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Healthy and Beautiful

Embrace Dermatology & Aesthetics

offers prevention and rejuvenation solutions for patients of all ages and skin types.

Few realize the skin is the human body's largest organ, serving as the first line of defense against sun, pathogens, and more. Jayne Bird, M.D., FAAD, and Nianda Reid, M.D., M.B.A., FAAD, the founding physicians of Embrace Dermatology & Aesthetics, have devoted their careers to helping people achieve optimal health starting with a foundation of healthy, beautiful skin.

These two talented women met while training in dermatology at prestigious Brown University in Providence, Rhode Island, less than 10 years ago. Recognizing a shared passion for health and a drive to provide patients with the best possible care, the two became fast friends. It wasn't until recently that the two set out together to establish their own practice, Embrace Dermatology & Aesthetics, which has locations in Philadelphia and Spring House.

Just opened in September, Embrace Dermatology & Aesthetics offers a full suite of medical and cosmetic skin treatments for patients of all ages and skin types.

"We are both driven women who work hard to try to succeed," Dr. Bird says. "Dr. Reid and I have complementary traits, and we both have two children who are the center of our lives."

Drs. Bird and Reid also have a combined roster of skills and training that allow them to treat myriad conditions, from acne, actinic keratosis, cysts, eczema, and hair loss to sun damage, nail fungi, psoriasis, skin cancer, and more.

For those looking to refresh their look with an aesthetic procedure, Embrace Dermatology & Aesthetics also offers dermal fillers such as Juvéderm and Restylane, as well as dermaplaning, microdermabrasion, microneedling, chemical peels, "PRP" (platelet rich plasma) therapy, and neurotoxin injections featuring products such as Botox, Dysport, and Xeomin.

The duo even partnered with pharmaceutical companies to create custom-made formulations that offer patients effective, affordable options for skin care. Such products include aesthetic care products such as retinol, which Dr. Reid describes as "the anti-aging standard," as well as vitamin C, night creams and serums, and more.

"We found a lot of prescription-strength medications are very expensive," she shares. "Acne prescriptions are incredibly expensive. We found we were able to formulate products and make them affordable to patients."

As for when a person should begin routine skin-health checks with a qualified practitioner, Dr. Reid says it's never too soon. The practice sees a number of pediatric patients, for example.

"We are seeing skin cancers in younger and younger people," she says. "If someone is 20 and up, they should think about establishing regular skin checks depending on risk factors," such as a family history, or personal history of tanning-bed exposure.

"Skin is dynamic and always changing," Dr. Bird adds. "Most things are benign, but until you have an evaluation, you can't be certain. To the untrained eye, most people can't tell the difference when looking at a skin spot or lesion; you need a board-certified dermatologist to tell you that something is OK or not OK. Skin cancer can sit on the skin and

DR. NIANDA REID



DR. JAYNE BIRD



grow or metastasize. It's important not to wait.

"It is satisfying to see the evolution of a patient when they stick with you month after month, year after year," she continues. "Patients might come in with inflammation, acne, or scarring and after months, or sometimes years of treatment, they have crystal-clear skin with zero marks. That is a satisfying journey to help a patient through."

Dr. Reid agrees. She states, "We believe that every patient's skincare needs and goals are different. Our practice name, 'Embrace,' refers to our desire to accomplish that—embrace each individual patient's needs and come up with a treatment plan to suit each person." ■

→ Embrace Dermatology & Aesthetics

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