

# Asarch Center for Dermatology

LIVING A LIFE OF BALANCE



PHOTO: ERIC STEPHENSON

DR. ASARCH

**RESEARCH-BASED SKIN CARE** Whatever your skin care needs may be, you'll find answers at the Asarch Center for Dermatology and Laser and the Asarch DermaSpa, which both provide cutting-edge skin care based on extensive medical research by Dr. Richard Asarch, MD, PC.

Dr. Asarch is a medical doctor—a dermatologist—not a salesman. His twinkling eyes smile behind his glasses, his wide smile is framed by a gray-white beard. Asarch doesn't talk up his skin care line, dermaSpa. But he does admit that his products work—and he has the computer-analyzed photographs to prove it. Of the photographic evidence,

Asarch emphasizes, "I did this before I was willing to produce the product."

Asarch got into the skin care business accidentally. He wanted to find good skin care products to recommend to patients. So his wife took him shopping. As the couple shopped, Dr. Asarch considered all of his patients' needs. Nothing impressed him.

So, the reluctant entrepreneur researched scientifically proven skin-care ingredients, how those ingredients penetrate the skin layers and in what concentrations. He and a Colorado chemist then created dermaSpa. What's the most important item? Sunscreen.

**INSISTING ON SUNSCREEN** Sunscreen is the most important daily skin care ritual says Asarch. He should know. Every year, his skin cancer clientele grows. Coloradans spend more leisure time in the sun—unprotected. Asarch, who sells his own sunscreen, gives these general guidelines for buying any sunscreen:

- Pick a sunscreen with SPF 30.
- Make sure it has both types of blockers, chemical and physical. (You want to block both kinds of ultraviolet rays, A and B.)

**ONE-STOP SHOPPING  
FOR A FOUR-PRONGED  
APPROACH TO  
BEAUTIFUL SKIN—**

**PREVENTION,  
NUTRITION,  
COSMECEUTICALS  
AND HIGH-TECH  
PROCEDURES**

- Make sure it has a physical agent, zinc or titanium. (These blocking agents reflect the sun's rays, preventing absorption into the skin.)

"Horrible," says Asarch of tanning beds, citing a July 2009 report from the World Health Organization's International Agency for Research on Cancer. He adds that UV tanning beds are in the highest cancer-causing category, declaring them "carcinogenic to humans." Asarch's book, *Turn Back Your Face Years*, includes a telling chapter titled "Tanning is What You Do to Leather."

**PERFECTING THE LASER** "Dermatology is exciting," says Asarch. "We've had an evolution of treatments." While other

STORY: **MELISSA TAYLOR**



specialties ignored laser research, Asarch explains how dermatologists continued to perfect the laser. Now, with their research, laser technology has revolutionized dermatology and other medical fields.

For example, the laser rejuvenation of 10 years ago worked well, but it took two months for the redness to subside. The new fractional laser rejuvenation has a healing time of two to three days. The intense pulsed light waves called phototherapy erase unwanted skin discoloration. Specific light waves remove all types of discolorations—brown spots, red spots, even acne scars.

Another innovation in laser technology is the Slim Lipo. Like skin discolorations, fat has a specific light wave length. Using a laser, dermatologists can melt the fat, remove it and tighten the skin. Compared to liposuction, Slim Lipo is safer and less invasive. The procedure only makes a 2 mm hole. In comparison to liposuction, Asarch says Slim Lipo is “like a violin.” (He chooses not to perform liposuction.)

**CARING FOR SKIN** Asarch defines four “spheres” in maintaining beautiful skin, for both men and women.

- *Prevention:* Wear sunscreen.
- *Nutrition:* Think of the Mediterranean/Asian diet, which is high in omega 3, fatty acids and antioxidants.
- *Cosmeceuticals:* Apply topicals such as a cleanser, vitamin B serum, DNA repair gel and Retinoid cream, all available at [www.asarchcenter.com](http://www.asarchcenter.com).
- *Procedures:* The DermaSpa offers services such as laser rejuvenation, pulsed intense light, macrodermabrasion, hair removal, Botox and other procedures. The DermaSpa is adjacent



## THE DETAILS

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**SKIN DIET RECIPE:** FROM *THE BEAUTIFUL SKIN DIET* BY RICHARD G. ASARCH, M.D. AND NEAL MENDEL, CHEF DE CUISINE, TRY THIS FISH IN WINE SAUCE RECIPE. IT SERVES FOUR WITH 614 CALORIES, PER SERVING.

### FISH IN WINE SAUCE

4 10-OZ WHITE FISH FILETS (SEA BASS, SNAPPER, SOLE OR ORANGE ROUGHY)

- ½ TSP SALT
- ¼ TSP WHITE PEPPER
- ½ EGG WHITE
- 3 TBSP RICE WINE
- 2 TSP SUGAR
- ¼ TSP SALT
- ¾ CUP CHICKEN BROTH
- ¼ CUP CANOLA OIL
- CILANTRO SPRIG FOR GARNISH

CUT THE FISH FILETS INTO 2" PIECES. COMBINE THE SALT, PEPPER AND EGG WHITE AS A MARINADE. ADD FISH PIECES TO IT. SET ASIDE FOR 15 MINUTES. MIX THE REMAINING INGREDIENTS TOGETHER.

COAT A SKILLET WITH CANOLA OIL AND HEAT TO MODERATELY HOT. SAUTE FISH PIECES FOR 2 MINUTES ON EACH SIDE; REMOVE THE FISH WITH A SLOTTED SPOON BEFORE BROWNING. SET ASIDE. POUR OFF EXCESS OIL FROM THE PAN. ADD THE SEASONING MIXTURE AND BRING TO A BOIL, REDUCING UNTIL THICKENED. RETURN THE FISH PIECES TO THE PAN AND GENTLY SIMMER FOR 2 MINUTES. SEASON WITH SALT AND WHITE PEPPER TO TASTE.

to Asarch’s medical offices to ensure proper medical care and supervision.

Asarch reiterates, “I want my products to be beneficial, not to sell skin care. I want people to be happy.”

And to wear sunscreen. **CE**

*Melissa Taylor is a freelance writer, blogger and mom who loves to write about Colorado, entrepreneurs and education.*