

BEATRIZ H. PORRAS M.D.

# *On A Quest* FOR PERFECT SKIN *at any age*

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Babies are usually born with perfect skin, but as the years pass we all start facing new flaws and challenges to our skin. In some way, the skin is a portrait of who we are, where we come from and what kind of life we have had. It is also the largest organ of the body and the first thing we see in a person. Your skin is also the reflection of what is happening inside your body. Like a book, everyone's skin tells a story.

Dr. Beatriz H. Porras, Dermatopathologist, medical director at Skin Diagnostics Laser and Rejuvenation in Cincinnati, Ohio, has dedicated her life to studying and treating skin conditions. Since her early years of research at Washington University School of Medicine in St Louis, MO, she helped in the development of Growth Factors that today are used in cancer treatments, wound healing, and anti-aging among others, until today creating her own skin care line, writing a book about the most common skin conditions and putting together laser and medical treatments to helping her patients overcome their skin problems. Her skin care line and book will be called Transformation SKIN M.D. and is going to be available.

One of Dr. Porras main concerns is the effect of sun exposure and tanning beds. Sun exposure, as she says, is one of the greatest contributors to Photoaging and cancer formation. Dr. Porras Philosophy is based on the idea of educating the patients. She says, "If the patients understand what is happening to their skin, it is more likely that they follow the treatments right and respond to them." That is the reason for the book she is writing – to help people understand better their skin conditions and to take steps towards controlling them.

Skin products are important assets in keeping your skin healthy, protected and youthful, however, there are thousands of skin products out there, all kinds of brands and prices. Dr. Porras states, "A few of them provide what the patients need." That is one of the main reasons she is developing her own skin care line with products that will treat a broad-spectrum of skin conditions, including rosacea, acne, hyperpigmentation, sun damage, dry skin and wrinkles.

Since the effects of skin care products can only go so far and since so many patients already have the need for more advance approaches, Skin Diagnostics Laser and Rejuvenation offers medical and cosmetic procedures such as laser treatments, Skin tightening, Dermal Fillers, Botox and photodynamic therapy to treat acne and sun damage.

"Men and women of all ages, races, backgrounds and occupations want to look and feel great," states Dr. Porras. "There are many noninvasive or minimally invasive treatments to help you achieve great results without down time." Dr Porras will tell you that beautiful skin means healthy skin. "An important factor is for people to learn to know their skin type and getting a daily skin routine," Dr. Porras states. "That is the key to keeping the skin healthy and beautiful. Her book and her skin care line Transformation SKIN M.D. will be released in the spring 2011.

Dr Porras can be reached at (513) 631-0059 or visiting her website [www.cincinnati.laser.com](http://www.cincinnati.laser.com). Skin Diagnostics Laser and Rejuvenation is located at 9200 Montgomery Road, Suite 17A in Cincinnati, OH.

