

Q

I have recently seen a large number of advertisements for Fraxel treatments from many offices in the area. What do you offer that they do not?

A

If you read carefully, every other office offers “fractional” laser treatments but NOT the actual “Fraxel” laser. That is because our machine is the only one in this area made by the Reliant corporation which holds a number of exclusive patents for the process.

The most important difference is in the delivery system. Fraxel uses a gliding head to

deliver the laser micro-treatments and every other machine uses a stationary hand piece. The other machines are trying to “paint a wall” like dabbing a sponge without wiping versus Fraxel which is like a roller. Which do you think gives a smoother, more even look? In addition, the Fraxel laser is FDA approved for seven skin conditions and most of the others only have approval for one or two. Fraxel is the ONLY fractional laser approved for the treatment of melasma and actinic keratoses. Of the 400,000+ Fraxel treatments done since the release of the machine in the USA, our office has done more than 1,100. We are, in fact, one of the busiest Fraxel treatment centers in the entire country. If you have had a fractional laser treatment at another office and are dissatisfied with the results, I will be happy to see you at no cost and advise you whether we think we can improve your outcome.

Aesthetic Surgery of Virginia

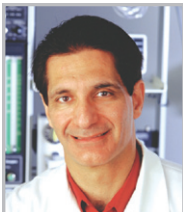
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