

Skin Care for All

With compassion and experience, **SkinMD** applies new technologies to address a wide range of cosmetic and medical skin conditions.



Judy Hu, M.D.

Dermatological care means different things to different people. It can be a treatment for cancer, a remedy for sun-damaged skin, or an elixir for wrinkles and lines. Sometimes, it's a combination of all these things.

At SkinMD, dermatologists blend scientific knowledge with aesthetic sensibilities to address a range of medical and cosmetic conditions. Driven by compassion and fluent in cutting-edge technologies, the practice ensures each client receives customized treatments to improve their well-being inside and out.

"The health of your skin affects your quality of life," says board-certified

dermatologist Judy Hu, M.D., who works alongside board-certified dermatologist Ellen Jacobson, M.D., and Andrea Lankford, L.P.N. "We take care of your condition and make sure you're healthy while also boosting your self-esteem."

One Office, Many Treatments

With the advance in dermatological technologies comes a new objective: making treatments look natural. "The point of cosmetics is not for someone to assume you've had work done," Dr. Hu says. "Rather, it's to make you look like a refreshed and slightly younger version of yourself."

At SkinMD, that begins with a consultation and tailor-made plan,

the treatments of which utilize technologies that are less invasive than the scalpels of yore, resulting in little to no down time. These include Collagen P.I.N. microneedling to erase fine lines and BOTOX® to plump sagging skin.

Laser treatments, too, are popular: They treat conditions such as hyperpigmentation and broken blood vessels, with high-tech fractionated ultrasound lasers tightening and lifting skin as well as, or better than, invasive techniques. By breaking down tissues to create a controlled injury, lasers jumpstart the healing process and trigger the production of collagen. Over the course of a few months, the skin tightens, resulting in a rejuvenated appearance that occurs gradually, as if the person is growing younger by the day.

SkinMD's highly trained team also treats a range of skin cancer issues, from various carcinomas to actinic keratosis and melanoma. Performed at the office, treatments and surgeries include biopsies, photodynamic therapy, cryosurgery, excisional surgery, and radiation. Sometimes, says Dr. Hu, skin cancer patients opt for additional cosmetic treatments as a sort of reward for coping with their medical issues. "What's great about our practice is that we can provide care and treatment for any dermatological need so patients don't have to seek care elsewhere," she says.

Whatever the treatment, the dermatologists at SkinMD encourage patients to maintain and protect the results by wearing moisturizer and sunscreen daily. Even better is coming in at an early age for preemptive care.

"Skin is like paper," Dr. Hu says. "If you wrinkle it enough, it stays wrinkled. With proper dermatological care, however, you can prevent that from occurring and essentially push time off."

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