performed on an outpatient basis. Sedation for deeper peels is frequently used to keep you comfortable during the peeling process.

Most peels, no matter the type, are performed in nearly the same way. The doctor begins the peel by cleansing the skin to remove all oils, dirt, and soap traces. The hair will also be moved out of the way. Then, the chemical is carefully applied to the appropriate areas using a swab applicator.

The entire procedure usually takes from 15 minutes to an hour depending upon the extent and type of peel used.

What should you expect after chemical peel?

Reactions to chemical peels are similar to a sunburn and range from mild to severe – generally, the deeper the peel, the longer the recovery.

Chemical peels can effectively perk up a wide variety of skin conditions including:

1. Fine lines and wrinkles
2. Uneven pigmentation
3. Very shallow acne scars
4. Sun-damaged skin
5. Age spots
6. Freckling
7. Pre-cancerous lesions
Botox - The Ultimate Solution for Wrinkles

Botox Injection is the most popular cosmetic procedure in the world today! For those patients wishing to turn back the clock, Botox helps reduce wrinkles, crows’ feet and frown lines. Botox has been used safely and effectively now for many years to treat a variety of disorders.

The actual procedure takes only about five minutes; it is done on an outpatient basis, is relatively inexpensive and is no more painful than a momentary sting. After the Botox treatments you may resume all normal activities. Patients can see results in as few as four hours, but most results begin to show in two days with the full benefits realized in about 10 days.

Botox is a temporary solution for the treatment of dynamic wrinkles. The effects of the injections last from three to six months. You will need to have injection about two to three times a year.
Fifteen years ago, Doctors started performing these procedures using Collagen. However Collagen is derived from cows which makes pre-testing for allergies mandatory. Furthermore, with mad cows’ disease still a threat, Collagen use has been losing ground to non animal derived substances such as Hyaluronic acids. These acids need no previous testing for allergy and do last for six months -twice as long as Collagen.

What to expect after the procedure?

The procedure is done on an outpatient basis under local anesthesia. Bruising and swelling can last twenty four hours. There will be no change in sensation and no long-term side effects. Local anesthetic creams are not enough to block the pain of the sensitive lips but special nerve blocks with a fine needle are much more effective but require special skills. There is no pain after the procedure but the lips are severely swollen for the following 12-24 hours. When healed, the lips or the skin over the fold will be soft to the touch and will feel normal.
Permanent Laser Hair Reduction - Fast, Safe & Affordable

Removal of unwanted hair is the second most popular cosmetic procedure in recent years for women, as well as for an increasing number of men. Treatments include the more traditional and often temporary methods, ranging from depilatories, epilators, shavers, waxing kits and electrolysis, to high-tech procedures such as intense pulsed light and laser systems. In many cases unwanted hair is considered a cosmetic problem. In particular, women often experience additional hair growth during both pregnancy and menopause. Some diseases also show excessive hair growth as a symptom, but they are less common.

One of the biggest considerations before using laser hair removal is the skin color of a potential patient and the color of the hair. Simply put, the lighter the patient’s skin, the easier it is to use laser technique for hair removal. For people with light or fair skin, fewer treatments will be required; in addition, results will be obtained faster because of the fair pigment of the skin. People with darker skin should know that results will be slower because of the necessity of more treatments.

What Are the Advantages?

Permanent Laser hair reduction is a non-invasive method of photo-epilation, which does not require needles or messy chemical creams. Since thousands of hairs can be zapped in a single treatment session. Large areas like the back, shoulders, arms and legs can be effectively and efficiently treated.
How many treatments are needed?

This depends on many factors including your skin and hair types, ethnic background, hormonal balance and skin sensitivity.

Laser only destroys hairs when they are at growth phase. At any one moment, 20% of hair are resting or dormant. Repeated sessions will treat these hairs when they re-enter the growth phase. It is not possible to categorically state how many treatments an individual will need, this will be discussed on your consultation.
Lunch Break Laser Facial Rejuvenation with Nd - YAG & Affirm Laser

It is an excellent treatment for premature aging which is a common disorder in Sunny countries due to the year round sun exposure & constant air conditioning. Most patients need between 2 to 4 sessions.

Will I have to take time off from work?

Most of the lasers used in rejuvenation cause only a day or two of redness. You can cover the redness with cosmetics, and our clinical aestheticians will help you with that. (At EMC we have a wide range of Coverderm products for your convenience).

How long do skin improvements last?

Depending on how you take care of your skin, improvements may last many years. It’s important to protect yourself while in the sun, and to use quality skin care products to prolong and enhance your result. Our clinical aestheticians have wonderful products to offer you.

Does laser rejuvenation improve the appearance of scars?

Absolutely! Laser rejuvenation works by remodeling and building up of collagen. Collagen is a naturally occurring substance that makes skin supple and provides support. Laser treatment reduces & flattens the scar and then collagen rebuilds in a healthy way.

Can you rejuvenate other areas of the body?

Yes, and this is where laser rejuvenation gets lovely. We have recently added the Affirm Laser technology to our wide range of Laser solutions at EMC. This Skin laser tightens skin wherever it droops and we use the Affirm Laser on hands to reduce lines and wrinkles, post operative scars and stretch marks.
Mesotherapy - Younger everyday

Mesotherapy is a non-surgical, technique with a broad range of applications. Mesotherapy promotes the body’s circulatory, lymphatic, and immune system to create a biological response and reverse abnormal physiology.

Mesotherapy is a safe and effective alternative for the treatment of hair loss (alopecia), face and neck rejuvenation & cellulite. Mesotherapy is virtually painless, requires no recovery time, no heavy bandages, and no anesthesia.

Uses of Mesotherapy

Hair Re-growth / Alopecia

Alopecia, the loss of hair, affects both men and women. Alopecia results from poor circulation, nutritional imbalances, and the excess of a hormone known as DHT (dihydrotestosterone). Mesotherapy can improve Hair Loss by stimulating the scalp to naturally grow lost hair.

Face and Neck Rejuvenation / Mesolift

Aging, sagging and wrinkling of the skin occurs from accumulation of fat, loss of skin elasticity and excessive free radical damage. Using antioxidants and amino acids, mesotherapy can improve skin texture, remove free radicals, and tighten loose skin. The effects rejuvenate the face, eyelids, and neck without the unnatural appearance and painful recovery of surgical face lifting.
CO2 Rejuvenation Therapy is one of the very latest procedures for the treatment of localized fat deposits, cellulite, and skin firming. CO2 Rejuvenation System gradually administers controlled amounts of sterile, medical-grade carbon dioxide via microinjections just beneath the surface of the skin.

How Does Rejuvenation Therapy work?

The introduction of CO2 into the dermis results in vasodilatation, as the body attempts to correct what it considers an imbalance in the O2/CO2 balance. The increased blood flow creates a surge of oxygen and nutrients, which fosters cell and collagen restoration and reduction of localized adipose.

How CO2 Rejuvenation system administered?

The CO2 Rejuvenation System introduces gently small amounts of sterile, medical-grade CO2 via a 0.3mm needle. The gas can be set to flow continuously or in pulses from 0 to 150 ml/mn, and the temperature of the gas can be adjusted from room temperature to 50 degrees Celsius. Treatment takes from 15 minutes to over an hour, depending on the size of the area and type of condition being treated.
Is carbon dioxide harmful or toxic?

No. A natural by-product of respiration, CO2 is present in every cell in the body. Rejuvenation introduces very small amounts of the gas. By contrast, medical procedures like colonoscopy and laparoscopy introduce thousands of times more volume of CO2 to the body with no adverse effects. Some patients may experience mild discomfort; most patients report a “tingling” sensation, followed by a ‘pleasant warmth’.

What should a patient avoid after treatment?

Rejuvenation therapy requires no recovery time. As a precaution following treatment it is recommended that patients avoid strenuous physical activity for 2 hours and submerging in water for 4 hours.

The therapy requires, between 4 and 12 treatments, on a weekly or bi-weekly basis (depending on the condition and area being treated). Most people observed improvement after the first treatment, though it usually takes up to one month for the body to properly react to the process.

How long do the benefits last?

Effects can be very long-lasting but CO2 Rejuvenation doesn’t arrest the aging process. Regular maintenance treatments will extend the benefits of the treatment.
Microdermabrasion (Crystal Peel)  “Superficial Skin Polishing”

Our Microdermabrasion offers a superior skin resurfacing procedure, using organic/metallic micro crystals that safely and gently abrade the epidermis. It exfoliates the skin without causing photo sensitivity. Approximately 6 sessions are needed for longer term results.

Microdermabrasion treatments are not aggressive; they are slow and progressive, and best of all, they work.

Most patients find Microdermabrasion treatment to be quite relaxing. The treatment is like a “superficial skin polishing”.

Ideal specific skin conditions to treat

- Acne scarring.
- Sun damaged.
- Fine lines and wrinkles.
- Pigmentation.
- Stretch marks.
- Milia.
- Seborrhea.

Skin benefits:

- Exfoliates and removes dead skin cells.
- Smoothes and improves skin texture and colour.
- Gives skin a luminous glow.
- Improves appearance of wrinkles.
- Stimulates collagen production.
- Promotes the growth of healthy new cells.
Coverderm Camouflage - Medical Makeup

Coverderm is a unique line of dermocosmetics caring, preventing, treating or effectively concealing imperfection or discoloration of the face and body

- It has Specialized color cosmetics that offer an extra-lasting flawless maquillage, while at the same time treat specific skin conditions.
- Any major or minor skin flaw on the face or body can be perfectly covered using coverderm’s Cosmetic Camouflage system.
- It has coloring concepts & it is easy-to-apply, your face and body can now obtain different shades to either tan or brighten up.
Visia Digital Skin Analysis — Latest Technology At EMC.

Visia Digital Skin Analysis is the first of its kind in Oman. It is an exciting technological innovation that uses a multi-spectral imaging system to identify problem areas of your complexion, allowing for a customized skin treatment program that specifically targets these areas.

Furthermore, it captures a clear, multi-dimensional image of select facial areas, while examining the severity of various age-related conditions such as:

- Fine lines and wrinkles
- Hyper pigmentation (age/dark spots)
- Enlarged pores
- Skin tone evenness (color variation)
- Porphyrins (evidence of bacterial growth)
- Sun damage (UV spots)

Once the VISIA imaging session is complete, our Skin Specialist will provide a detailed complexion report that focuses on specific problem areas, compares the patients results with others same age, and included treatment recommendations specifically for the patients complexion.
Laser Vein Removal

This revolutionary advance in vein removal provides immediate results with no lifestyle interruption. It treats both red and blue, facial and leg veins. No needles. No incisions. No downtime.

How does Laser Vein Removal work?

The laser produces a highly concentrated beam of light that is attracted by the hemoglobin in the blood vessel. The vessel absorbs the light and is destroyed, but does not rupture or lead to extensive bruising as with older lasers.

How many treatments are required?

The number of treatments varies according to the type and size of the vein. There is typically dramatic improvement with the first treatment. Additional treatments are usually necessary to achieve the complete desired result.

Is laser vein removal painful?

Most patients experience minimal discomfort with the treatment. For patients with sensitive skin, a very strong topical anesthetic cream can be applied to minimize discomfort.

Is it permanent?

Yes! If you are prone to vein development, veins may develop in other areas, but not in the area treated by the laser.
IQ7 DNA VITAL

PRESTIGE SKIN CARE
CLEANSER

Eliminating dead skin cells that accumulate everyday on the surface of the epidermis, repairs your skin to receive the appropriate skin treatment and optimize absorption of the active ingredients.

The first essential step towards healthy skin.
SUNBLOCK

Sun care that protects from free radicals and photo-aging during intense sun light exposure.

Hypo-Allergic and Fragrance free.
Moisturizing

Is the important stage for the success of cleaning. IQ-7 Vital Hydra care is characterized as free of oils and scented substances.

Restores Moisturizer and freshness to your skin and gives you a smooth skin texture.
Scarlet Laser

ScarLet is a new technology that delivers fractional radio-frequency (RF) directly into the dermis through micro-needle electrodes. It is used to stimulate collagen formation in order to improve saggy skin, wrinkles, acne scars, large pores and stretchmarks. Minimal downtime, no pain and great safety profile make this treatment very popular among patients with all skin types.

What conditions can be treated with ScarLet?

Skin sagginess of the face, neck and eyelids, Wrinkles, Acne scars, Large pores, Stretch marks

What kind of results can I expect?

The results vary between individuals, but most patients report improvement in the skin texture within several days. As it takes some time for your body to produce collagen, the tightening effect and final results are going to appear gradually over six months.

How many sessions are required?

It depends on the treated skin condition, but usually 3-4 sessions on monthly basis will be needed to provide significant results.
Spectra

What Is Spectra?

Spectra is a unique laser technology able to penetrate and reach deep layers of your skin using different high intensity laser pulses that provide an effective and safe treatment of your skin condition without harming the surrounding healthy cells.

Spectra Applications

**Skin rejuvenation:** improves the texture, clarity and overall appearance of the skin.

**Hair bleaching:** convenient and effective solution for bleaching unwanted fine hair.

**Acne:** remarkable treatment of active acne by reducing acne redness and inflammation.

**Enlarged pores:** reduction of number and size of enlarged pores, as well as cleaning clogged ones.

**Melasma:** improving the appearance of melasma.

**Pigmentation and tattoos:** removal of pigmentation such as freckles and age spots. Tattoo removal with minimal discomfort.

What is the treatment like?

Spectra treatment is virtually painless and almost without downtime. You can return to your normal life immediately after treatment. It is also applicable for all skin types.

Each session lasts around 15-30 minutes. The number of sessions that you require will be decided by your doctor.
Fine Thread Contouring (FTC) Therapy

The product used for FTC is a fine needle affixed to the absorbable thread. The needle is inserted into the subcutaneous layer of the skin, and when it is taken out, the threads remain implanted in the skin. Insertion of dozens of needles to the deeper layer of skin with absorbable threads activates their natural regenerative process and mechanical stimulation of wound healing and tissue contraction. It is an excellent and effective cosmetic technique to lift and tighten sagging skin tissues.

Will the procedure be uncomfortable?

You will have local anaesthetic cream applied to the lower face for half an hour prior to the procedure. We will then inject local anaesthetic to the parts of the face that can feel a little sore. After this you should not feel any sharp pain. As the deeper needle goes through the ligaments we sometimes have to apply quite a lot of pressure, and this may feel a little uncomfortable but does not last for long.
The Pixel CO2 laser is an effective procedure for the treatment of coarse wrinkles, fine lines, brown age spots, acne or traumatic scars, and other skin surface irregularities. The Pixel CO2 laser system significantly improves the texture and tone of the skin in just one treatment with minimal downtime and fast healing.

What are the benefits of Pixel CO2 laser skin resurfacing?

Results with the Pixel CO2 laser are typically quite dramatic - offering significant improvements in texture, tone, and overall appearance. Patients will often see marked reduction in fine and coarse lines, reduction of brown age spots, softening of coarse facial features, smoother tone, and a tighter appearance of the skin.

How long is the recovery process from Pixel CO2 laser?

The recovery process from Pixel CO2 laser is dramatically less than that of traditional laser resurfacing with either a CO2 or erbium:YAG laser. Recovery with this laser usually takes about 5-7 days (although individual results will vary) and includes moderate redness, swelling, and crusting. It is also possible for some redness to persist for a slightly longer period of time as this is due to continued deep tissue repair.
**Platelet-Rich Plasma (PRP)**

**What is platelet?**

PRP is new to the world; it has been recognized for its accelerated wound-healing properties in surgery and sports injuries for some time. Platelets are the “sticky glue” that stops bleeding when you hurt yourself. Their other job is to promote wound healing and repair by attracting growth cells. PRP treatment produces a rejuvenating and tightening effect on your skin, giving it a healthy, youthful glow.

**What it is using for?**

It is ideal for:
- Fine lines and wrinkles,
- Textural improvement,
- Dull dry skin,
- Hair-growth stimulation (in those with thinning hair)

and is used in the following areas:
- Full-face rejuvenation,
- Crepey neck,
- Eye area (both upper and lower eyelids),
- Decolletage,
- Backs of hands.

**What is the side effect of this procedure?**

You can expect to have some redness, swelling and bruising, subsiding quickly over the following 4-7 days.

**Is there any long term side effects?**

As PRP is made up of your own blood products there is no risk of allergy, rejection or serious long term side effects.
E-Martix Laser

Patients today desire face-lift-type results, yet do not want the weeks-to even months - of downtime associated with those treatments. Aggressive treatments also some with limitations on the range of skin types that can be treated, due to the high risk of skin dis-coloration. E-martix is unique because it delivers optimal efficiency with minimal downtime at an affordable price point and it’s safe for all skin types.

Q: Does it Hurt?

A: Unlike other aggressive fractional treatments, E-Matrix is very tolerable. During treatment, many patients feel a warm, prickly sensation. After treatment, a pink or red “sunburn” appearance and feeling is common, One treatment with the E-Martix takes approximately 15-20 minutes, At EMC we recommends 4-6 treatments space 3-6 weeks apart.

Benefits or E-Martix

Clinically proven to treat fine lines and wrinkles, stretch marks, textural irregularities caused by excessive sun exposure.
Little to no downtime post-treatment - patients can return to regular activities following treatment.
Peels, E-Martix works from the inside out by stimulating cell re-growth, thus results.
A full-face treatment session takes less than 20 minutes,
Proven safe and effective on All skin types and degrees of pigmentation
Skin Disorders Treatment

Acne

Acne is a “Chronic” inflammatory disease of the oil glands characterized by the formation of comedones (black and white heads), spots or pimples, nodules and in some cases scarring. Factors contributing to acne are thought to be increased skin oiliness, abnormal bacterial skin population and lazy skin shedding.

Acne is a very common condition.

In about 20% the help of a doctor is needed; although most acne resolves itself by the mid twenties, it is now thought that mature acne is also increasing in frequency. Recent studies show that 25% of patients are in their mid-thirties (Adult Acne).

Acne can induce severe stress in the individual and is a cause for shame and embarrassment, anxiety, lack of confidence, unemployment and impaired social contact. It therefore can impair the quality of life considerably, hence, must be treated.
Treatment.

Treatment depends upon the severity of acne. Mild acne can be treated with creams alone, such as topical antibiotics. Moderate acne may need oral antibiotics, or hormonal preparations, in addition to the skin creams (topical treatment), whilst severe acne would need a course of Isotretinoin (Roaccutane) – this is a concentrated form of a Vitamin A derivative which is very effective, but must be prescribed by dermatologists after appropriate blood investigations. The drug has been used safely for the last 25 years.

Roaccutane is the closest a patient can get to cure acne. It is successful in clearing acne in 85% of the cases. The course of treatment usually lasts for six months during which the patient may experience bothersome but not serious side effects including dryness of the eyes, lips, nose, fatigue and muscle aches.

Reassurance is a very important part of acne management.
Acne Scar Treatment Procedures

There are numerous procedures that can be used to correct acne scars. Each procedure has its own risks & benefits. Several Procedures are normally combined to create a smooth appearing skin.

1. **Chemical Peels:** Superficial chemical peels that are done by beauticians are not effective in treating acne scars. Deeper TCA peels are effective in Asian and Middle Eastern skin. The face requires around one week to heal.

2. **Dermal Fillers:** There are many types of dermal fillers that can be injected into acne scars to raise the surface of the skin and give it a smooth look.

3. **Dermobrasion:** This is the effective treatment. The procedure involves using special mechanical rolling instrument to level the scars. It does require general anesthesia.)

4. **Laser Resurfacing:** Carbon Dioxide (CO2) and Erbium are the most popular lasers for resurfacing. Laser works by essentially burning the top layers of skin to a precise depth. The correct post-operation care of the skin is a vital factor to ensure the success of the procedure. Healing time is almost 2 weeks.
Affirm Laser for Acne Scar

Major breakthrough in non-ablative cosmetic lasers for:
- Microthermal Skin Rejuvenation.
- Wrinkle Reduction.
- Acne Scars.

Impressive results may also be seen with:
- Stretch marks
- Surgical scars
- Traumatic scars
- Keloids

An absolute minimum of 4 treatments is needed.

An innovative micro lens precisely breaks a powerful laser beam into a mosaic pattern of about 1000 focal points. The resulting precise pattern of microthermal (heat) injury rejuvenates the epidermis and outer dermis, and stimulates collagen.

Improvements in the skin complexion, including texture, pore size, and pigmentation often noted after the first treatment. With additional treatments, a collagen stimulation response (remodeling and new collagen synthesis) evolves over time and is typically associated with improvements in overall skin tone as well as softening of pre-existing scars. Remarkably, improvements may continue to evolve even months after the last treatment.

Treatments generally take 20-30 minutes, and do not require any anesthetic or sedation. Most patients experience some redness and slight swelling for 24-36 hours. Three to six treatments 4-6 weeks apart are normally required for optimal results.
Eczema

What is Atopic Eczema?
Eczema is a chronic recurring intensely itchy inflammation of the skin usually starting in early childhood. The cause of eczema is not entirely understood. External factors often influence the condition. The barrier function of the skin is less effective which allows more water loss from the skin.

Psychological Impact of Eczema
The psychological impact of this disease is significant, especially feelings of embarrassment. Sleep disruption is common, about 60% to 80% of patients report the condition affecting their daily activities.

Treatment of eczema
If the diagnosis is eczema, the dermatologist will explain what type of eczema you have and prescribe an appropriate treatment plan. Before prescribing a treatment plan, a dermatologist considers the type of eczema, extent and severity of the eczema, patient’s medical history, and a number of other factors.

Medication and other therapies will be prescribed as needed to:
• Control itching  • Reduce skin inflammation  • Clear infection
• Loosen and remove scaly lesions  • Reduce new lesions

It is important to realize that in most cases no single treatment will be effective. Medical research continues to show that the most effective treatment plan for eczema — regardless of type — involves using a combination of therapies to treat the skin making lifestyle changes to control flare-ups. Doing so tends to increase effectiveness and reduce side effects from medications.
Psoriasis

Psoriasis is a common, chronic, non-contagious, reoccurring skin condition consisting of red, scaly, well defined, thickened areas of varying sizes.

Diagnosis

There are several forms of psoriasis, and each form has unique characteristics that allow dermatologists to visually identify psoriasis to determine what type, or types, of psoriasis is present. Sometimes a skin biopsy will be performed to confirm the diagnosis.

Treatments

Currently, there is no single treatment to cure psoriasis. However, there are many treatment options that can clear psoriasis for a period of time. Board-certified Dermatologists have the medical training and experience needed to determine the most appropriate treatments for each patient.

To choose the most appropriate treatment method, EMC Dermatologists consider several factors:

• Type of psoriasis.
• Severity (the amount of skin affected).
• Patient’s age and medical history.
• Effects of psoriasis has on patient’s overall physical and emotional well-being.

Types of Treatment - Psoriasis treatments fall into 3 categories:

• Mild to moderate psoriasis: Topical (applied to the skin) e.g. Calcipotriene, tropical Anthralin & corticosteroids.
• Moderate to severe psoriasis: Phototherapy e.g. PUVA (light, usually ultraviolet, applied to the skin)
• Moderate, severe or disabling psoriasis: Systemic e.g. Methotrexate & Oral retinoids (taken orally or by injection or infusion).
Vitiligo

What is Vitiligo?

Vitiligo is a pigmentation disorder in which melanocytes (the cells that make pigment) in the skin are destroyed. As a result, white patches of skin appear on different parts of the body. The hair that grows in areas affected by vitiligo may turn white. The cause of vitiligo is not known. Vitiligo seems to be more common in people with certain autoimmune diseases (diseases in which a person’s immune system reacts against the body’s own organs or tissues) and in patients whose parents have vitiligo.

Symptoms and clinical features.

Vitiligo generally appears in one of three patterns. In one pattern (focal pattern), the depigmentation is limited to one or only a few areas. Some people develop depigmented patches on only one side of their bodies (segmental pattern). But for most people who have vitiligo, depigmentation occurs on different parts of the body (generalized pattern). Vitiligo is not contagious.

What Treatment Options Are Available?

The goal of treating vitiligo is to restore the function of the skin and to improve the patient’s appearance. Therapy for vitiligo takes a long time - it must be continued for 6 to 18 months. The choice of therapy depends on the number of white patches and how widespread they are and percentage of body involved for treatment. Each patient responds differently to therapy, and a particular treatment may not work for everyone.

EMC offers Coverderm cosmetics, which are available to cover Vitiligo spots.

Coverderm is a product line which is water proof make-up, designed to match every skin tone, and which can be applied to the spots only. These types of products are available in every skin tone, from very fair to black.
Melasma

Melasma is a skin condition presenting as brown patches on the face of adults. Both sides of the face are usually affected.

Who gets melasma?
Melasma mostly occurs in women. Only 10% of those affected are men.
Dark-skinned races, particularly Hispanics, Asians, Indians, people from the Middle East, and Northern Africa, tend to have Melasma more than others.

Causes of Melasma
1. Heredity Hormones, the rash is most common in pregnant females
2. Prolonged sun exposure.
3. Use of the birth control pills.
4. Certain medications like the Tetracycline, Anti-Malarial drugs

Treatment
1. Sunscreens are very important in the treatment of Melasma and it should be worn daily, whether or not it is sunny outside.
2. A variety of creams are available for the treatment of Melasma. These creams do not “bleach” the skin by destroying the melanocytes, but decrease the activity of these pigment-producing cells, meaning controlling the brown pigment.
3. Chemical peels, Microdermabrasion, and laser may help Melasma. One of our Consultant Dermatologists at EMC will determine which treatment protocol would suite you best.
4. Various compounds are available and the EMC Dermatologists have a very good track record of prescribing the correct formula to suite specific needs.

Treatment of melasma requires a comprehensive and professional approach by one of our Dermatologists. Avoidance of sun and irritants, use of sunscreens, application of depigmenting agents, and close supervision by the EMC Dermatologist, can lead to a successful outcome.
The Dark Side of the Bright Sun - How does it rip off your skin quality?

It is estimated that 80% of lifetime sun exposure occurs before the age of 18. Regular use of sun block with an SPF (Sun Protection Factor) of 25 or high during the first 18 years of life in people with skin types 1 & 2 (Caucasian skin) can lower the risk of certain skin cancers by 78%.

We go to a great length of trouble and expense to treat our wrinkles, dark spots and acne. However, most treatments fail if we are not aware of the pervasive effect of sun exposure on the skin in the Gulf region. We are not talking about sunbathing but about the insidious cumulative everyday accumulation of DNA radiation damage from five minutes here and five minutes there while driving, going to work, shopping or chauffeuring the kids.

Why sun exposure in the Gulf area is so dangerous?

The closer we are to the equator, the more perpendicular the ultraviolet lights are as they penetrate the atmosphere, hence very little is reflected away by the atmosphere. Fifteen minutes of sun exposure in Oman equals one hour of exposure in Europe.

Sunscreens: a false sense of security.

Most sunscreens are chemicals that become much less effective when exposed to the heat in the shipping and storage environment of the Gulf or handbag where they belong. The expiration date on the bottle may be misleading since it refers to the environment found in Europe or North America not in your car in Oman.

The American Academy of Dermatology has therefore endorsed physical sunscreens that are heat resistant such as the transparent Zinc oxide e.g. (Skinusa sun block or other brands containing Titanium).

There is no need to use a sunscreen with a Sun Protection Factor (SPF) higher than 30 as you would be adding significant chemicals to achieve the higher SPF numbers with negligible additional protection.
How to protect your children from the sun?

Begin now to teach your children to follow “ABCs for FUN in the SUN”.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWAY</td>
<td>BLOCK</td>
<td>COVER-UP</td>
<td>SPEAK OUT</td>
</tr>
<tr>
<td>Stay away from the sun in the middle of the day.</td>
<td>Use SPF 20 or higher sunscreen.</td>
<td>Wear a T-shirt and a hat.</td>
<td>Talk to family and friends about sun protection</td>
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Skin Cancer

Skin cancer is a malignant growth on the skin; this makes most skin cancers detectable in the early stages. There are several types of skin cancer. The most common are basal cell cancer and squamous cell cancer. Skin cancer is more common in people with light colored skin who have spent a lot of time in the sunlight. Skin cancer can occur anywhere on the body, but it is most common in places that have been exposed to more sunlight, such as the face, neck, hands, and arms.

Types of Skin Cancer

Basal Cell Carcinoma is the most common type of skin cancer. It’s also the least dangerous kind. It tends to grow slowly, and rarely spreads beyond its original site. Though basal cell carcinoma is seldom life-threatening, if left untreated it can grow deep beneath the skin and into the underlying tissue and bone, causing serious damage particularly if it’s located near the eye.

Squamous Cell Carcinoma is the next most common kind of skin cancer, frequently appearing on the lips, face, or ears. It sometimes spreads to distant sites, including lymph nodes and internal organs. Squamous cell carcinoma can become life threatening if it’s not treated.

Malignant Melanoma is the least common, but its incidence is increasing rapidly. Malignant melanoma is also the most dangerous type of skin cancer. If discovered early enough, it can be completely cured.

Moles: There are two kinds of moles: normal moles - the small brown blemishes, growths, or “beauty marks” that appear in the first few decades of life in almost everyone - and atypical moles. Regardless of type, the more moles you have, the greater the risk for melanoma.
ABCDs, of Skin Cancer

Early detection is the safest way to a cure. Develop a regular routine to inspect your body for any skin changes. If any growth, mole, sore or skin discoloration appears suddenly or begins to change, see your skin specialist. Skin cancers can be treated if detected early.

A: Asymmetry

Asymmetry can be assessed by comparing one half of the growth to the other half to determine if the halves are equal in size. Unequal or asymmetric moles are suspicious.

B: Border

If the mole’s border is irregular, notched, scalloped, or indistinct, it is more likely to be cancerous (or precancerous) and is thus suspicious.

C: Color

Variation of color (e.g., more than one color or shade) within a mole is a suspicious finding. Different shades of browns, blues, reds, whites, and blacks are all concerning.

D: Diameter

Any mole that has a diameter larger than a pencil’s eraser in size (>6mm) should be considered suspicious.
Dental Health & Treatments

A smile is an asset. It breaks barriers, generates warmth, and adds compassion and glamour to one’s face. To many, the pain associated with being in the dentist’s chair is worth the confidence and poise imparted by a smile makeover.

Cosmetic Dentistry is the science/art of creating the smile you have always dreamed of having. With breakthroughs in technology a dentist can help you get the bright, beautiful and aesthetic smile of your dreams. And now, it is more affordable and attainable than ever before.

Dental Inlays and Dental Onlays

To repair damage to the tooth’s biting surface, rather than using a simple filling, or a crown, a dentist will often use an inlay, or an onlay. Inlays and onlays can be made from porcelain, gold, or composite or ceramic resin, although porcelain is now becoming the material of choice because of its strength and potential to match the natural color of your tooth.
Composite Fillings

Composites are white fillings designed to match the colour of the teeth. The dentist matches the composite material to the patient’s tooth colour. Because they blend so well with your tooth enamel, composites are used where dental cavities would be most visible including the front teeth and at the gum lines. For many patients white fillings or composites make your smile natural looking.

Veneers

There’s no reason to put up with gaps in your teeth or with teeth that are stained, badly shaped or crooked. Today a veneer placed on top of your teeth can correct nature’s mistake or the results of an injury and help you have a beautiful smile.

Root Canal Treatment

Inside each tooth is the pulp, which provides nutrients and nerves to the tooth; it runs like a thread down through the root. When the pulp is diseased or injured, the pulp tissue dies. If you don’t remove it, your tooth gets infected and you could lose it. A root canal is a relatively simple procedure with little or no discomfort involving one to three visits.
Teeth Whitening

Bleaching is whitening with chemical agents or laser. It is used to correct many tooth discolorations which may have been caused by tobacco or food staining, ageing and chemical damage to teeth.

Although bleaching is very effective, some short-term disadvantages are sometimes encountered but this always disappears shortly after stopping the treatment.

Bleaching is not 100% predictable. Approximate life span is 1-2 years but can be permanent in some people.

Crown & Bridges

If you want a smile that’s your glory, you may need a crown to cover teeth Imperfections. A crown can make your tooth stronger and improve its appearance, and it’s a good way to cover teeth that is discolored or badly shaped. It’s also used to cover a dental implant.
Zoom (Tooth Whitening) - Professional Whitening System

Do you want to Zoom!

The Zoom! Chair side Whitening System is a scientifically advanced tooth whitening procedure. It’s safe, effective and fast, very fast. In just over an hour your teeth will become dramatically whiter.

Zoom! Chairside Whitening is ideal for anyone looking for immediate results. The convenience of Zoom! unlike the days of wearing trays or strips, makes it the perfect choice for the busy individual.

Get ready to Zoom!

The Zoom! Chair side Whitening system will make your teeth dramatically whiter in a little over an hour. The procedure is simple. It begins with short preparation to cover your lips and gums, leaving only your teeth exposed.
The Zoom! Clinician then applies the proprietary Zoom!, Whitening gel, which was designed to be used with a specially designed light.

The Zoom! Light and Gel work together to gently penetrate your teeth, breaking up stains and discoloration. With proper care your smile will sparkle for years.

**What does a patient experience during the Zoom! Chair side procedure?**

During the procedure, patients may comfortably watch television or listen to music. Many actually fall asleep. Individuals with a strong gag reflex or anxiety may have difficulty undergoing the entire procedure.
To provide our patients with the highest quality, most aesthetically pleasing and most appropriate care possible.
To deliver quality beyond our patients’ expectations, offer a listening ear and create a friendly and relaxed atmosphere.
To stay abreast of the latest health care technology and incorporate them in our treatment protocols, ensuring our patients optimum safety and care.
To respect the confidentiality of information entrusted to us.
We Value

High Ethical Standards
Respect & Confidentiality
Optimum Safety and Care
Latest Technology & Techniques
Appropriate and Personalised Treatment
Best Quality Service beyond Expectation
Friendly, Supportive & Relaxed environment
Appreciate staff and clients
Harmony
Teamwork

EMC