

Ava Shamban, M.D.'s Clinical Research Continues to Advance Treatment

By Amy Kamin, Contributing Editor

Today's field of dermatologists is comprised of clinicians, surgeons, academicians, researchers, retailers and celebrities. Ava Shamban, M.D., owner of Laser Institute for Dermatology and European Skin Care in Santa Monica, Calif. and Ava MD Medspa in Beverly Hills, Calif., is the embodiment of all of them. Dr. Shamban's recent notoriety is attributed to ABC television's *Extreme Makeover*. As the featured dermatologist on the show, she was presented with the challenge of attaining clinical results in an accelerated timeframe with eight million viewers watching.

However, this is only one aspect of Dr. Shamban's multi-faceted career. First and foremost, Dr. Shamban is an experienced board certified dermatologist with over 20 years experience in treating skin and an academic appointment as assistant clinical professor of dermatology at UCLA's Geffen School of Medicine in Los Angeles, Calif. Dr. Shamban's practice provides a wide spectrum of services including laser treatments, injections and fillers, personalized acne treatment programs, spa services and over 16 product lines in addition to her proprietary line, AVA MD, which is also sold at contemporary retailers.

Dr. Shamban strives to provide the most advanced treatments by using cutting edge technology. Her areas of special interest consist of acne, rosacea and rejuvenation where she has observed significant changes over

the last 20 years. "It has been intellectually stimulating for me to be able to use a combination of procedures and technologies to achieve better results," Dr. Shamban shared.



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During her residency Dr. Shamban received a prestigious Dermatology Foundation fellowship where she studied the expression of the elastin gene. She then began her professional career working with Howard Murad, M.D. – a well-known dermatologist and pioneer in cosmeceuticals – where she researched the effects of glycolic acid on the skin. Next, she acquired Nicholas Lowe, M.D.'s practice where she served as a co-investigator in multiple clinical trials, including those that led to the approval of BOTOX® Cosmetic from Allergan (Irvine, Calif.).

Since that time she has independently worked on studies with Inamed (acquired by Allergan), Medicis (Scottsdale, Ariz.), Collagenex (Newtown, Pa.), Alma (Buffalo Grove, Ill.) and Aesthera (Pleasanton, Calif.).

Dr. Shamban continues to expand her clinical research capabilities with specific interest in fillers and toxins, as well as novel acne and rosacea treatments. By being involved at the ground level she believes she can combine new pharmaceutical agents with advanced laser technology to improve treatment of difficult acne and rosacea cases. Being able to make a difference in her patient's lives is particularly gratifying to Dr. Shamban so she has a full research team and a dedicated clinical research coordinator to lead her projects.

Another area of interest for Dr. Shamban is expanding techniques for facial recontouring either as a substitute for surgery or to fix unfortunate facial surgical outcomes. "There is a cruel injustice regarding many of the extreme facial procedures that are being performed. We need a sense of what looks normal," Dr. Shamban conveyed. According to her, this is particularly important in terms of training new doctors. "We need to teach new entrants into the cosmetic arena some sense of aesthetic responsibility for what is normal and pass it on to the next generation of doctors."