

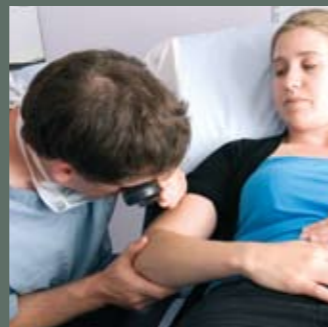


Skin Care?

Caring for your skin is a real science. Skin problems such as skin cancer and allergies are on the increase. Treating skin problems requires expert knowledge. If you want total confidence in the assessment of your skin, you should see one of our Consultant Dermatologists.

We treat all general skin problems including:

- Eczema, psoriasis, acne, rosacea • Sun-damage • Mole check: pre- and post-holiday mole check
- Allergy testing: urticaria, food allergy, eczema, grass pollen desensitisation
- Prominent blood vessels and sweating • Lumps, bumps, warts, skin tags and benign mole removal
- Women's dermatological conditions



The ISIS Skin & Allergy Clinic Part of Oxford Radcliffe Private Healthcare

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More than just skin deep...

When we spend money on something, we want to know that it will work. We have this straightforward attitude towards most things – whether it's a large purchase such as a car or a washing machine, or something smaller like a CD or even lunch (we don't want to leave a restaurant still feeling hungry.)

Yet with our health, we seem to be a bit more willing to chance our arm on unproven products and approaches. It is estimated that the total alternative medicine market in Britain is worth some £1.6 billion, and a growing areas of this industry is therapies marketed for skin care and allergies. In fact there seems lately to have been a rash, so to speak, of allergy experts with a whole range of unproven remedies. The alternative industry is poorly regulated and its boasts of success are often little more than anecdotal.

In fact, caring for your skin and protecting against allergies is a real science that requires expert knowledge and treatments that have been scientifically and clinically tested. If you want total confidence in the assessment of your skin, you need to see a consultant dermatologist who will have years of medical training behind them.

"All in all, we see ourselves as not just effective, but also value for money,"
says Dr Reed.

Dr John Reed, an Oxford-based consultant dermatologist says: "I regularly see people who have previously spent large amounts of money on complex but spurious allergy testing to no good effect. In fact, done properly, allergy testing is straightforward and effective, not only in terms of diagnosis but also the profound effect it can have on someone's life."

Dr Reed and his colleagues at the *Isis Skin & Allergy Clinic* in Headington, Oxford offer an integrated and proven approach to the whole range of skin complaints, from allergy testing to dietary advice. Backed up by a team of specialist nurses and support staff, their approach is evidence-based, clinically proven and supported by recommendations from both the Royal College of Physicians and the House of Lords.

"We know that our services are grounded in modern medicine, and have already worked for thousands of people."

"Holistic is a word alternative therapists like to use," says Dr Reed. "But we like to think that our approach is truly holistic, because we don't just test and treat for skin conditions, we can also provide an entire package of advice, support and follow-up to help people take care of their skin."

Whilst one of the most common allergies, hay fever, may be on the way out for another year, many people will be coming back from holiday with sun damage to their skin or may be worried about moles. Whilst many mole clinics use non-medical practitioners, at the Isis Skin & Allergy Clinic, patients are all seen by a consultant. And with the full infrastructure of The Oxford Radcliffe Hospitals NHS Trust behind them, if it is something more serious, there is ready access to leading-edge cancer treatment.

Thankfully, most skin complaints aren't life threatening, but they can seriously affect people's lives: whether it's acne or warts, excessive sweating or women's dermatological problems that may be invisible but can have a serious effect on relationships. The Isis Skin team includes both male and female consultants with a range of specialities, from acne to urticaria.