



M E D S U R G E
A D V A N C E S TM

MedSurge Advances to Exhibit New Technologies at American Academy of Dermatology

Dallas, TX (PRWEB) January 18, 2008 – MedSurge Advances will exhibit new technologies at the American Academy of Dermatology (AAD) Annual Meeting in San Antonio, Texas on February 2-5, 2008 in conjunction with Quantel Derma and Osyris. MedSurge's booth number for the event, to be held at the Henry B. Gonzalez Convention Center, is Booth #545.

MedSurge Advances is pleased to announce they are furthering their strategic partnerships with two leading French laser manufacturers, Quantel Derma and Osyris. MedSurge Advances will exhibit both Quantel Derma and Osyris equipment including the completely new Prolite III, the 308 handheld excimer device, the EXELO2 and the Pharaon Lipo and Exo lasers.

The Prolite III is a multi-handpiece Intense Pulsed Light (IPL) system, ideal for permanent hair reduction, acne treatments, skin rejuvenation, vascular treatments and skin tightening. A range of interchangeable hand pieces provides multiple wavelengths with each wavelength being uniquely adapted to a specific treatment. Tip cooling maximizes skin protection while the highly innovative power supply ensures light is delivered in a gentle, pain-free fashion. The Prolite III is manufactured by Quantel Derma.

Also from Quantel Derma, the 308 nm laser is the handheld medical device uniquely suited to treating psoriasis and vitiligo. What is revolutionary is that the 308 is the first-ever device to exactly reproduce the wavelength of a laser although using a lamp as its emission source. This makes for a cheaper, smaller and easier to use device that finally provides physicians with a cost effective way of combating these debilitating skin diseases.

The EXELO2 is revolutionary in its ability to combine ablative and non-ablative lasers in one simple pain-free procedure. The fractionated CO2 creates wells in the skin that immediately contract the skin while the areas of coagulated tissue caused by thermal spread around the wells cause neo-collagen formation leading to further improvement over time. Treatments require no particular preparation (no anesthesia or dye application) and are incredibly fast, with a full face requiring no more than 15 minutes.

From Osyris, MedSurge Advances will be exhibiting the Pharaon Lipo and Pharaon Exo. The Pharaon Lipo is a laser lipolysis device specifically designed to disrupt adipocytes through a controlled thermal effect. The effect from the laser not only liquefies fat but also causes skin retraction, making this procedure both ideal by itself when treating small areas or the perfect combination with traditional liposuction whenever skin laxity needs improvement. The Pharaon Lipo has been clinically proven to reduce fat deposits in the chin, ankle, calf, knees, lower back, lower abdomen and back of arms.

The Pharaon Exo is a 980 nm wavelength laser that utilizes the same power source as the Pharaon Lipo but is specifically designed to treat vascular conditions. The Pharaon Exo uses



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an auto-regulated contact cooling system and visualization is done by means of an integrated camera and screen, making the treatment much easier to perform by the physician. The handpiece allows for optimal focusing, positioning, and mapping of the treatment area.

To see these and other advanced aesthetic technologies, visit MedSurge Advances or Quantel Derma at the American Academy of Dermatology.

Media enquiries should be addressed to Rob Huckels, Vice President of Marketing, 214-540-3807. Attendees interested in scheduling a meeting with MedSurge Advances, Quantel Derma or Osyris representatives at the American Academy of Dermatology Annual Meeting are invited to contact Rob Huckels at 214-540-3807 or email Rob at rhuckels@medsurgeadvances.com.

About MedSurge Advances

Based in Dallas, MedSurge Advances helps physicians across the United States build and manage their practices, primarily in aesthetic medicine, one of the fastest-growing healthcare segments. Since its founding in 2002, MedSurge Advances has provided technology and business resources for more than 330 physicians in 42 states who have started stand-alone businesses or added aesthetic procedures to their existing practices. For more information, contact MedSurge Advances at 972.720.0425, or visit www.medsurgeadvances.com.