

## **Dr. Rick Wilcox**

Coogee Skin Cancer Clinic

177 Malabar Road, South Coogee, NSW 2034

Phone: 9349 1999 Fax: 9349 8999 Email: [admin@coogeeskincancer.com.au](mailto:admin@coogeeskincancer.com.au)

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## **COOGEE SKIN CANCER CLINIC & PHOTO DYNAMIC THERAPY (PDT)**

Dr Rick Wilcox is pleased to announce the arrival of the first (and at this stage the only) Allmedic Tru+PDT system in Sydney. The Allmedic concept provides medical grade products to repair and protect sun damaged and aged skin in conjunction with Photo Dynamic Therapy (PDT).

PDT incorporates the use of a cream 5-ALA, which is activated by light, to destroy metabolically active sun and age damaged skin cells. PDT can be used to treat the field, not just isolated areas e.g. full face, arms, legs, scalp etc.

The Allmedic Tru+PDT system consists of several steps:

- 1) All patients will have a skin assessment score performed at the initial consultation. This will highlight problem areas on your skin and allow practice staff to design a skin health plan. The health plan will also cover how to use your allmedic products correctly and any contraindications to treatment with the Allmedic Tru+PDT system.

PDT should not be used in conjunction with:

- Thiazides (used to treat high blood pressure)
  - Tetracyclines, Fluroquinolones, Griseofulvin or Sulfonamides (used to treat infection)
  - Sulfonylureas (used to treat diabetes)
  - Phenothiazines (used to treat serious emotional problems)
  - Pregnancy
  - Breastfeeding
  - Use of Roaccutane within the past 6 months
- 2) All patients are to be pre treated for two weeks prior to receiving photodynamic therapy. The pre-treatment regime consists of an Allmedic cleanser, body repair, face repair and sunscreen. This pre-treatment will normalise, stabilise and stratify the skin for increased penetration of the light sensitive spray (5-ALA). If the patient is prone to cold-sores, they need to take oral Zovirax/Famvir for 5 days prior to the treatment.

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- 3) On treatment day the patient is to take an antihistamine and some analgesia. The antihistamine (e.g. Telfast, Claratyne, or Zyrtec) is to be taken one per day for 5 days after treatment.
- 4) The patient needs to bring a hat, sunglasses, long sleeved shirt or pants according to the area being treated. The patient needs to stay out of the sun for two days post treatment and stay away from bright low voltage halogen household lighting.
- 5) On treatment day patients are not to wear makeup. The treatment area is washed with warm water and then thoroughly cleaned with the Allmedic pre incubation cleanser
- 6) The area to be treated is prepared with two coatings of 5-ALA which needs to incubate for 3-5 hours (or maybe even overnight depending on the area to be treated)
- 7) The patient can go home during the incubation period but they are to wear protective clothing and completely avoid the sun as it will prematurely activate the light sensitive lotion.
- 8) After incubation the treatment area is washed with warm water prior to illumination.
- 9) The patient needs to wear protective eye wear. The area is illuminated with a Blue light for 20 minutes followed by a Red light for 10 minutes. There will be heat and discomfort during the illumination. This can be alleviated by having a cool fan blowing over the area during illumination and by taking prophylactic analgesia prior to treatment (Digesic or anti-inflammatories)
- 10) After completion of both Blue and Red cycle the treatment area will be covered with a cool damp towel for 5 minutes before having the Allmedic post treatment soothing lotion applied. This lotion will be given to the patient to use 3 to 4 times daily or as needed for 14 days. The Allmedic cleanser should be used morning and night but the AHA body and face repair should be withheld in the two weeks between treatment times (these products should be resumed two weeks after the final treatment phase)
- 11) The patient should be reviewed at the clinic on Day 2 and Day 7 after the first treatment. The second PDT treatment is done two weeks after the first

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- 12) The second PDT treatment is exactly as the first. 2 weeks after the final treatment the patient should resume the Allmedic maintenance regime, which includes cleanser, face and/or body repair, sunscreen along with eye repair and exfoliator if used.

## Product Costs

Face/Body Cleanser (250ml)	\$40.00
Face Repair Cream (40g)	\$49.00
Body Repair Lotion (200ml)	\$60.00
Antioxidant Sunscreen (200ml)	\$48.00
Exfoliating Scrub (200ml)	\$46.00
Eye Repair Cream (15gm)	\$70.00
Post Treatment Soothing Gel	

## Illumination Costs

AREA	INCUBATION (hours)	COSTS	
		1 <sup>ST</sup> Illumination	2 <sup>nd</sup> Illumination
Face	5	\$300 +GST	\$250 +GST
Scalp	5	\$350 +GST	\$300 +GST
Décolletage	6-7	\$350 +GST	\$300 +GST
One arm/hand foot/leg	Overnight (16)	\$400 +GST	\$350 +GST
Both arms/hands feet/legs	Overnight (16)	\$600 +GST	\$525 +GST

Dr Wilcox is happy to discuss a 25% discount to the above costs of illuminations for pensioners.

This is not an inexpensive treatment. The cost for two illuminations with the pre-treatment creams (cleanser, repair cream, repair lotion and antioxidant sunscreen) will be about \$800 per region (plus the Famvir if necessary and the anti-histamine and analgesics) obviously not everyone will be in a position to be able to afford such a cost. Some insurance companies may offer some rebate but this will have to be investigated

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on an individual basis. There is no Medicare rebate for the treatment. Those who are lucky enough to be able to afford to invest the money on repairing and rejuvenating their sun damaged skin will be amazed at the results. After the treatment patients' skin looks younger and feels smoother with less wrinkles and age spots.

If you are interested in proceeding with the treatment, or if you have questions, please make an appointment to see Olga, the practice manager, who will be the first point of contact for Allmedic Tru+PDT services and product purchases. Olga can be reached at the clinic on 9349 1999, her mobile 0437 872 422, or by e-mail

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