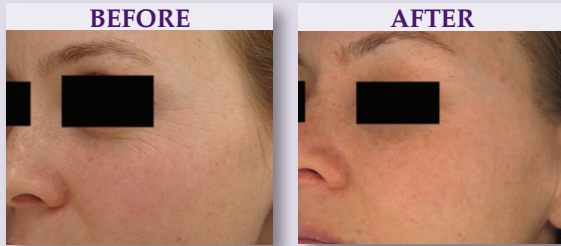




DERMACARE™
Laser & Skin Care Clinics®
of Tri-Cities

The Most Trusted Name in Skin Care™



REVERSE AGING SKIN WITH LASER RESURFACING

By Sidney B. Smith, MD, FAAD

Beauty is not just in the eye of the beholder. These days, beauty may increasingly be in the hands of your doctor.

Since 1997, there has been a 446 percent increase in the number of cosmetic procedures performed. The reason behind the huge demand for such procedures is sun exposure, which is the primary cause of skin aging. Laser facial treatments are a very effective way to treat a variety of skin concerns.

In 2006 alone, about 1 million people had laser resurfacing or chemical peels. Invasive resurfacing lasers (i.e. carbon dioxide and Erbium lasers) were introduced years ago. Although they potentially could achieve dramatic cosmetic results, they also had undesirable side effects and recovery periods. Later, noninvasive laser (i.e. fractionated devices) treatments became available. These lasers required much less downtime but needed several treatments, and the results were not as dramatic as with invasive lasers.

The best of both worlds may now be found in a new laser, called the Pearl. You get the dramatic results of invasive resurfacing safely with only minimal social downtime.

The Pearl laser treats a variety of skin conditions including fine lines, wrinkles, brown spots and sun damage, as well as improving the overall skin texture in only one or two treatments. Patients report noticeable results in less than one week. A mild topical anesthetic is applied for 30 minutes prior to treatment and patients find this 15-minute, full-face procedure to be very tolerable.

After the treatment, patients report that their skin has a new luster. It looks brighter and fresher. You will also notice how smooth and soft it feels. Additionally, most patients report they receive unsolicited, favorable comments about their skin. People who didn't know they had a laser procedure are coming up to them and saying, "You look

really good." Some will comment on how good your skin looks while others will just notice that you look great and don't know why. That is commonly when they will ask about your hair.

In my clinical practice at Dermacare, I judge all procedures and products on three basic principles, which is one of our slogans: Safety, Value, & Results. How does the Pearl stack up in Safety, Value, and Results?

SAFETY Pearl laser resurfacing safely eliminates wrinkles, fine lines, brown spots, sun damage, and much more.

VALUE Pearl laser resurfacing is very affordable. The series of Pearl treatments is much less expensive than the series of any of its competitors.

RESULTS Pearl laser resurfacing gives undeniably great results. If you want to eliminate wrinkles, fine lines, brown spots, and sun damage, look no further than the Pearl.

Pearl laser resurfacing is an excellent choice if you want to look your best this year. Come to Dermacare Laser and Skin Care Clinics of Tri-Cities for a **FREE CONSULTATION** to see if the Pearl is right for you. You too can Experience the Dermacare Difference!

For more information, visit www.PearlSkin.com and www.dermacare.com/tricities.

Dr. Sidney B. Smith, a Board Certified Dermatologist, owns Dermacare of Tri-Cities and is the Corporate Medical Director and Chair of the Dermacare Corporate Medical Board of Directors. Dermacare is an international laser and aesthetic skin care company. Additionally, he is a fellow of the American Academy of Dermatology, a member of the American Society of Cosmetic Dermatology and Aesthetic Surgery, and a lifetime member of Alpha Omega Alpha (medical honor society).