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Ben J. Kirbo, M.D.* ~ Laurence Z. Rosenberg, M.D.

*CERTIFIED BY THE AMERICAN BOARD OF PLASTIC SURGERY

†exp. 12/31/07

FRAXEL® LASER TREATMENTS NOW AVAILABLE IN NORTHWEST FLORIDA AND SOUTH GEORGIA

Southeastern Plastic Surgery First to Offer New Technology

Southeastern Plastic Surgery in Tallahassee is the first and exclusive provider of the newest wave of technology in the Florida panhandle. This new aesthetic solution to turn back the clock of time for aging and sun-damaged skin is the newest generation of non-invasive laser technology called Fraxel Laser Treatment. The Fraxel Laser resurfaces photodamaged skin, treats wrinkles around the eyes, and improves pigmented lesions such as melasma, age spots and sun spots on the face, chest and hands.

“The Fraxel Laser is what everyone has been waiting for,” said Dr. Kirbo. “Patients will now have the benefits of traditional skin resurfacing without significant downtime and risks. We now have an excellent option to treat facial scarring. This has been a major innovation for adult patients who want to treat scars related to adolescent acne.”

The Fraxel Laser was specially designed to create thousands of microscopic thermal spots that form vertical columns of treated skin tissue that are separated and surrounded by unaffected, healthy skin. This innovative approach allows the caregiver to treat only a small fraction of skin at a time so it heals much faster than if the entire area were treated at once. More importantly, and in contrast to other laser/light therapies, the new laser creates new epidermal skin in the treatment areas within 24 hours.

Scars are depressions or indentations that occur from the skin's natural healing process following surgery or a medical condition, such as acne. Like photodamaged skin, scars contain reduced amounts of collagen, have irregularly structured dermal fibers and usually lack elasticity. There are several types of scars caused by acne including deep “ice-pick” scars that are the hallmark of acne scarring; “box car” scars that usually occur on the cheek or forehead and resemble chickenpox marks; and “rolling” scars that give the skin a wavy appearance.

“A successful treatment outcome requires both the removal of damaged epidermal or surface tissue and the stimulation of collagen remodeling in the dermal component of acne, stretch marks, and surgical scars in order to improve collagen fiber reorganization, surface texture and skin tone,” said Dr. Laurence Rosenberg.

“Fraxel Laser Treatment represents new-generation laser resurfacing with predictable results. It rebuilds damaged skin like digital modification – pixel by pixel, spot by spot, said Dr. Kirbo. “Think of your skin as a family portrait or a digital photograph in need of high-quality restoration or touch-up. A painting delicately restores one small area at a time, or a photo is digitally altered, pixel by pixel. That's the scientific principle behind Fraxel Laser Treatment.”

The advantage of the Fraxel laser is its unrivaled ability to repair a range of facial scars and promote collagen growth in patients of all skin types.

Safe and effective, the Fraxel laser is cleared by the FDA and has undergone extensive testing in the lab and out in the field. An effective treatment generally requires three to five treatment sessions about two to four weeks apart.

Other advantages to the Fraxel Laser include:

- No scalpel, no stitches, no needles
- No general anesthesia as treatments only require a topical anesthetic
- Convenience as the procedure only takes about 30 minutes.
- High safety and proven effectiveness on neck, chest and hands
- Minimal risk of complications or adverse events
- Natural, youthful-looking results.

“We've been receiving calls from patients looking for this new technology in recent weeks following national news stories, and we're pleased to be able to offer it to northwest Florida and southwest Georgia,” said Drs. Kirbo and Rosenberg.

Visit www.fraxel.com for more information and before and after photos.