



PAULA ROSADO PUBLIC RELATIONS

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**DR. LANCE H. BROWN
PRESIDENT-ELECT OF DERMATOLOGIC SOCIETY OF GREATER NEW YORK
REPORTS MORE MEN BENEFITTING FROM FRAXEL LASER TREATMENT**

**FRAXEL RESTORES YOUTHFUL APPEARANCE WITH MINIMAL DOWNTIME;
CREATES “CONFIDENCE EDGE” TO ENHANCE PROFESSIONAL, PERSONAL SUCCESS**

NEW YORK, NEW YORK, October 17, 2008 – In this hyper-competitive era, more men than ever are choosing aesthetic dermatological procedures that create a refreshed, youthful appearance without the telltale signs of having *work done*. High-tech Fraxel laser treatments offer today’s alpha-achievers an edge in turning back both the clock and the competition.

“Men now know that their appearance plays a pivotal role in how they are perceived,” says Dr. Lance Brown, a leading Manhattan dermatologist in private practice. “Whether it’s in the boardroom or the social scene, men who feel good about their appearance exude confidence—the kind of confidence that attracts others, be they clients or potential mates.”

Dr. Brown says Fraxel laser treatment [FLT] is a wise choice for men seeking an anti-aging triple play. FLT smoothes skin texture, including acne scars; removes sun spots, age spots and other discoloration; and reduces wrinkles, especially fine lines around the eyes.

“With Fraxel, men can remove years from their face without surgery. Three to five treatments, a few weeks apart, produce dramatic results,” he says. “The effect is a gradual, noticeable improvement, resulting in a well-rested, rejuvenated appearance.”

Fraxel’s natural-looking results are due to its innovative technology. The Fraxel laser shoots thousands of light beams deep into the skin; simultaneously removing damaged cells and creating microscopic “wounds.” These wounds trigger the skin’s natural healing response. “Fraxel stimulates the skin to create itself anew,” says Dr. Brown. “Men restore their own skin’s youthful appearance from the inside out.”

Following FLT men can expect to look sunburned for a day or two, but downtime is minimal. “Fraxel procedures are fast, safe and effective,” he says. “Get treated on Friday and you’ll look fine for Monday.”

Dr. Brown is Board Certified by the American Board of Dermatology, teaches at NYU as Assistant Clinical Professor of Dermatology and serves as President-Elect of the Dermatologic Society of Greater New York.

A sought-out authority in his field, Dr. Brown frequently publishes in prominent journals including the *Journal of the American Academy of Dermatology*, *Skin and Aging* and *Cosmetic Dermatology*.

For more information: www.drancelancebrown.com

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