

## LASER CONFERENCE SHEDS LIGHT ON ADVANCES & CAVEATS

**(New Orleans, LA, February XX, 2002)** -- Thousands of dermatologists and health professionals are gathering at the Ernest N. Morial Convention Center in New Orleans for the 60th annual meeting of the American Academy of Dermatology (AAD) from February 22-27. The conference explores, among other skin issues, cosmetic laser applications that literally reach from head to toe.

"Lunchtime laser procedures nearly doubled from 1998 to 1999 and the trend will only grow as we continue to develop effective anti-aging treatments that are less severe than traditional plastic surgery," says David J. Goldberg, M.D., newly appointed Director of Laser Research at NY's Mt. Sinai School of Medicine. Dr. Goldberg will deliver nine presentations on skin laser breakthroughs including new non-ablative "lunchtime" laser, rejuvenation and resurfacing procedures, laser hair removal for all skin types, and also legal/ethical issues for physicians and nurses administering these therapies. He will present several new studies based on research conducted this past year at his offices, Skin Laser & Surgery Specialists of New York & New Jersey—which has pioneered FDA research on skin lasers since 1986. MYOBLOC®, a step beyond BOTOX®; and reducing stretch marks through skin laser therapy are among his latest studies.

"With the growing popularity of skin laser therapies comes a caveat," he cautions. The laser rental market is booming, which is good news for manufacturers but actually bad news for patients. Many poorly trained physicians are taking weekend courses to learn the ropes, and some procedures are even being performed by non-physicians. The use of such systems by spas, without any physician supervision is leading to disastrous results."

"Patients must know how to approach the exciting new field of laser surgery while making sure they're not putting themselves at risk," says Dr. Goldberg, who is also an attorney, and adjunct faculty at Fordham University School of Law. "The role of the AAD is critical as more doctors enter the field. Our 60<sup>th</sup> annual meeting will help reinforce standards and controls that are necessary for maintaining the integrity of skin laser surgery."

The American Academy of Dermatology, founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 13,000 dermatologists worldwide, the AAD is committed to advancing the science and art of medicine and surgery related to the skin; advocating high standards in clinical practice, education and research in dermatology; supporting and enhancing patient care; and promoting lifelong healthy skin, hair and nails. Attendees of the annual meeting can choose from 342 events, including 22 courses, 46 symposia, 49 forums, 180 focus sessions, 41 discussion groups and 4 poster discussion sessions. Attendees will be presented with the latest information in clinical dermatology, pediatrics, surgery, pathology and cosmetics, as well as the latest in biomedical research, socioeconomic issues facing dermatology. For more information about AAD or the annual meeting, visit the AAD website at [www.aad.org](http://www.aad.org) or call (847) 330-0230. For information on Dr. Goldberg, go to [www.skinandlasers.com](http://www.skinandlasers.com) or contact Dean Draznin Communications at 641-472-2257, [ddraznin@kdsi.net](mailto:ddraznin@kdsi.net).

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## Four Headlines on Skin Laser Surgery

### **1. THE LASER RENTAL MARKET IS BOOMING: PATIENTS BEWARE!**

If doctors rent their lasers it means they aren't doing skin laser procedures all the time. (Anyone interested in a surgeon who has trained in a few weekend courses?). Many procedures are performed by non-physicians. FACT: There are only about 20 major full-time skin laser surgery centers in the U.S. Dr. Goldberg reveals what all patients MUST know before they sign on with a doctor for skin laser surgery. All lasers do NOT work well for all skin types. Caveat emptor to the max!

### **2. ANTI-AGING "LUNCHTIME LASER" PROCEDURES ERASE WRINKLES WOUNDLESSLY, PAINLESSLY, AND WITHOUT ANY DOWN-TIME**

Patients return to work after a few well-placed laser zaps that stimulate collagen renewal beneath the skin. Back in the office fifteen minutes after skin laser surgery, no one suspects you've had anything except lunch (more good news: you're not popping pain-killers because there's **minimal discomfort!**). Boomers are getting older, yet most are not ready to submit to painful and expensive plastic surgery that requires significant recovery time. In 1999, almost twice as many people underwent nonsurgical cosmetic procedures to recapture their youth than did so in 1998. "Lunchtime laser" surgery is the ideal solution.

### **3. LASER BREAKTHROUGH FOR PEOPLE OF COLOR**

According to the NIH, more than 12 million African-American men suffer from Pseudo-folliculitis Barbae, or PFB—painful shaving bumps. Many women and men of color including Hispanics, Arabs, and Mediterraneans, also suffer from this problem. New lasers just approved by the FDA can remove unwanted hair for all skin types and bring relief to PFB sufferers. Until recently, laser hair removal was only safe for people with light skin and dark hair, while people with dark skin and hair risked permanent skin discoloration.

### **4. IT SEEMED LIKE A GOOD IDEA AT THE TIME---NOT!!! FORTUNATELY, TATTOOS ARE NOW REVERSIBLE.**

What's wrong? The tattoo that seemed like such a good idea a few years ago doesn't look so hot now? It declares his love for Jill when he says his heart belongs to you? Don't despair: Several sessions of simple skin laser surgery should solve your problem. Tattoos can be lightened, often removed, by laser surgery, without the scarring and lengthy recovery common in former tattoo-removal procedures. Lasers produce a concentrated beam of one or more specific wavelengths of light. The light penetrates the outer layers of skin in short, intense pulses, and is absorbed by the ink in the tattoo. The procedure either lightens the color or erases it entirely.

### **About Dr. David Goldberg**

David J. Goldberg, M.D. is a Yale and NYU-trained, Board-Certified Dermatologist who is recognized worldwide for his work with skin lasers. In 1999, he was the first recipient of the prestigious Leon Goldman, M.D. award, named after the founder of laser surgery and medicine, and has been designated "One of the Top 10 Laser Surgeons in the U.S." by Self Magazine. The Skin Laser & Surgery Specialists of New York & New Jersey, directed by Dr. Goldberg, has conducted pioneering FDA research on the newest lasers. Dr. Goldberg is past president of the American Society for Laser Medicine & Surgery, and is Director of Laser Research at Mt. Sinai School of Medicine and is also on faculty at Fordham University School of Law.