

FOR IMMEDIATE RELEASE:

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PHOTO & INTERVIEW OPPORTUNITY:

HELENDALE DERMATOLOGY AND MEDICAL SPA NOW USING FIRST-OF-ITS-KIND LEVULAN® PHOTODYNAMIC THERAPY (PDT) TECHNOLOGY

- Dr. Elizabeth Arthur Brings the Latest Skin Cancer Detection Technology to Rochester -

ROCHESTER, N.Y. – Local residents who suffer from precancerous lesions caused by sun exposure now have access to the latest developments in skin cancer detection technology. Dr. Elizabeth Arthur – certified dermatologist and founder of Helendale Dermatology and Medical Spa in Irondequoit – brings the first-of-its-kind Levulan® Photodynamic Therapy (PDT) technology to patients in Rochester.

“PDT technology represents a tremendous breakthrough in the treatment and detection of precancerous skin lesions,” said Elizabeth Arthur, M.D. “We’re excited to be the first dermatology practice in Rochester to offer this advanced technology to area residents.”

PDT is an advanced treatment for pre-cancerous skin lesions known as actinic keratoses, or rough-textured, dry, scaly lesions on the skin that can progress to squamous cell skin cancer. Actinic keratoses occur most often of the face, balding scalp, dorsal hands, ears and lips.

“Actinic keratoses lesions are often treated with liquid nitrogen – a cold spray that allows ‘good healthy’ skin to grow in the area previously damaged by the sun,” added Dr. Arthur. “The problem that I see with this course of treatment is that it is very isolated. A physician is only analyzing and possibly treating the specific lesion and not the region around the lesion. Precancerous lesions and squamous cell skin cancer cells are not always visible to the human eye; therefore, it is critical to take a more regional approach to treating abnormal skin cells that the PDT technology allows.”

Levulan PDT is a two-part treatment course that uses the Levulan Kerastick for Topical Solution plus the BLU-U Blue Light Photodynamic Therapy Illuminator. It is unique because it uses a light activated drug therapy to destroy actinic keratoses.

Levulan® Kerastick® Topical Solution is applied to the actinic keratoses lesions. The solution is then absorbed by the damaged cells where it is converted to a chemical that makes the cells extremely sensitive to light. When the actinic keratoses cells are exposed to the BLU-U® blue light illuminator, a reaction occurs which destroys the precancerous skin cells.

The short, 2-part treatment course is convenient and fits most lifestyles:

- Low downtime
- No prescription to fill
- No daily medication to remember
- Excellent cosmetic response
- No scarring reported to date

The most common side effects include scaling/crusting, hypo/hyper-pigmentation, itching, stinging, and/or burning. Patients treated with Levulan PDT should avoid exposure of the photosensitized lesions to sunlight or bright indoor light for at least at least 48 hours after blue light treatment. Exposure may result in a stinging and/or burning sensation and may cause erythema or edema of the lesions. Sunscreens will not protect against photosensitivity reactions caused by visible light.

About Helendale Dermatology and Medical Spa:

Helendale Dermatology and Medical Spa was founded in 2004 by board certified dermatologist, Dr. Elizabeth Arthur, as a full-service dermatology practice that specializes in medical, cosmetic and surgical care of the skin. The on-site Medical Spa offers a wide variety of services aimed at enhancing patients' natural beauty through laser, esthetic and skincare treatments. The practice is located at 500 Helendale Rd, Suite 100 in Rochester, New York and currently employs 17 people. For more information, visit www.helendaledermatology.com.

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INTERVIEW OPPORTUNITY:

Dr. Arthur, certified board dermatologist and founder of Helendale Dermatology and Medical Spa, brings the latest skin cancer detection technology to Rochester. She is available to discuss Levulan® Photodynamic Therapy (PDT) technology in further detail. Patients of Dr. Arthur's who have recently undergone this treatment for precancerous skin lesions are also available for interviews. FOR MORE INFORMATION, PLEASE CONTACT NANCY BATTLES AT 585-831-1518.