

NORTH ORANGE COUNTY'S PREMIERE DERMATOLOGY AND LASER CENTER

We've brought Beverly Hills and Newport Beach to Fullerton!

For most people, opening a state-of-the-art dermatology and laser center and receiving the Orange County Medical Association's Physician of Excellence Honor two years in a row would be plenty. But Dr. Renee Cobos knows there can be even more to life.

When Dr. Cobos was a child she would accompany her mother, a public health nurse, on her rounds in small New Mexico towns. Her mother's patients, often people of very little means, came to know her as someone who would always follow through and do whatever she could to take care of them. Her mother's altruistic nature made a deep impression on Dr. Cobos, which is why she established the Transform-A-Life™ program.

Transform-A-Life™ is for patients with conditions that would benefit from the laser modalities offered at Dr. Cobos' clinic, the Premier Dermatology & Laser Center, but can't afford such treatments. Each year, three to five patients are chosen for free treatments, based on essays written on their behalf by friends or relatives, which describe how improving their nominee's skin condition will improve that person's life (the nominating "angel" also receives \$100 toward treatments of their choice). "Many people have conditions such as scarring, large facial birthmarks, or excess hair on their face or arms, which keep them from fully participating in life. Often these people have had a diminished image of themselves – shame or embarrassment keeps them from realizing their potential. The Transform-A-Life™ program is one way I can give back to the community, and make a difference in people's lives," Cobos says.

In addition, Dr. Cobos founded A Day You Deserve, a special program in conjunction with the Virginia K. Crosson Cancer Center at St. Jude Hospital in Fullerton. The program treats cancer patients to a day of pampering and beautifying with haircuts, manicures, and chair massages. Then they're whisked in a limo to Dr. Cobos' clinic for facials, makeup, paraffin hand treatments, a delicious lunch, and more – all for free. One patient, after getting her hair styled, promptly threw her wig out!

Dr. Cobos' desire to do right by people is evident as soon as one enters the Premier Dermatology & Laser Center. The envi-



ronment is elegant and relaxing, the staff warm and friendly. There's beautiful music, cappuccino, and other refreshments – even a boutique where patients can purchase unique gifts like hand-made jewelry. "We often hear people say that they've never been in a medical office like this before; people love it – they don't feel like they're in a medical environment," Cobos says.

Dr. Cobos' vision for the look and feel of her office was formed during her 14 years at a major HMO, eight of which she served as Chief of Dermatology, and another three years in a medical group. Like most entrepreneurs, she went on her own in order to incorporate her experience of what worked and what didn't work in her field. She took a year off, further refining her vision for her new practice. But it's not like she was twiddling her thumbs for



From skin lasers such as Fraxel for acne scars, to the correct product for your daughter's first breakouts, Dr. Renee Cobos is a highly trained dermatologist who can advise you and treat you to get the best possible results with the least possible risk, no matter how sophisticated the laser or product.

Premiere Dermatology and Laser Center is a full service physician-directed practice. Dr. Cobos and her PA team offer a complete range of solutions to skin concerns from age management, facial flushing, unwanted hair, spider veins and red and brown skin discolorations to medically challenging conditions like Psoriasis, eczema, acne and skin cancer. Dr. Cobos also offers tumescent liposuction, a method to remove unwanted fat totally by local anesthesia.

The Medical Spa at Premiere Dermatology offers a variety of pampering facial spa treatments - Microdermabrasion, Physician-strength Chemical Peels for acne and sun damaged skin, Anti-aging skin programs, Acne Treatments and Acne Control Regimens.

Dedication to the highest standards in clinical practice, and just as importantly, to ensuring patients get the right diagnosis in a warm, compassionate atmosphere, Dr. Cobos is providing Orange County with unsurpassed cosmetic and medical care

that year. She is a PTA member for both her children's schools. She also works with the American Academy of Dermatology to promote sun protection awareness programs for local elementary schools, including free skin cancer screenings for students and their families, and promoting and obtaining grants for sun shade structures. She is also Assistant Clinical Professor in Dermatology at UCI Medical School and is on the medical staff of St. Jude Hospitals.

In September her dream became real with the opening of the Premier Dermatology & Laser Center in Fullerton. A full-service physician-directed dermatology practice and medical spa, Premier Dermatology & Laser Center features the latest in laser technology, and treats patients for virtually any kind of skin condition, including loose skin, wrinkles, brown spots, teenage acne, and acne scarring. From skin lasers such as Fraxel for serious acne scars, to the Smooth Peel laser for milder scarring, all procedures are overseen by Dr. Cobos. Lips can get a quick plumping, noses can be straightened with a subtle non-surgical nose job. There are treatments for deep folds on the face that last up to two years or longer; the Center also offers a phenomenal volume replacement product that restores youthful fullness. In fact, in some cases the results are so good, a facelift would be pointless. Another treatment offered is microdermabrasion - a skin-freshening technique that helps repair facial skin that shows the effects of the sun or aging. Tiny crystals are sprayed across the face, mixing gentle abrasion with suction to remove the dead outer layer of skin.

"Dr. Renee Cobos has founded a special program called Transform-a-Life that allows no-cost treatment for individuals with financial need who would benefit from laser technology."

The Premiere Dermatology and Laser Center,
The Premiere Medical Spa and The Premiere Boutique
in the Providence Medical Center,
1950 Sunny Crest Drive Suite 2300, Fullerton, CA