



NEWS RELEASE

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ADVANCED DERMATOLOGY AND LASER CENTER INTRODUCES ADVANCED LASER TREATMENT FOR AGING AND SUN-DAMAGED SKIN

***Breakthrough FRAXEL® Treatment Resurfaces Skin While Minimizing
Patient Recovery Time***

Piedmont, SC. Advanced Dermatology and Laser Center is the first in Greenville, SC to offer the Fraxel laser, the most advanced new microlaser restoration treatment that returns skin to its original beauty. The Fraxel laser provides the benefits of traditional skin resurfacing techniques without significant downtime and risks. Safe and effective, Fraxel has been approved by the FDA to treat multiple skin conditions, including age/sun spots, acne scarring, melasma (the mask of pregnancy) and eye wrinkles (crow's feet).

"Until now, the options available to patients with sun damaged or scarred skin were abrasive treatments that required lengthy recovery periods, often interrupting daily activities, said Dr. Ben M. Treen who is the first in the area to own the advanced laser system. "The Fraxel laser offers my patients predictable results in a safe and convenient treatment."

Dr. Ben Treen reports that the Fraxel laser repairs damaged skin by treating only a small fraction of skin at a time, leaving the area surrounded by unaffected, healthy skin tissue. This fractional treatment allows the skin to heal much faster than if the entire area were treated at once, using the body's natural healing process to create, new, healthy, tighter tissue to replace skin imperfections.

The Fraxel laser has undergone extensive safety testing in the lab and out in the field. Dr. Treen says that based on his clinical experience, an effective treatment regime generally requires 3 to 5 treatment sessions spaced about 2 to 4 weeks apart.

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“In our practice, we have observed remarkable improvements in uneven skin color and wrinkles around the eye area. The treated skin is smooth, soft and fresh. In fact, our patients are so thrilled with how young and attractive they look that their friends and family members are requesting Fraxel treatment,” notes Dr. Treen.

Other key advantages of Fraxel Treatment are:

- No scalpel, no stitches, no needles
- No general anesthesia – the treatment is well tolerated with a topical anesthetic
- Convenience – the procedure takes about 30 minutes in the doctor’s office
- High safety and proven effectiveness on neck, chest and hands
- Minimal risk of complications or adverse events
- Natural, youthful-looking results

About Advanced Dermatology and Laser Center

Dr. Treen is an expert in diseases and conditions of skin, hair, and nails. From Acne to Zoster, you cannot find a more qualified specialist for your problem. Dr. Treen is Board Certified in Dermatology by the American Board of Dermatology and is a Fellow in the American Academy of Dermatology. Dr. Treen has been performing laser surgery since 1989, liposuction surgery since 1994.

Dr. Treen is from New Orleans, Louisiana, and has been in private practice in the Greenville area since 1988, relocating to 107 Clair Drive, Piedmont, SC in December, 2005.

For more information on Fraxel treatment, please visit www.derm Surgeon.com or www.fraxel.com